

# MED 526

## Interactivity for social enterprise



Foyle  
Down  
Syndrome *me*  
Trust

Foyle Down  
Syndrome Trust

# Contents

<b>2</b> Contents	<b>3</b> Introduction	<b>7</b> Research and Benchmarking
<b>21</b> First meeting with FDST	<b>24</b> The Brief	<b>26</b> Design Ideas
<b>34</b> Pitch	<b>37</b> Project Work Division	<b>39</b> Final Product
<b>70</b> Communication	<b>80</b> Reflection on Project and Evaluation	

# Introduction

# Foyle Down Syndrome Trust

## Project Specification

Create digital media outputs that showcase “a week in the life of” Foyle Down Syndrome Trust, showcasing the range of activities that are provided for children and young adults from 0-25+ and their family. The creative digital media output could be video footage, animation, motion graphic, photography or a combination.

The piece should capture the range of activities the trust provides those living with Down Syndrome and the support that families receive from the trust. The trust are keen to harness the use of social media to raise the profile of the Trust and of the work they do to families and funders. The digital media outputs will be the creative content of a social media campaign.

## Skills Required

After Effects

Premiere

Photoshop

Illustrator

DSLR skills

Social Media Skills

# Time sheet

Research and Benchmarking	<b>05:35</b>
Brief creation	<b>11:46</b>
Storyboarding	<b>03:06</b>
Meeting Client	<b>00:48</b>
Creating Pitch	<b>18:14</b>
Pitch	<b>00:45</b>
Planning distribution of work	<b>03:36</b>
Animating	<b>13:21</b>
Creating posts	<b>05:16</b>
Creating Guide	<b>01:00</b>
Production Log	<b>18:59</b>

# The Team



Adam Haggan



Rebecca Mann



Riley Doherty

# Research and Benchmarking

# Research and Benchmarking

## Down Syndrome Resource Foundation

Down Syndrome Resource Foundation - Social Media

The Down Syndrome Resource Foundation social media is very active and positively presented with consistent updates throughout the week. They know who they want to target with each of their posts; ie Funders, Awareness, Community stories, Empowering etc. Each of their posts is eye-catching and get straight to the point, it's easy to understand what has been posted.

Total: 66.67%

## Canadian Down Syndrome Society

Canadian Down Syndrome Society - Social Media

Their social media follows the same positivity as their website with clear aims and objectives with an image of who they are targeting. They make it easy for people to find additional information from resources other than their own or by not having to go onto their website. Their content is always being updated daily so that they keep their audiences updated on what's happening within the organisation and what their plans are to get their community involved

Total: 83.88%

## Down Syndrome Scotland

Down Syndrome Scotland - Social Media

Down Syndrome Scotland does utilise social media in a very positive way, with the use of both Facebook and Twitter, both of which showcase real people that the organisation helps as well as being very clickable and visually interesting. As well as being up to date and aimed at the correct audiences for the age demographic of each platform. With clear and new promotional content posted regularly, awareness campaigns, personal stories as well as support and resources. Which are very important to the client.

Total: 75%



## **Down Syndrome Association**

### Down Syndrome Association - Social Media

This organisation is active on several different social media platforms that are updated regularly. They provide support to those who need it to improve their quality of life and promote their right to be included on a full and equal basis with others. These platforms are used for Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access. All of their social media is linked to their website where people viewing them can find more information if needed. They have made it easy to find out how to get in contact in several different manners.

Total: 83.33%

## **Down's Heart Group**

### Down's Heart Group - Social Media

Downs Heart Group does not use social media in any productive way, the Twitter has been abandoned and the Facebook hasn't been updated in months, with either linked on the website itself, and both being used only for fundraising efforts, this is a major missed opportunity for the organisations reach as a whole.

Total: 8.33%

## **Down Syndrome Ireland**

### Down Syndrome Ireland - Social Media

They have several active social media accounts that convey information on the organisation, Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access. Their social media clearly shows that they are an organisation that has dedicated their social media towards those with downs syndrome, the families of those with downs syndrome and professionals that work with those with downs syndrome. It is kept up to date and has a positive representation of Down Syndrome throughout the site and has several ways displayed to contact them and is easy to find.

Total: 100%

## Who is Our Client

In 1995 a group of parents wanted to help, support, nurture and empower children with Down Syndrome in Northern Ireland. Foyle Down Syndrome Trust (FDST) is a unique user-led organisation that has created a community that supports and empowers those with Down Syndrome from birth to adulthood, this will enable them to lead full, meaningful and productive lives. Through this community they receive help and support which helps them reach their full potential, ensuring they take and enjoy their rightful place in the community. Foyle Down Syndrome Trust keeps its members at the centre of everything that they do, fostering a culture of inclusion that takes a holistic approach to address their educational, social, personal development and emotional needs, aspirations and goals.

Based in a small office in Waterside their determined Board of Directors who are made up of parents, local health and education professionals fight to secure funding to plan and deliver an innovative and ground breaking programme are inspired by the work of Professor Sue Buckley Downs Ed Ltd. Many of these were funded by BBC Children in Need and The Big Lottery who provided the necessary funding to get it off the ground, this program is believed to be their greatest achievement to date. This music therapy program created in this collaboration with BBC Children in Need has created many of the core elements that have been used to deliver the services they have continued to provide. They have had further success in securing grants and coupled with fundraising by the friends and families of Foyle Down Syndrome Trust, enabled them to secure a new premise, increase membership, enhance our service delivery, improve our facilities and most importantly further enrich the lives of children and young people.

# Social media

	<b>Canadian Down Syndrome Society</b>	<b>Down Syndrome Resource Foundation</b>
<b>First Impressions</b>	Clearly Shows what kind of organisation they are and what their purpose is	Basic, Can see it's a charity organisation
<b>Looks &amp; Feels</b>	Modern throughout Twitter, Facebook & Instagram	Semi-modern, Consistent design across their platforms
<b>Representation</b>	Positive	Positive
<b>Language</b>	English & French	English Only
<b>Click ability</b>	Click-able, visually interesting	Click-able and very interesting
<b>Up-To-Date</b>	Daily updates	Daily updates
<b>Reach</b>	Has a large reach across several social media platforms and with their consistently updated website	Same content uploads across their platforms so no one misses anything because they aren't on another platform

## Down Syndrome Scotland

## Down's Heart Group

### First Impressions

Semi modern, clear charity organisation

Outdated, low quality logo, pixelated, Twitter header Christmas fund-raiser from 2017

### Looks & Feels

Semi modern, standard across both platforms

Outdated, low quality images

### Representation

Positive

Positive, however mainly used for fundraising rather than information

### Language

English only

English only

### Click ability

Click-able, visually interesting

Not very click-able, no images of the people getting help, all fundraisers

### Up-To-Date

Updated recently, both on Facebook and twitter

Outdated, rarely updated, not linked on website

### Reach

Twitter aimed at younger people, Facebook at older/parents. Both aimed mainly at those with downs and their families

Very bad reach, not much interaction on twitter or Facebook.

## Down's Syndrome Association

## Down Syndrome Ireland

### First Impressions

Semi modern with a simplified design that shows that it is a clearly a website dedicated to a charity organisation

Modern design that has been designed in a way that it easy to navigate and is visually pleasing to view. It clearly shows that it is for a charity organisation.

### Looks & Feels

Semi modern and has a consistent appearance across all platforms

Very modern and has a consistent appearance across all platforms

### Representation

Positive

Positive

### Language

English

English and Irish

### Click ability

Click-able and very interesting

Click-able and very interesting

### Up-To-Date

Up to date

Up to date

### Reach

Has a large reach across several social media platforms and with their consistently updated website

Has a large reach across several social media platforms and with their consistently updated website

# Social media- Content

## Canadian Down Syndrome Society

## Down Syndrome Resource Foundation

### Contact Information

Facebook redirects contacts to website, Instagram prompts people to go onto their Linktree which has several different resources, LinkedIn prompts people to website

Can message on their Facebook, other socials like their Twitter, Instagram and LinkedIn all redirect the user to their website

### Visibility of important content

Very clear, new promotional content posted regularly

Very clear, new promotional content posted regularly

### Clear Focus

Fundraising, Awareness, Displaying Community Stories

Fundraising, Awareness, Displaying Community Stories, Empowering

### Information Structure

Information is easy to find and flows well, lots of resources available and easy to find

Information is quickly understandable from any post on their social medias which is easy to follow and learn

### Appropriate

Those with Down Syndrome, Those who want to find out more, Raise Awareness

Up-to-Date content, Those with Down Syndrome to help spread awareness and to empower those with Down Syndrome

## Down Syndrome Scotland

## Down's Heart Group

### Contact Information

DMs open on Facebook, not Twitter, email linked on Facebook and both link to website

Website linked on both twitter and Facebook, DMs open and email linked on Facebook only

### Visibility of important content

Very clear, new promotional content posted regularly

Only out of date fundraisers

### Clear Focus

Awareness campaign, personal stories of those with downs, support and resources

Fundraising for the charity

### Information Structure

Information easy to find and flows well, a lot of resources available and easy to find

No information outside of fundraisers

### Appropriate

Younger people and parents with children with downs, modern and appropriate for each platform.

Outdated and not updated



## Down's Syndrome Association

## Down Syndrome Ireland

### Contact Information

Facebook, Instagram, Twitter, Youtube and LinkedIn: Advertising different aspects of the organisation and things that happen in their community. Easy to donate to and follow. Has all available contact information for the organisation along with their website

Facebook, Instagram, Twitter, Youtube and LinkedIn: Advertising different aspects of the organisation and things that happen in their community. Easy to donate to and follow. Has all available contact information for the organisation along with their website

### Visibility of important content

Very clear, new promotional content posted regularly

Very clear, new promotional content posted regularly

### Clear Focus

Fundraising, Awareness, Displaying Community Stories

Fundraising, Awareness, Displaying Community Stories

### Information Structure

Information easy to find and flows well, a lot of resources available and easy to find

Information easy to find and flows well, a lot of resources available and easy to find

### Appropriate

Those with downs syndrome and their families. Up to date

Possible Sponsors, Those with Downs Syndrome, Their Families. Up to date

# How FDST did

## Social media

### First Impressions

Modern design and clear charity organisation.

### Looks & Feels

Modern and consistent over all platforms

### Representation

Positive

### Language

English

### Click ability

Click-able, not too interesting

### Up-To-Date

Up-to-date on Facebook, Twitter inactive

### Reach

Very active and good reach on Facebook, aimed at families of people with downs as well as at people with downs, as well as some fundraising efforts

# Social media- Content

## Contact Information

Email, phone number and  
Dms open on Facebook and  
link to website.

## Visibility of important content

Very clear, new promotional  
content posted regularly

## Clear Focus

Fundraising, Awareness,  
Displaying Community Stories

## Information Structure

Information easy to find and  
flows well, a lot of resources  
available and easy to find

## Appropriate

Twitter not up-to-date,  
mainly posts on Facebook.  
Those with Down Syndrome  
and those who support the  
organisation

## **What we were asked to do**

We were asked to create a social media campaign for the Foyle Down Syndrome Trust. To showcase “a day in the life of” Foyle Down’s Syndrome Trust.

The focus was to be on the activities and services available via Foyle Down Syndrome Trust, and to showcase how “Life changing” the organisation can be

# **First meeting with FDST**

The first meeting with Christopher Cooper, the manager of FDST was very informative for us, allowing us to get a clearer picture of what we were being asked do.

What we took out of the meeting was that a huge interest was that of showing off the different services that are provided by FDST and the the impact they have on families.

We also took the opportunity to get some quotes from Christopher to use in our campaigns.

# Meeting notes and quotes

“Life Changing”

“Lived Experience”

“Inclusion”

New Social Enterprise  
Project started

Service is Free

“Foyle Down Syndrome  
is life-changing”

## **Audience**

Funders  
Parents  
Wider community

## **Area Covered**

Foyle Area  
City side  
Waterside  
Cover as far  
as Dungaven  
and Limavady,  
Strabane

21st March Down  
syndrome Day

# The Brief



Creating the brief and adding improvements proved to be a challenge for us, however, working together with the support of our teachers Claire and Adrian we were able to create an appropriate project brief to pitch to the client.

One particular roadblock we had to overcome was the quality of the images we were provided, as well as the fact we were unable to go in person to take our own photos due to the ongoing pandemic with COVID 19.

# Design ideas

# Initial design and improvements

## My original designs for the project

"When my daughter was diagnosed with Down syndrome we didn't know what to expect or what was ahead of us, we contacted Foyle Down Syndrome Trust and that all changed. The staff were so welcoming and couldn't do enough to help us. It has been amazing for our daughter to make new friends and learn new skills. For us meeting other parents was very helpful and we have created friends for life."



### Funding

We rely on donations for events and volunteers.

This allows us to do the great work we do and provide our service for free



### Down Right Crafty

Improves access to and the range and quality of employment opportunities helping to remove barriers to achievement, job satisfaction and career choices

### Music Therapy

Affords children and young people with Down syndrome, aged 0 to 18, to fully participate and engage in both one to one and group weekly music therapy sessions

### Healthy Hearts and Minds

Physical and sporting activities such as yoga, aerobics, walking, football, swimming, cycling, bowling are offered and take place in our own premises and in a range of sporting and recreational facilities across the city.



“We support and empower children and young people with Down syndrome from birth to adulthood.”

Foyle Down Syndrome Trust averages **80-100** children at a time



Foyle Down Syndrome is **Life Changing**

Lived Experience

Defeating the odds

Inclusive

Ages 0-25+



The Peoples Project Winners 2016



Ripe For Success



# Improvements and revisions

"When my daughter was diagnosed with Down syndrome we didn't know what to expect or what was ahead of us, we contacted Foyle Down Syndrome Trust and that all changed. The staff were so welcoming and couldn't do enough to help us. It has been amazing for our daughter to make new friends and learn new skills. For us meeting other parents was very helpful and we have created friends for life."



## Funding

We rely on donations for events and volunteers.

This allows us to do the great work we do and provide our service for free



## Down Right Crafty

Improves access to and the range and quality of employment opportunities helping to remove barriers to achievement, job satisfaction and career choices



**These revisions were taken upon the advice and criticism of the rest of the team. Changing the positioning of some elements such as graphics that edged too close to a persons face, as well as some colour improvements and spreading out the information on activities to their own separate slides.**

**I also took on the advice of our lecturers to reduce the amount of text in these designs, due to the fact these would be animated, too much text would be distracting and impossible for the viewer to properly read and take in.**

# My Final Designs for the Pitch

Foyle Down Syndrome is  
**Life Changing**

Lived Experience

Inclusive

**Defeating the odds**

Ages 0-25+



**FoyleDownSyndromeTrust**

Foyle Down Syndrome Trust

1000 Posts   1000 Followers   1000 Following

**FoyleDownSyndromeTrust**

Foyle Down Syndrome Trust is a unique and user led organisation embedded in the local community, we support and empower children and young people with Down syndrome from birth to adulthood.

[Follow](#) [Message](#)

**The Peoples Project Winners 2016**

**Down Right Crafty**

Improves access to and the range and quality of employment opportunities helping to remove barriers to achievement, job satisfaction and career choices

**Healthy Hearts and Minds**

Physical and sporting activities such as yoga, aerobics, walking, football, swimming, cycling, bowling are offered and take place in our own premises and in a range of sporting and recreational facilities across the city.

**Music Therapy**

Affords children and young people with Down syndrome, aged 0 to 18, to fully participate and engage in both one to one and

**Ripe**

Foyle Down Syndrome is **Life Changing**

Lived Experience

**Defeating the odds**

# Down Right Crafty

Improves access to employment opportunities



Removes barriers to achievement

# Music Therapy

Aged 0 to 18



One to One and group

# The Peoples Project Winners 2016



# Ripe For Success





**“We support and empower children and young people with Down syndrome from birth to adulthood.”**

Foyle Down Syndrome Trust averages **80-100** children at a time



**"When my daughter was diagnosed with Down syndrome we didn't know what to expect"**



**Pitch**

**The pitch to FDST presented three different visual identities and three different campaign themes.**

**During the pitch, we came to the conclusion that all three themes were important to FDST, as well as education being something that is often ignored and overlooked in their campaigns.**

**As such we agreed to make at least one education post per day, as well as having each day focus on a different theme.**

# Final project creation

After the pitch we were confident that we knew the visual identity needed for the project.

FDST was more focused on the message being presented than how it looked visually, so we decided on a look which was based on a mixture both mine and Rebeccas designs. As these were the clearest, sharpest designs which was something that the client was interested in.

FDST also requested we use the logo they already have as a speech bubble in our designs which we then incorporated.

## The themes would be

History, Family Themes, Activities, Impact,  
and The Future

**Project  
work  
Division**

## **We based the distribution of work on each team members strengths and weaknesses.**

I would create three animations and two posts. As well as make my own animation graphic assets

Adam would make the education posts as well as graphical assets for the posts

Rebecca would create two animations and three posts. As well as make her own animation graphic assets

# Final Product

# Animations



**History**



**Family Themes**





## Project 21



## Activities

#IndependentMe



Creating opportunities for social interaction

## Impact

**We hope to  
continue to  
secure  
funding**



**The Future**

# Posts

## History

### How we started

Founded in 1995 by parents, currently in our 26 year, officially opened by her Excellency

Jean Kennedy Smyth

United States ambassador to Ireland

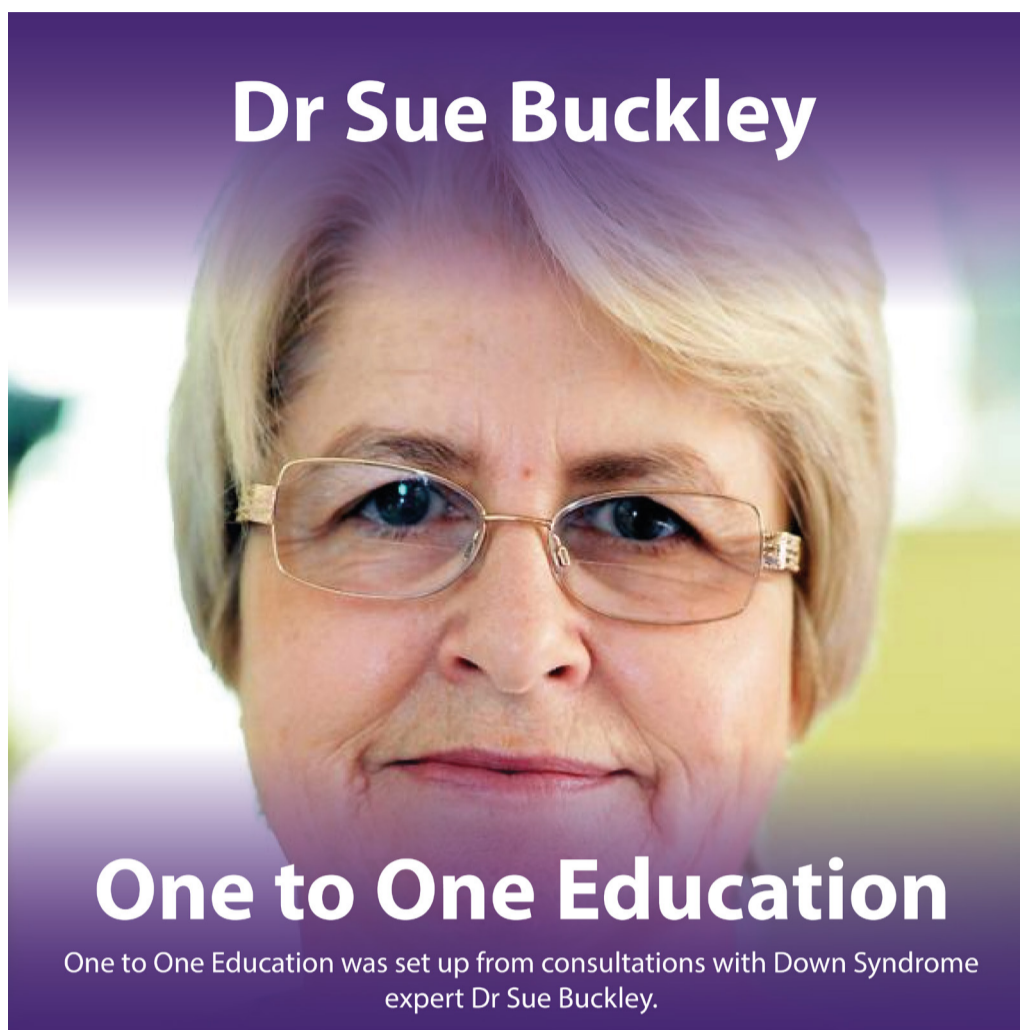
### Who Are We?

We are a unique locally based Charity who support children and young people with Down syndrome from birth to adulthood

Now with **12** Staff and **28** Volunteers

Working 6 days a week

# History education



**Dr Sue Buckley**

**One to One Education**

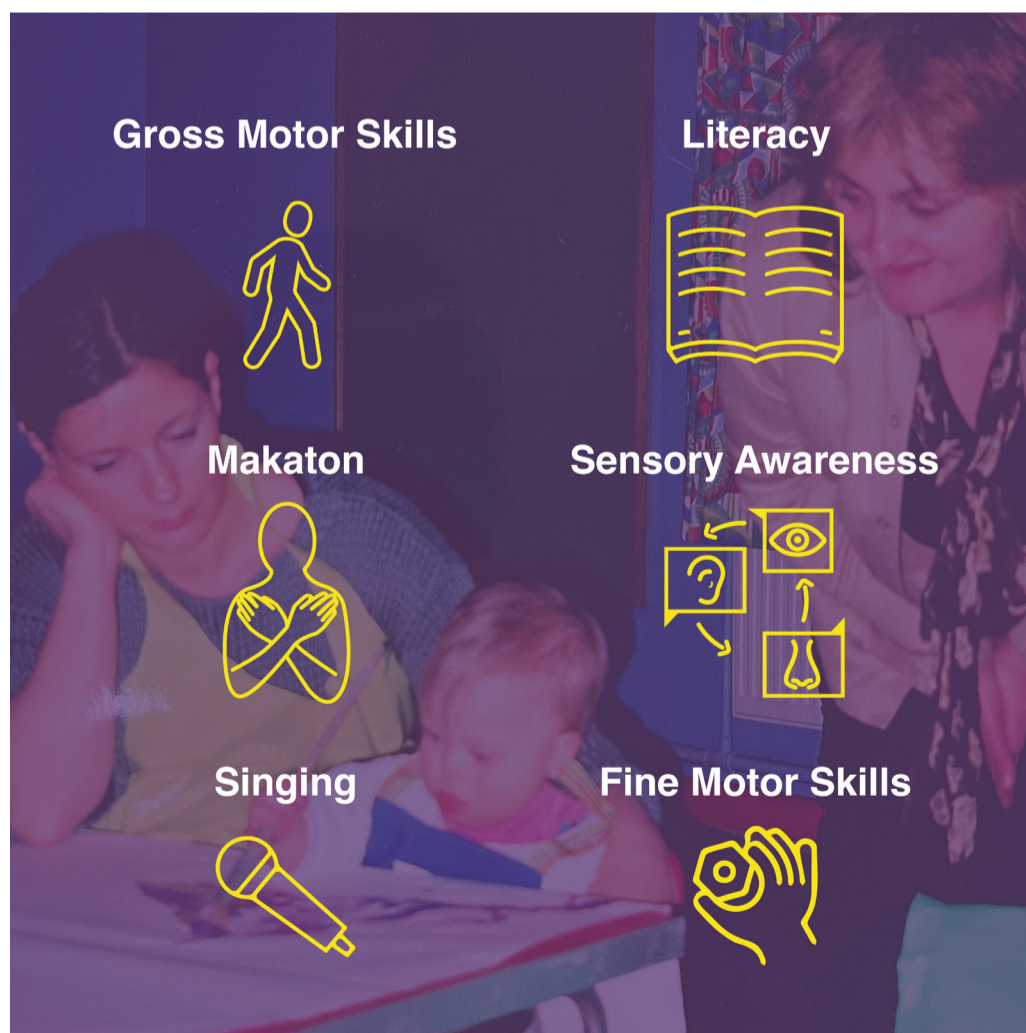
One to One Education was set up from consultations with Down Syndrome expert Dr Sue Buckley.

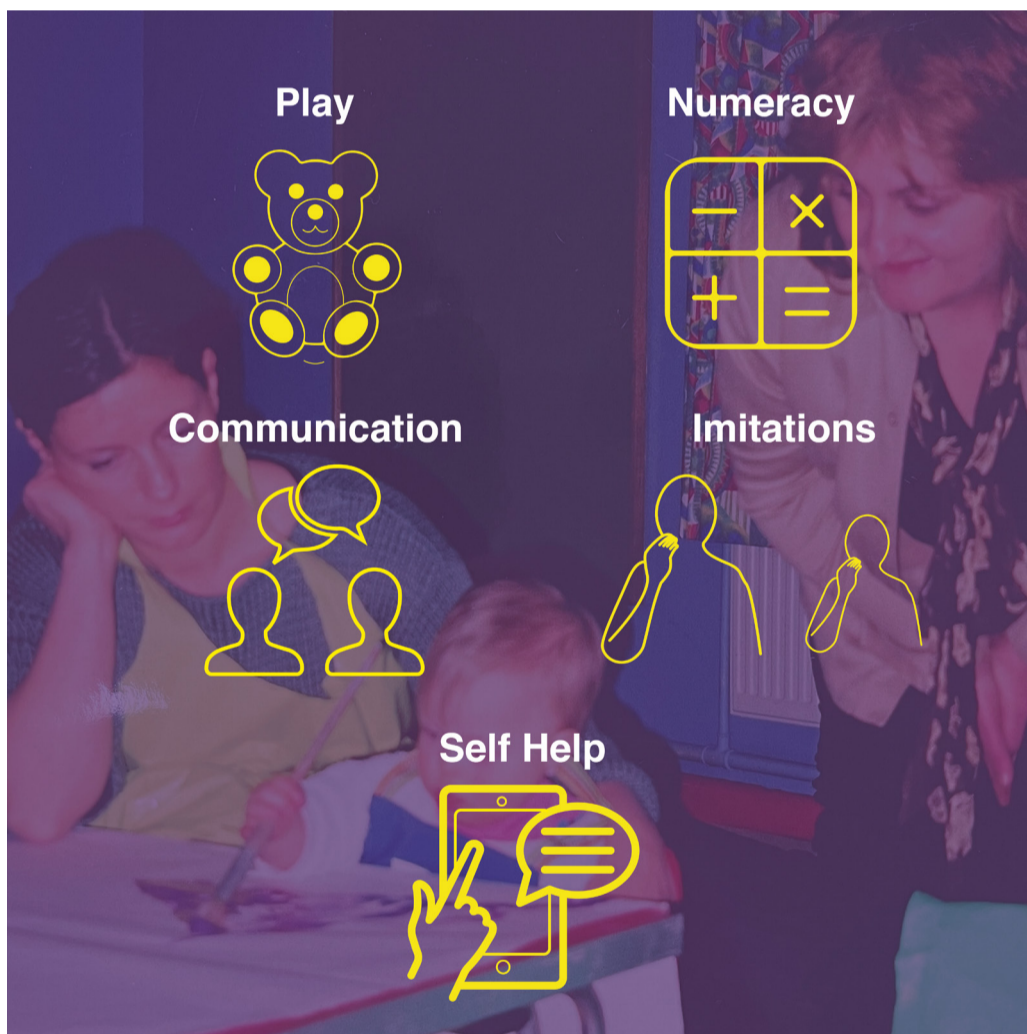


**We now deliver One to One education from 0-12 year olds**

**44**

**Children Each Week!**





# Family themes

## Quotes From Parents



The world is a better place with our happy little boy in it, we love him so much.

Having my son has been life changing but all for the better.

Our daughter lights up our lives. She has made me a more understanding, patient, and good mummy.

## Parents Support Group




Our parent support group meets on a regular basis to offer parents the opportunity to meet and provide support to each other through shared experiences.

## Family Fundraising



Many of Our Members spend time raising money and awareness for Down Syndrome. These Family Fundraisers are a way to show support to those with Down Syndrome and the local community.

## Quotes From Parents



My son teaches me something new every day. My son enriches our family's lives.



You may face challenges along the way but never forget that there is plenty of help and support available.

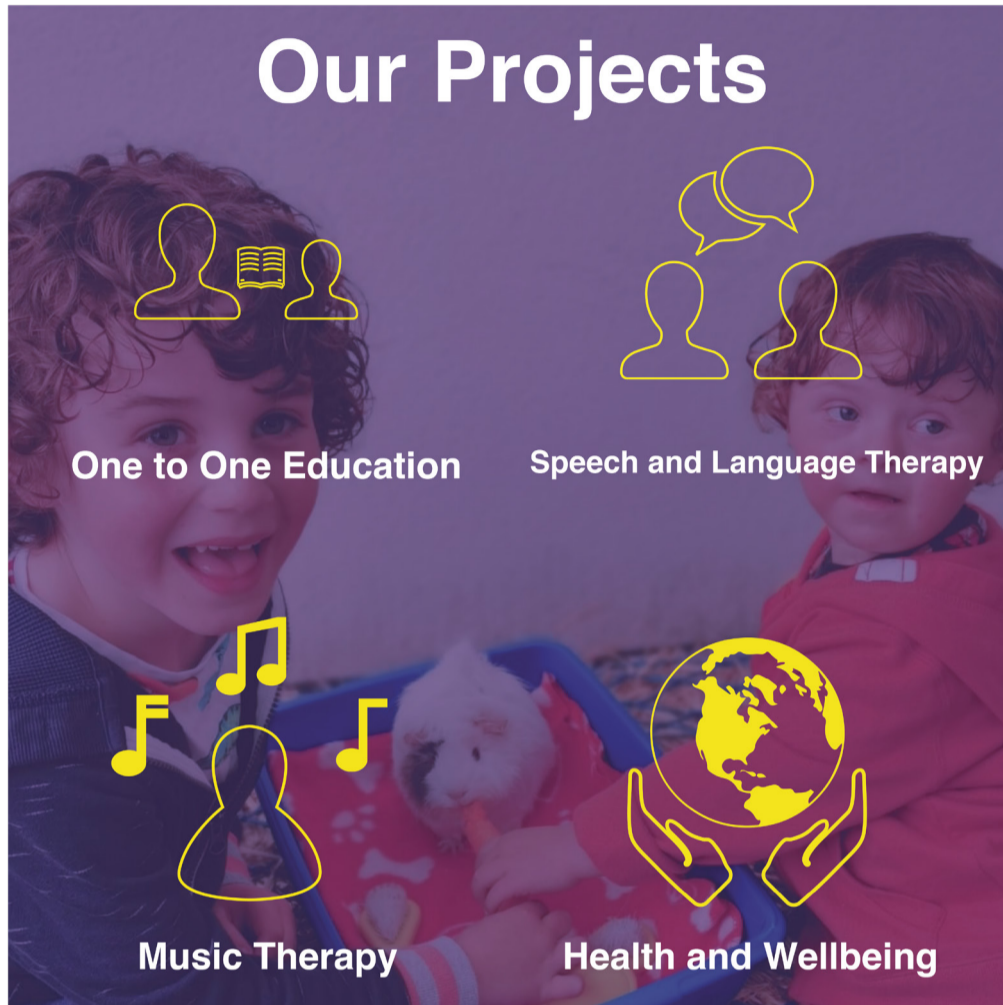


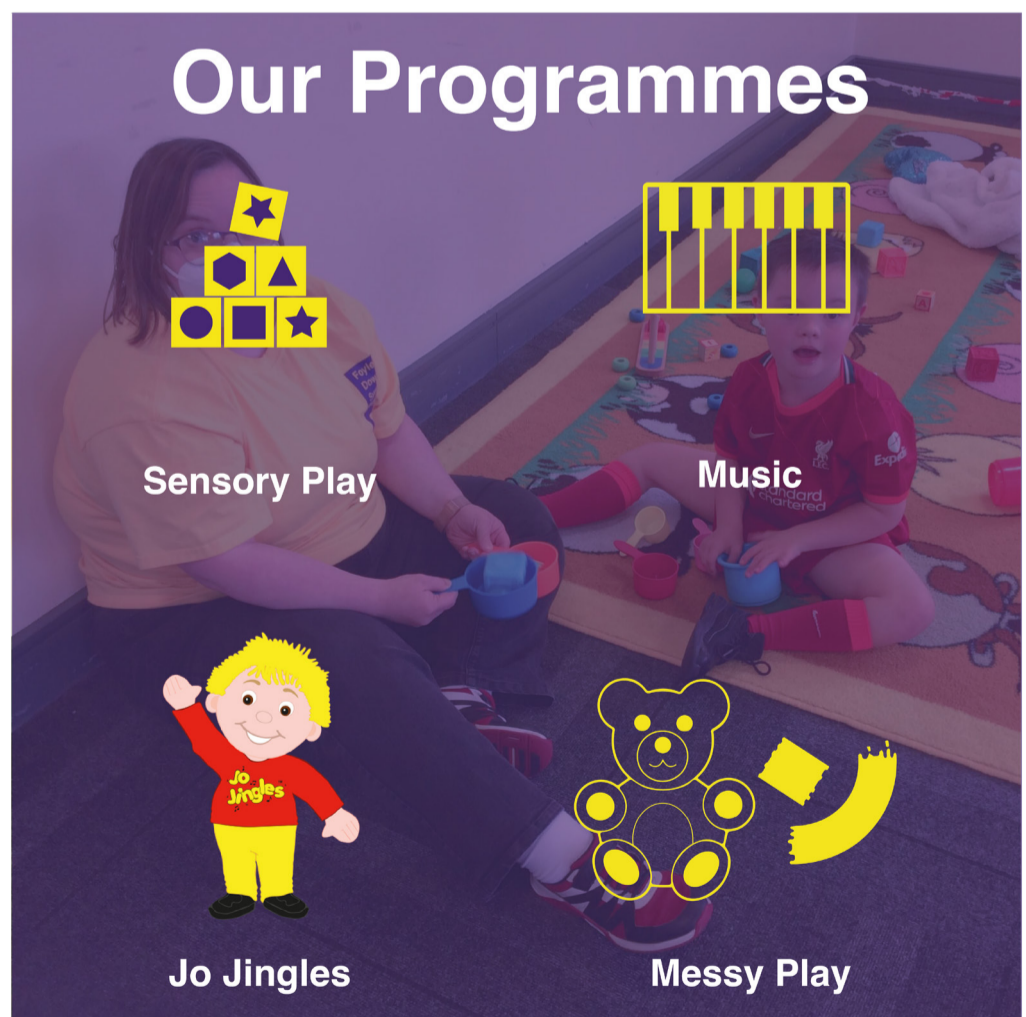


# Family Education



# Activities





# Our Programmes



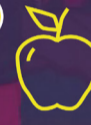
Swimming



Zumba



Multisport



Grow Your Own  
Fruit And Veg

# Our Programmes



Muddy Boots Project



Cookery



Healthy Eating

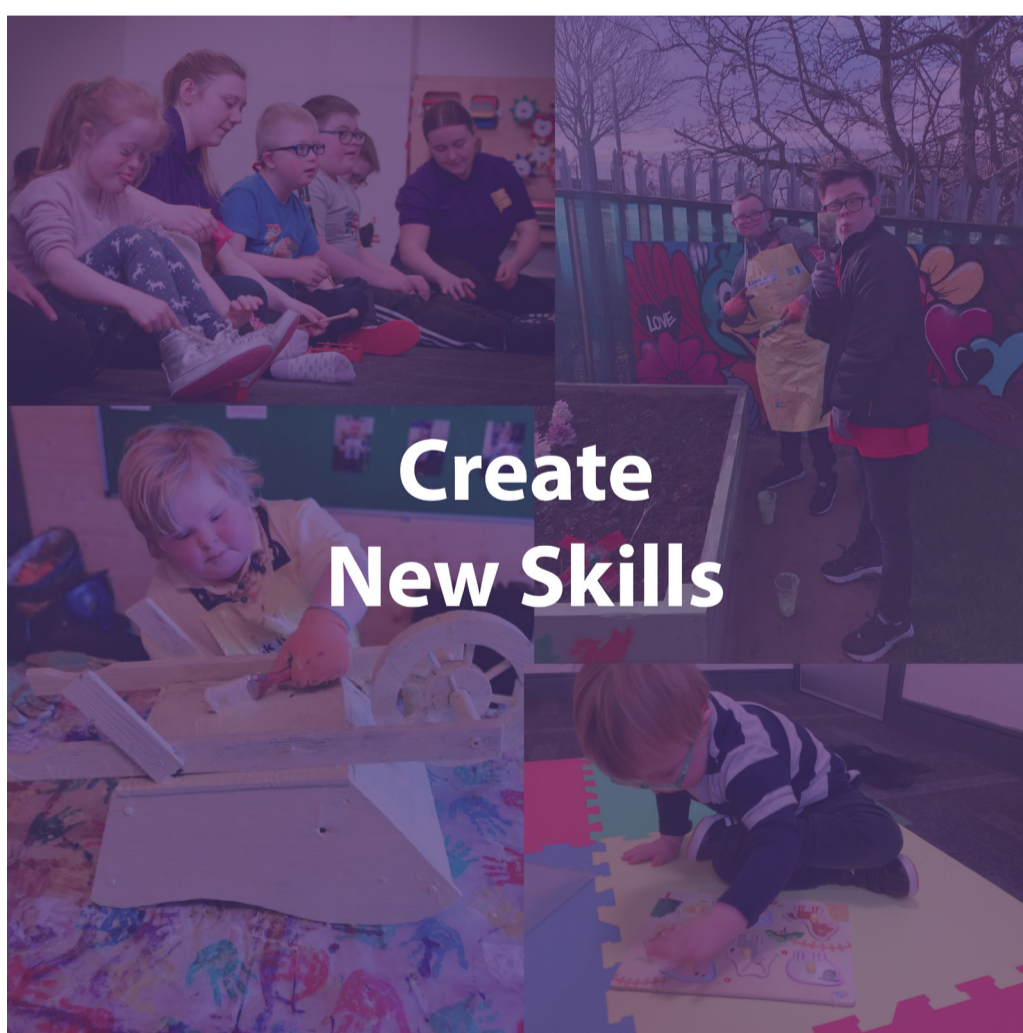
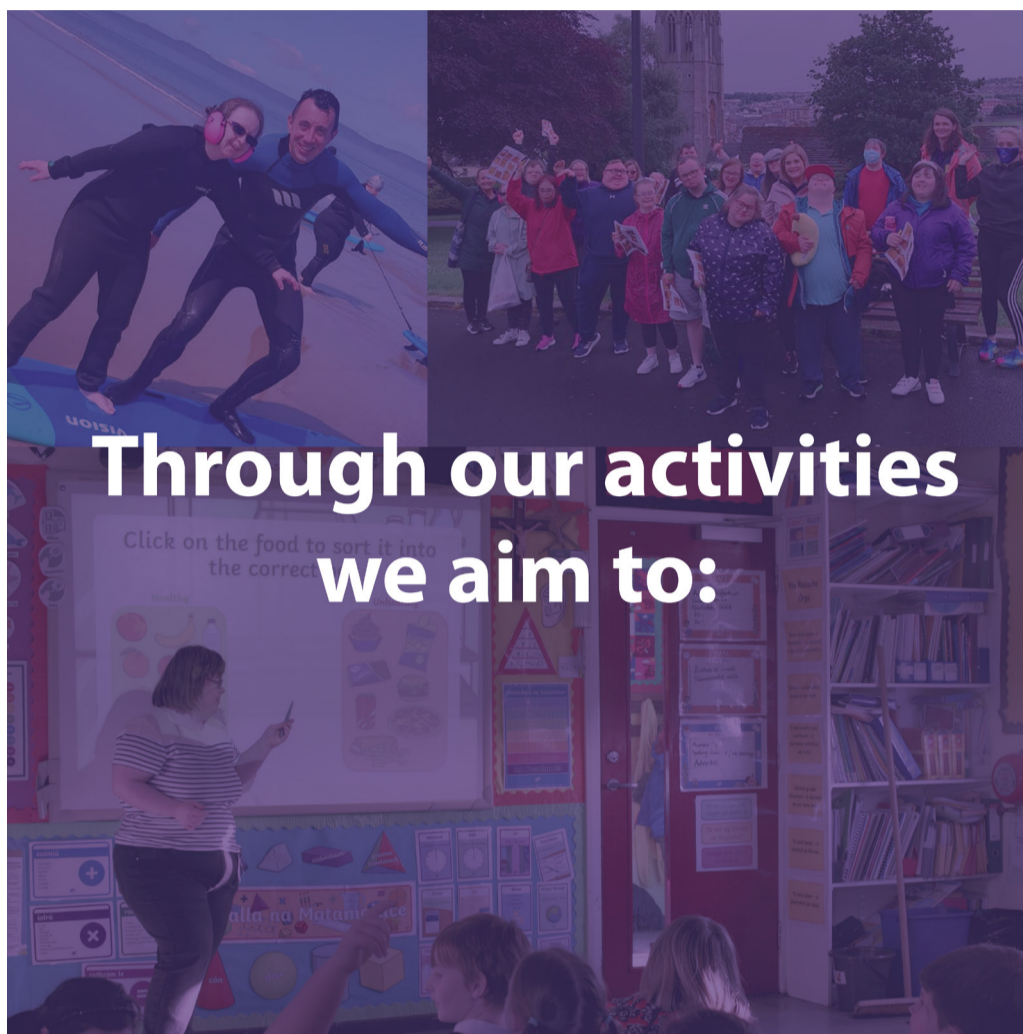


Road Safety





# Activities Education









**Independence**

# Impact

**Impact**

Creating opportunities for social interaction

Addressing the social, emotional and education needs

Inclusion

Creating positive change

The graphic features a purple background with a group of people. It includes icons for three people with speech bubbles, an open book, a heart, and a checkmark.

**Real stories**

"My son just loves FDST, he loves the staff all the amazing activities and his friends".

"Having my son has been life changing but all for the better"

"I don't know what we would do without FDST, they have changed our daughters life so much"

The graphic features a purple background with a child and a globe. It includes three yellow speech bubbles containing testimonials.

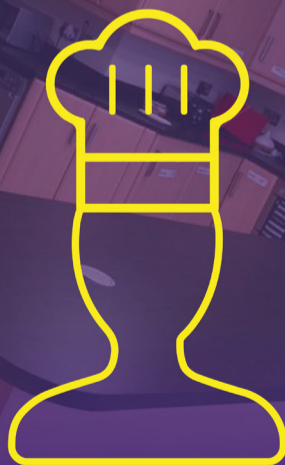
## Real stories

"Never underestimate the value of the work you do, I always feel supported and listened to when I discuss the challenges my son faces with you. All the staff are incredible and I can't thank you enough"

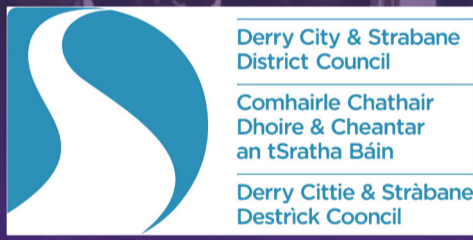
You may face challenges along the way but never forget that there is plenty of help and support available

## Peoples Project

In 2016 we won the peoples project competition, allowing us to fund our kitchen



# Funders



# Impact Education



# What They Have Learnt

- Fine Motor Skills
- Supporting Communication Language Development
- Sign Language
- Engagement With Peers
- Health & Well-Being Skills
- Understanding Of Work

**And Many More!**

# Supporting Communication & Language Development

## Supporting The Use of Makaton

(Hungry)

(Love)

# Future

## Our Future



We are currently developing a 5-year strategic plan towards creating supported living opportunities for young people with down syndrome.



## Our Future



Continue to secure funding to be able to deliver our current range of projects whilst also enhance and expand on current programmes.



## Our Future



Recently secured £95,000 from BBC Children in Need for a 3 year extension to our Music Therapy project and £465,000 from the National Lottery Community Fund for a 5 year extension of our Healthy Hearts and Minds project



## Our Future



Expansion on the Social Enterprise Down Right Crafty to create employment opportunities.





# Future Education



**We want to help as many people with Down Syndrome as we can.**

**We want to expand our educational services using our facilities to achieve our goal**



**We want to expand to local schools to help support their students with Down Syndrome**

## Guide

# Instagram Guide

Foyle  
Down  
Syndrome  
Trust

## Account Details

### Description:

Description: Foyle Down Syndrome Trust (FDST) is a unique user-led organisation that has created a community that supports and empowers those with Down Syndrome from birth to adulthood, this will enable them to lead full, meaningful and productive lives.

### Links:

Website: <https://foyledownsyndrometrust.org/>

Facebook: <https://www.facebook.com/foyledownsyndrometrust/>

# Down Syndrome Awareness Week Guide

1. Upload Animation on Topic
2. Upload Main Post, each folder has all the photos that need uploaded together
3. Upload Educational Topic Post
4. Each Content for each day are separated by folder named for that day's theme
5. Each post are numbered to upload in order
6. Each animation must include in the description (<https://www.bensound.com>)

## Day 1: The History of FDST

### Description:

- Animation: Description MUST include link to bensound (<https://www.bensound.com>)
- Animation and Topic post:  
#DownSyndromeAwarenessWeek #Day1 History of our organisation, #FDST
- Educational post: #DownSyndromeAwarenessWeek #Day1 #Education #History #DrSueBuckley #OneToOneEducation #Abll-r

## Day 2: The FDST Families Theme

### **Description:**

- **Animation: Description MUST include link to bensound (<https://www.bensound.com>)**
- **Animation and Topic post: #DownSyndromeAwarenessWeek, #Day2, Who are our members, What they do, #QuotesFromsParents, #FunTogether, #FDST**
- **Educational post: #DownSyndromeAwarenessWeek #Day2 #Education #EducationPacks #1-1Education #1-1 #Unique**

## **Day 3: The FDST Activities Theme**

### **Description:**

- **Animation: Description MUST include link to bensound (<https://www.bensound.com>)**
- **Animation and Topic post: #DownSyndromeAwarenessWeek, #Day3, What we do, #KeepTheFun, #LoveActivities, #FDST**
- **Educational post: #DownSyndromeAwarenessWeek #Day3 #Education #NewsSkills #AdultEducation #SocialSkills #Independence #Skills #Activities**

## **Day 4: The FDST Impact of Services**

### **Description:**

- **Animation: Description MUST include link to bensound (<https://www.bensound.com>)**
- **Animation and Topic post:**

**#DownSyndromeAwarenessWeek #Day4 The impact we have #IndependentMe, #FDST**

- **Educational post: #DownSyndromeAwarenessWeek #Day4 #Education #MainStreamEducation #Milestones #Goals #Learning #Makaton #Communication #Development**

## **Day 5: The Future of FDST**

### **Description:**

- **Animation: Description MUST include link to bensound (<https://www.bensound.com>)**
- **Animation and Topic post: #DownSyndromeAwarenessWeek #Day5 Plans For Our Future #FDSTFuture, #FDST**
- **Educational post: #DownSyndromeAwarenessWeek #Day5 #Education #Future #Expand #LocalCommunity #Community**

## **Accounts To Follow**

**@globaldownsyndrome**

**@grahamwarke (Lord mayor of Derry City and Strabane)**

**@down.syndrome.awareness**

**@downs\_syndrome\_association**

**@ndssorg**

**@downsyndromeaction**

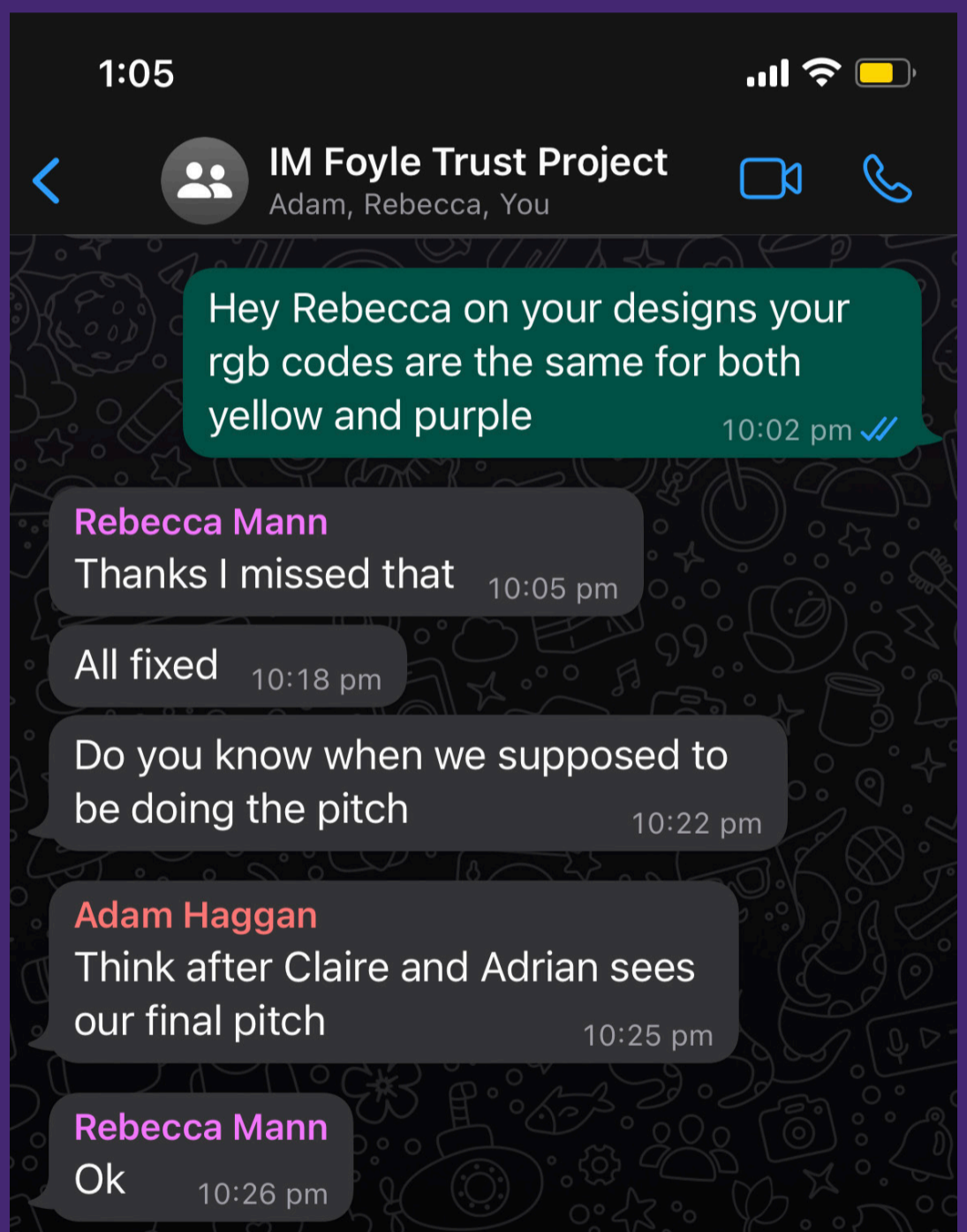
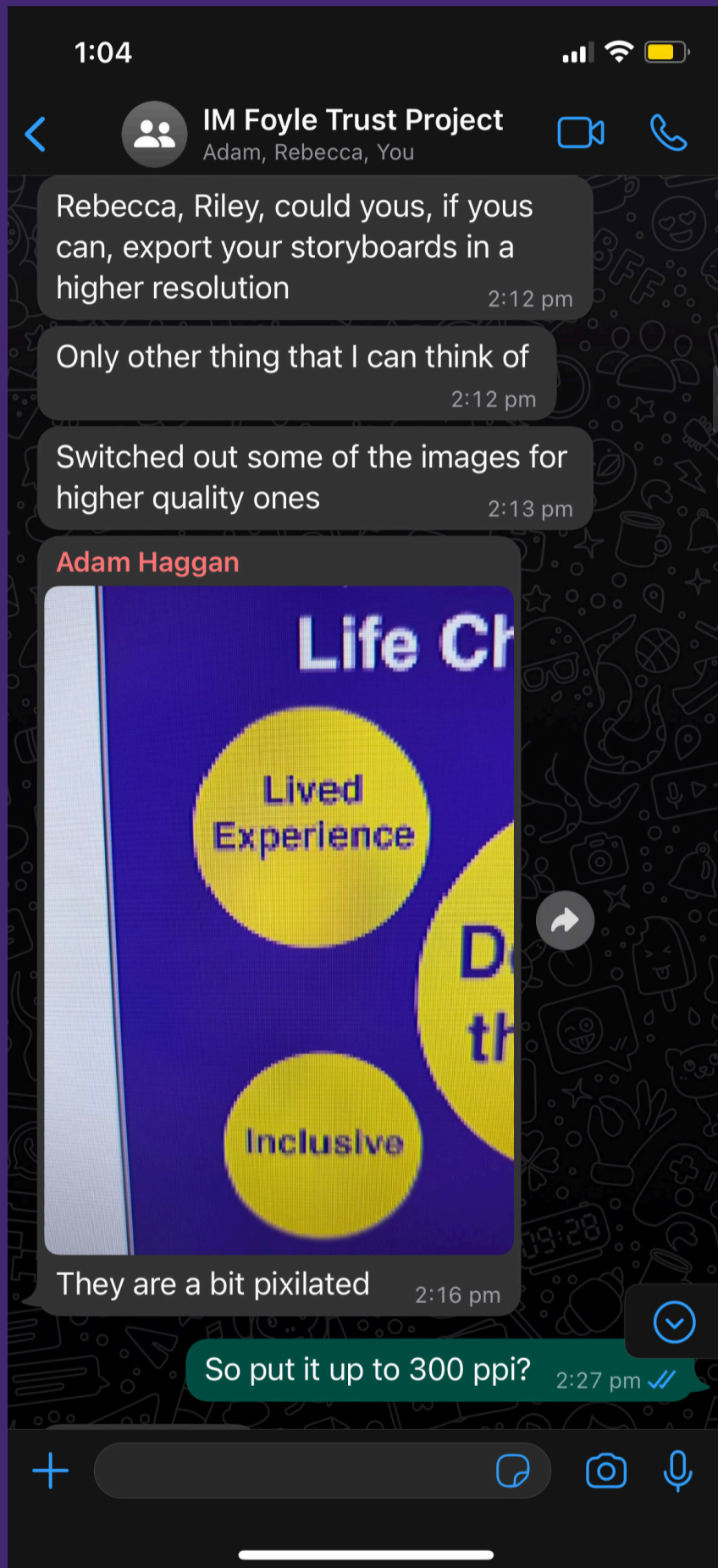
# Communication

The main forms of communication for the team was via Discord and WhatsApp.

We also made use of Google docs and Google drive to share and collaborate on files.

Basecamp was also an invaluable tool for communicating with each other and our teachers.

# WhatsApp Group Chat





# Discord Server

1 November 2021



**DrHaggsy** 01/11/2021

**@everyone** Do we have to have anything done this week for Adrian?



**Riot Steel** 01/11/2021

I have my designs all done just need to do some transition slides and put it into the template to present



**DrHaggsy** 01/11/2021

What do I need to do??



**Riot Steel** 01/11/2021

Your designs

And put them in the template I have up on basecamp

And upload any designs you have into your folder



**Riot Steel** 06/12/2021

Btw made folders in graphics with our names for us to put the assets we need for everything  
Like you can put in what you need in your folder or in other ppl's folders if you make them assets they need

1 November 2021



**DrHaggsy** 01/11/2021

**@everyone** Do we have to have anything done this week for Adrian?



**Riot Steel** 01/11/2021

I have my designs all done just need to do some transition slides and put it into the template to present



**DrHaggsy** 01/11/2021

What do I need to do??



**Riot Steel** 01/11/2021

Your designs

And put them in the template I have up on basecamp

And upload any designs you have into your folder



**DrHaggsy** 18/10/2021

**@Riot Steel @RuralBarbarian** I'm gonna upload our brief as it is as Adrian is looking an update on it



**Riot Steel** 18/10/2021

That's chill



**RuralBarbarian** 18/10/2021

Sounds good

16 October 2021



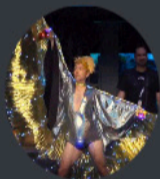
**DrHaggsy** 16/10/2021

**@Riot Steel @RuralBarbarian** Ive put some notes into the **#notes** channel with what Claire gave us as brief feedback on Thursday there, ive made a couple of changes based on that but could yous to have a look and change anything needed? im busy for the next few days so wont have time to do it myself



**Riot Steel** 16/10/2021

I've made a few changes already (I was in work today sorry about responding so late)



**RuralBarbarian** 16/10/2021

I will have a look whenever I get the change probably tomorrow night

# Basecamp

The screenshot shows the Basecamp dashboard for the 'Foyle Down Syndrome Trust' project. The top navigation bar includes 'Home', 'Pings', 'Hey!', 'Activity', 'My Stuff', and 'Find'. The dashboard is organized into several sections:

- Message Board:** A list of messages including 'Login details Project Social', 'Great Pitch', 'Please Use new invite', 'Pitch Confirmed 11.30am', 'Pitch tomorrow at 10.30 or 11.30.', and 'update re pitch'.
- To-dos:** A list of tasks under 'Posts Creation' including 'Post on Basecamp' and 'New Pitch Design'. A green 'ALL DONE!' badge is visible.
- Docs & Files:** A grid of document thumbnails with titles like 'Final Project', 'Possible Music for Animation', 'Everything for Pitch', 'Modifying Pitch', and 'Project Pitches'.
- Campfire:** A chat window showing messages from Adam Maggan, Riley Doherty, and Rebecca Mann.
- Schedule:** A calendar view showing a 'Coursework Deadline - 2 A&B' on 'Fri, Dec 17' from 5:00pm to 5:30pm.
- Automatic Check-ins:** A section with a question mark icon and the text: 'Create recurring questions so you don't have to pester your team about what's going on.'

This screenshot shows the 'Docs & Files' section of the Basecamp interface. It features a grid of document thumbnails, each with a title and a date:

- Final Project:** Dec 2. Includes thumbnails for 'To Send To Christophe r' and 'Recieved from Christophe r'.
- Possible Music for Animation:** Nov 25. Includes thumbnails for 'Happy Upbeat Royalty Fre...' and 'Happy - MBB (No Copyright...'.
- Everything for Pitch:** Nov 25. Includes thumbnails for 'Adam - FDST Animation Example.mp4' and 'FDST Combined Pitch High...'.
- Modifying Pitch:** Nov 17. Includes thumbnails for 'FDST Combined Pitch High...' and 'Animation Example'.
- Project Pitches:** Nov 9. Includes thumbnails for 'Combined Pitch - Adam, Rebecca &...' and 'Rileys Pitch.pdf'.
- storyboard - template.ai:** Nov 4. Includes a thumbnail of a storyboard template.
- Design brief pdfs:** Oct 29. Includes thumbnails for 'FDST Assignment 1 Brief 2.pdf' and 'MEDS26 Assignment 1 Brief...'.
- Rebeccas concepts:** Oct 29. Includes thumbnails for 'V2' and 'V1'.
- Adams concepts:** Oct 29. Includes thumbnails for 'V2' and 'V1'.
- Rileys concepts:** Oct 29. Includes thumbnails for 'V2' and 'V1'.

Nov 16



**Adrian Hickey**, Senior Lecturer in Interactive Media



Some general points before I upload the PDF with comments.

1. You all use a different design deck style. - Can you please unify it into one style using the same template - the community partner needs this for comparison.
2. There are far too many elements on the sheets that aren't relevant to the campaign itself - purple outlines, yellow and purple squares. Can these all be removed? They all distract the viewer from the focus of the deck which is the storyboards or phone screenshots.
3. You are all using different typefaces. Can you agree on one and unify across the deck please?
4. There is far too much text on this. The text is primarily visual and you will be talking through it to explain your thinking. The community partner cannot focus on the visuals and read all that text. Please remove as much as possible.
5. Can each deck have the same title page as we progress through - the only focus of the title pages is to signify a new presenter.
6. Please run Spellcheck!!! There are spelling mistakes throughout.

I'll be finished with the comments in the next half an hour and upload as a PDF. You will need to download and view in Acrobat to see the specific comments.



Claire Mulrone · Nov 30 · Notified 4 people

Well done you three, great pitch. thanks for keeping to your allotted time. Christopher could really see the value of each of your campaign ideas. Here's what was agreed.

1. The instagram campaign will be take place in March 2022 during World Downs Syndrome week.
2. The campaign will use the colour and and font of the current brand following the existing brand guidelines.
3. This will be five day campaign.
4. There will be five different themes over the five days
5. There will be at least three posts a day on the chosen theme.
6. Day 1 The history of FDST, acknowledging where they come from.
7. Day 2 The FDST Families theme
8. Day 3 The FDST Activities theme
9. Day 4 The Impact of FDST
10. Day 5 The Future of FDST
11. On underlying theme each day will see one **education post** under each of the theme. Education is why FDST exists. this may not always be a photo it might be the individual education plans each child has or equipment.
12. FDST are going to pull together three or four ideas that they would like to highlight under each of the five theme over five days.
13. FDST will pull together testimonials and headline stats to use in the campaign. FDST will forward these once the team has met.
14. Create a short motion graphic with music, photos, stats and graphic content showcasing the amazing work they undertake.

## Meeting with Partner

 Claire Mulrone · Sep 28 · Notified 4 people

The partner has requested a meeting on Friday 1st Oct morning at 11.00 am.  
Please let me know if you are ALL available. I would like to get back to the partner this morning to confirm this and I will issue a Teams invite to your email.

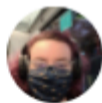
Let me know this morning.

Regards

Claire



Sep 28



**Rebecca Mann**

That time is suitable for me.



Sep 28



**Adam Haggan**

Suits me. 👍



Sep 28



**Riley Doherty**

That's fine for me too



# Communication issues

Due to the current restrictions due to COVID 19, much of our communication had to take place online. Which proved an obstacle when having to meet with the client.

We also had an issue late into the project where we did not hear back from the client in time over the details of the creation of an instagram account. Despite ours and Claires attempts to reach them before our deadlines.

We came up with the solution of the creating of a guide to aid the setup of this account instead of us creating the account for the client.



Rebecca Mann  
Thu 09/12/2021 13:49



To: Christopher Cooper <christopher@fdst.org.uk>  
Cc: Mulrone, Claire; Hickey, Adrian; Riley Doherty; Adam Haggan

Hey Christopher,  
I'm emailing you to ask about the Instagram account that we need to need for this project. There are two ways that we can go about creating this account.

1. We could set up that account for you on your behalf, but you would need to provide us with the email address that you wish to use.
2. You could set this account yourself but would then to pass the details onto us so that we can add the appropriate graphics.

Please let us know which of these options you would prefer ASAP.  
Best Regards,  
Rebecca Mann



Mulrone, Claire  
Thu 09/12/2021 15:08



To: Christopher Cooper <christopher@fdst.org.uk>  
Cc: Hickey, Adrian; Riley Doherty; Adam Haggan; Rebecca Mann

Hi Christopher  
I know you are busy, but could you come back to this email from Rebecca, they hand it their final media out puts for this module tomorrow.  
Many thanks for your support.  
Claire



**Reflection  
on  
Project  
and  
Evaluation**



## **Working as a group**

I feel we worked very well as a group, we helped each other when we were experiencing technical issues and also covered each others weaknesses with our strengths.

## **My individual work**

As an individual I feel like I worked well, I am happy with the animations I created and expanded my skills by creating graphics for my animations. I feel like I could have improved with my posts I created, however I am happy with the outcome of what I created.

## **The final product**

The final product is something I am very proud of and I feel we all worked very hard on creating the best work we could provide at the highest quality.

Working with the restrictions of the pandemic provided its own unique challenges to overcome, with issues of having to pitch and meet the client all online and not being able to go to the client in person to get our own video footage or images that may have been more appropriate as we would have better creative control. However having these restrictions allowed us the opportunity to use creative solutions to overcome these issues.

I would have liked to have more higher quality images to work with, as well as having some clearer communication with the client over some issues. Overall however I am happy with the results we produced.



The Science Shop  
Knowledge • Ideas • Results