

Interactivity for Social Enterprise

MED526

Production Log

Adam Haggan - B00775768



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Foyle Down Syndrome Trust Introduction

Project Specification

We created a social media campaign for the Foyle Down Syndrome Trust. To showcase “a day in the life of” Foyle Down’s Syndrome Trust. This captured the different activities and resources that are available for people with Down Syndrome, from children to young adults, ages 0-25+ with different age groups engaging on their platforms.

For this project, part of our process was the benchmarking of other organisations with similar objectives and their own social media campaigns. We found that from the organisations we investigated, Down Syndrome Ireland overall had the best reach, accessibility, and use of social media to get their message out. With good use of videos and images, as well as owning and maintaining a youtube channel. Down Syndrome Ireland serves as a good example of what we should aim for.

We created content for a social media campaign that prioritises showing off real stories and the lived experience of the people who benefit from FDST. We also created five motion graphics pieces and create content for future events.

When working together on the project, we used a series of different platforms:

- Basecamp
- Discord
- WhatsApp
- Google Drive

Each of these platforms made it easier to share and collaborate on several files when we aren’t together in person.

Required Skills

Adobe After Effects

Adobe Illustrator

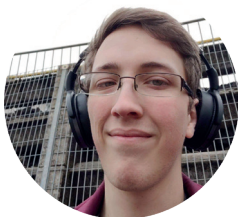
Adobe Photoshop

Adobe Premiere Pro

DSLR Skills

Social Media Skills

The Team



Adam Haggan

- Proficient in Adobe Illustrator, Premiere Pro, Photoshop & After Effects
- Video Production - Worked with NACN, Nerve Belfast, Shortcut Lily's World Short Film & Carrickfergus YMCA Carrickfergus YMCA Promotional Video
- Graphic Designer & Video Editor for NACN Coole Studios
- Experience in WordPress, NACN Coole Studios Website & Dunlewey Addiction Services Website
- HTML, CSS & JavaScript - Adam Haggan | Personal Website

Rebecca Man

- Proficient in Adobe Illustrator, After Effects & Photoshop
- Experience with Coding, WordPress, Video Production and Game Design
 - Coding - My Personal Website - <http://www.rebeccamann322.com/index.html>
 - Video Production - BTEC Extended Diploma Project - <https://youtu.be/bfervqFTvaQ>
- Experience with working with children aged 7 - 16 through scouting
- I have made several Motion Graphic pieces as part of my studies
 - Motion Graphics - Several Projects - <https://youtube.com/playlist?list=PLFSGevXXyVhBsCCf0cWuu7YFNw9z2OIY2>



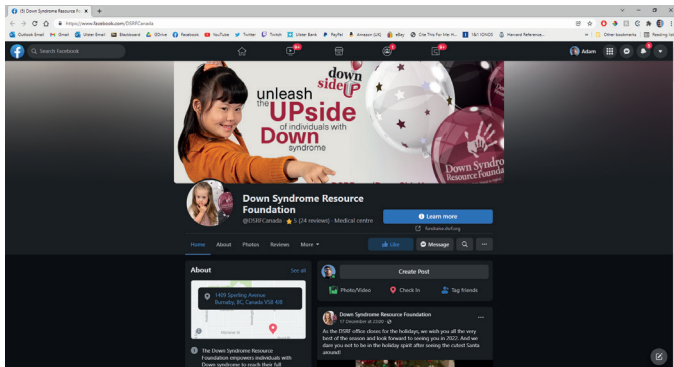
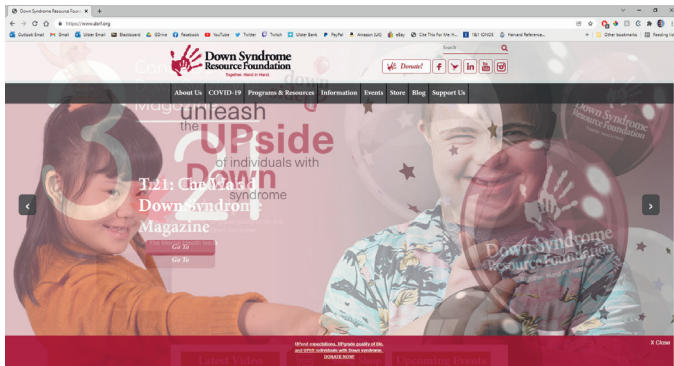
Riley Doherty

- Proficient in adobe illustrator, After Effects & Premiere pro
- Filming and video editing skills
- BFI film academy award
- I have created various graphical assets as part of my studies

Research Down Syndrome Resource Foundation

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.

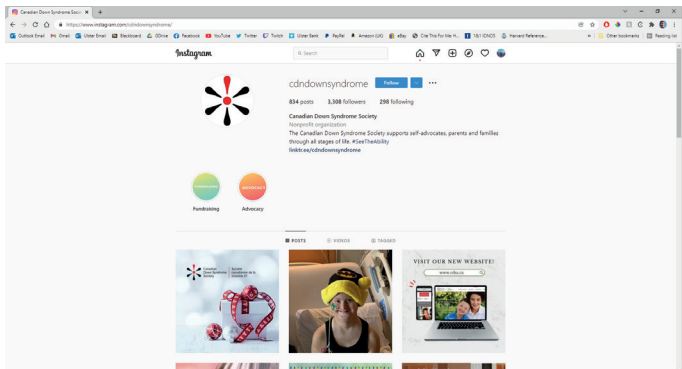
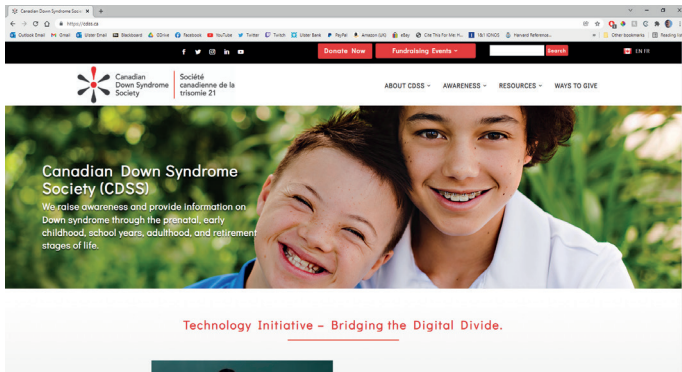
Total: 66.67%



Research Canadian Down Syndrome Society

Canadian Down Syndrome Society's 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

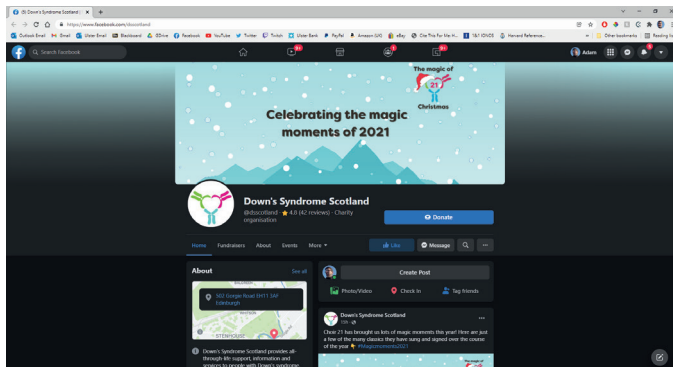
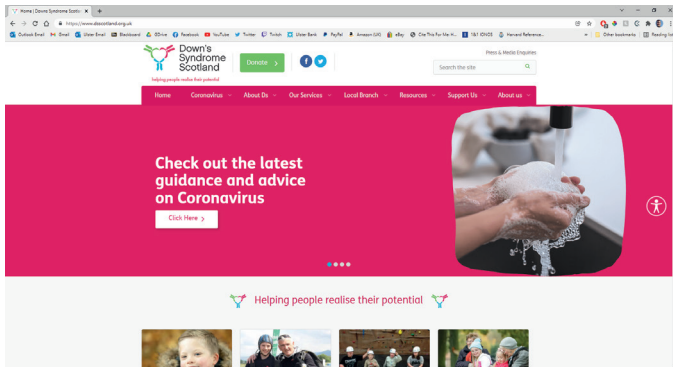
Total: 83.88%



Research Down Syndrome Scotland

Downs 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.

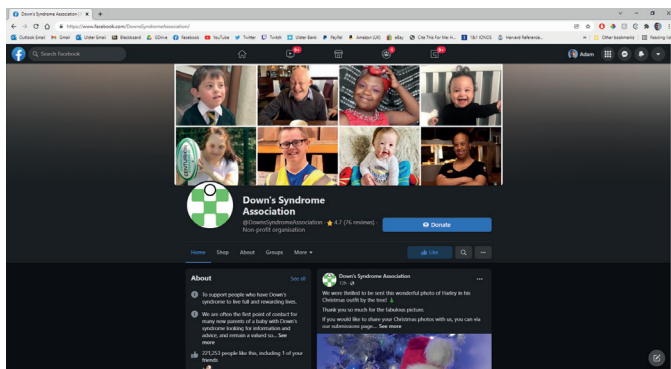
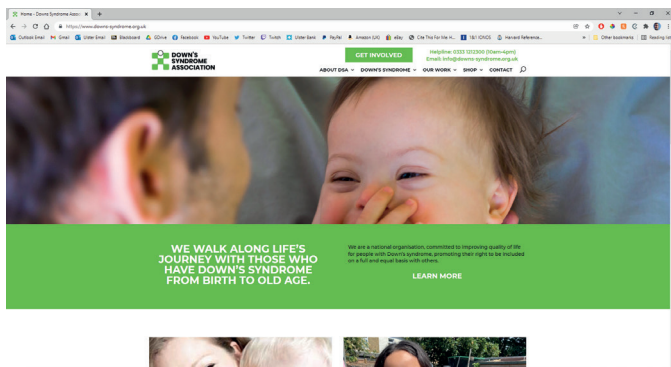
Total: 75%



Research Down Syndrome Association

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.

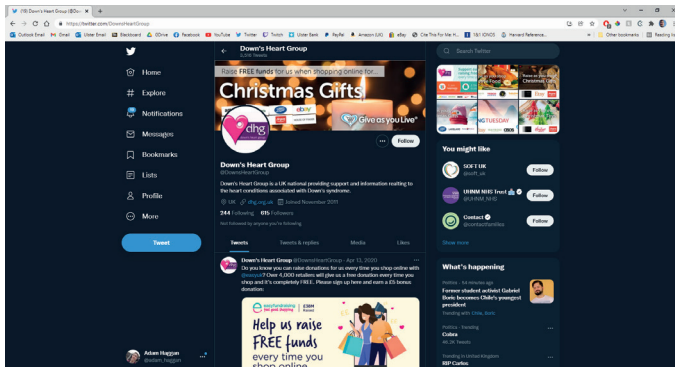
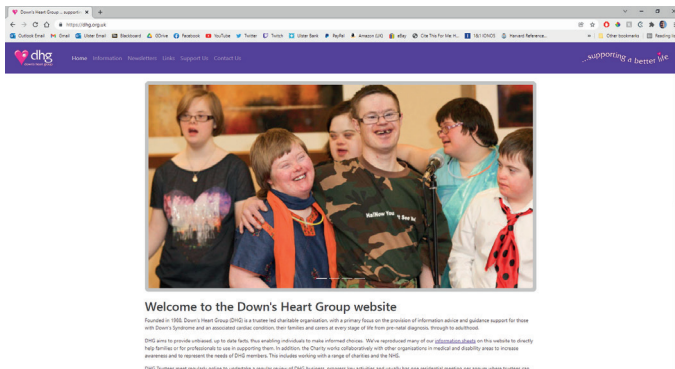
Total: 83.33%



Research Down's Heart Group

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.

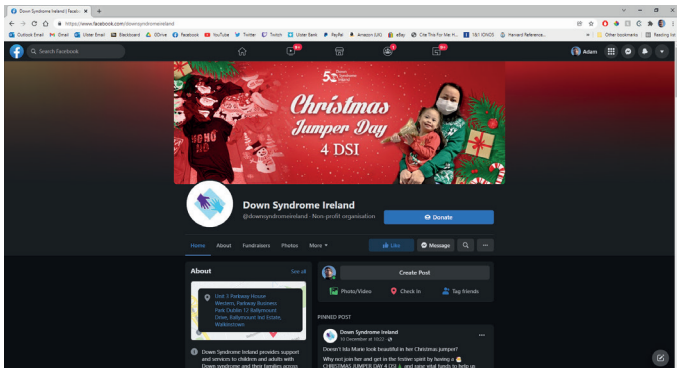
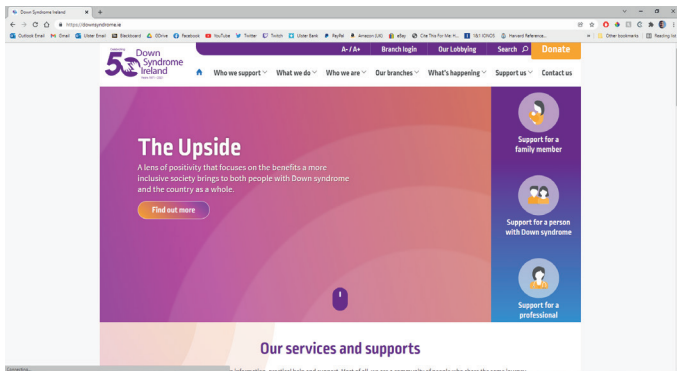
Total: 8.33%



Research Down Syndrome Ireland

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%



Benchmarking Social Media Appearance

Canadian Down Syndrome Society

Down Syndrome Resource Foundation

First Impressions

Clearly Shows what kind of organisation they are and what their purpose is

Basic, Can see it's a charity organisation

Looks & Feels

Modern throughout Twitter, Facebook & Instagram

Semi-modern, Consistent design across their platforms

Representation

Positive

Positive

Accessibility

English & French

English Only

Clickability

Click-able, visually interesting

Click-able, visually interesting

Up-To-Date

Daily Updates

Daily Updates

Reach

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

Benchmarking Social Media Appearance

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

Accessibility

English Only

English Only

Clickability

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.

Benchmarking Social Media Appearance

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

Postive

Accessibility

English Only

English & Irish

Clickability

Click-able, visually interesting

Click-able, visually 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

Benchmarking Social Media Content

Canadian Down Syndrome Society

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

Down Syndrome Resource Foundation

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

Contact Information

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

Appropriation

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

Benchmarking Social Media Content

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

No information outside of fundraisers

Appropriation

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

Outdated and not updated

Benchmarking Social Media Content

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

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

Appropriation

Those with downs syndrome and their families. Up-to-date

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

Benchmarking Social Media Appearance Foyle Down Syndrome Trust

First Impressions

Modern design and clear charity organisation.

Looks & Feels

Modern and consistent over all platforms except Instagram

Representation

Positive

Accessibility

English

Clickability

Click-able, not too interesting

Up-To-Date

Up-to-date on Facebook, Twitter inactive, not on Instagram

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

Benchmarking Social Media Content Foyle Down Syndrome Trust

Contact Information

Email, phone number and
DMs open on Facebook and

Visibility of Important Content

Very clear, new promotional
content posted regularly

Clear Focus

Fundraising, Awareness,
Displaying Community Stories

Information Structure

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

Appropriation

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

Who is the Foyle Down Syndrome Trust?

Foyle Down Syndrome Trust

Foyle Down Syndrome Trust (FDST) first started out in 1995 a group of parents wanted to help, support, nurture and empower children with Down Syndrome. not only in their local community but from all over Northern Ireland. Through their community that they've built, they receive help and support that helps them reach their full potential, ensuring they take and enjoy their rightful place in the community. FDST 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.

As 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, to lead full, meaningful and productive lives and to help the reach their full potential, ensuring they take and enjoy their rightful place in community. Placing each our members are at the heart of everything we do, we foster a culture of inclusion with an holistic approach to addressing their educational, social, personal development and emotional needs, aspirations and goals.



Meeting Christopher

Due to Covid and accessibility with not only Rebecca, Riley and myself but it was also easier for Claire and Adrian for us all to have our meeting via Microsoft Teams.



Our first meeting with Christopher Cooper, manager and Designated Child Protection Officer of FDST went well for us. The purpose of the meeting was for us to have a clear picture of what Christopher is asking us to produce and for him to not only meet us but also understand what we can and can't produce.

Throughout the meeting, each of us was taking notes as there was a lot of useful information to keep track of. Some information was what services Christopher wants to show off, what kind of impact they have on families and their local community etc.

One of the things that Rebecca, Riley and myself discussed beforehand was that we had a rough idea of what we were expecting to make due to the brief so we wanted to ask Christopher if he could give us some quotes that he would like to see in the social media campaign that we would produce.

Quotes & Notes

**"Foyle Down Syndrome
is life-changing"**

**Service is
Free**

**21st 2021
March Down
Syndrome Day**

**Speech &
Language
Therapist**

1-1 Activity

**Down
Right
Craft**

Funders

**"As a family we would be
lost without
Foyle Down Syndrome
Trust"**

Volunteers

Parents

**Local &
Wider
Community**

**Week is
roughly 80-100
children at a time**

Our Brief

Now that we had our first meeting with Christopher, it gave us information to go off and plan properly what it is we were going to produce which involved creating a brief that would tell Christopher, Claire and Adrian exactly what work will be produced.

Even though we had our meeting with Christopher, the brief was created to add improvements and additional information that was giving during the meeting. This however was a bit of a challenge for us but Claire & Adrian, our tutors were with us to help us, give us their suggestions and feedback as to what to include, take-out or adjust.

One of the main issues that we knew was a possibility was not being able to go up to where Foyle Down Syndrome Trust is located due to Covid-19 restrictions at the time. The material that we would need, we would contact Christopher to see if he can give us material like photographs and any extra information we need.

Design Concepts 1

While waiting feedback from Christopher with our brief. We decided to create some design concepts that we may use for the campaign.

For Design Concepts 1, 2 & 3 this was just to get the skeleton of some of the posts created, thinking about how they would animate in, where the text will go etc.



Feedback for Concept 1 was we didn't think it looked good if we covered the faces of FDST young people as it makes them appear less important to the others which wasn't the initial plan



Feedback for Concept 2 it being too blocky when combined with the circular shapes. Adrian suggested keeping to the block shapes so that the design style matches the FDST branding.



Feedback for Concept 3 was mainly positive with the exception of the comic style black dots all over is a bit distracting and takes the focus away from the photograph and text.

Design Concepts 2



Horticulture

The young people harvested the crops that were sown over the Spring/Summer months and used these vegetables in their cookery programme and also brought some home for their families to taste.

First concept was based on one of their services, horticulture



Riley Doherty

I think the diagonal lines at the side are very good, but I think half covering a face isn't a good idea, the faces are what they want us to focus on, the real people.



Rebecca Mann

I agree with Riley the overlay covering the faces takes away from the point of highlighting the trust and those that are apart of it.



Second concept was based on what they do, what their young people with Down Syndrome can achieve and learn



Riley Doherty

This one is nice and clear but I think it's a little too blocky considering the other two designs being more sharp



Rebecca Mann

Simple and clear design however it is quite blocky taking away from the circular overlays that drew my attention to different elements of the photo used.



Third concept was based on them working together, how close they are to each other through FDST.



Riley Doherty

I really like the comic style in this one, but I think the dots over the people are a little too dark? But it's a really cool effect



Rebecca Mann

The comic style is interesting and would allow key information to be highlighted. I agree with Riley the dot effect across the image is distracting and reduces the quality of the image and the people featured.

Feedback

Everyone would deliver their own concepts based on the theme that they would focus on, for me, it was their services, inside and outside in their community.

The team gave each other detailed advice, criticism on each concept uploaded. This process was repeated until we were happy to progress onto the design deck to pitch to Christopher.

Some of these changes were minor like centering text, adjust the colour to make it more appealing against their chosen background. Others were a bit more critical like too much text on the slide at once or not sticking to the FDST brand guidelines

To save time on countless concepts and resources, I listened to the advice given by Claire & Adrian since they have done countless of these projects before, they can give very useful feedback. Especially since they have worked with the Foyle Down Syndrome Trust before with previous students.

Design Deck Pitch

Once we received confirmation back from Christopher, it was time to start our Design Deck that we would pitch to Christopher with examples and a few different design styles that he can choose from.

The plan was each of us, Rebecca, Riley and I would focus on one theme each and create an example animation that can be watched during the online meeting when pitching our ideas.

The pitch would be split up into three sections, almost like three separate pitches combined into one. We did agree however that we would use Kenetic typography for our animation animations as we agreed that the animations should be short and snappy.

The design deck went through several revisions like removing any text on the slides and only showing images as we would be saying what the text was and was told that it would only distract from the main focus.

During the pitch meeting, we were joined with a few more staff members from FDST as Christopher and Claire wanted to have some more people in on the call for their feedback.



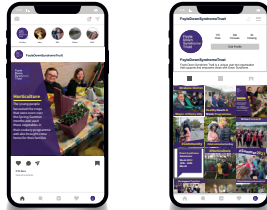
Design Deck Draft

TWITTER TWEET



Foyle Down Syndrome Trust

INSTAGRAM ACCOUNT



Foyle Down Syndrome Trust

CONTENT EXAMPLES

This campaign aims to span over Down Syndrome Awareness week which is on 18th - 24th March 2022. This will consist of seven posts/animations centred around the families that make up FDS. The goal is to showcase the work that the young people do and their achievements by showcasing the facilities and events.



Foyle Down Syndrome Trust

Design Deck Final

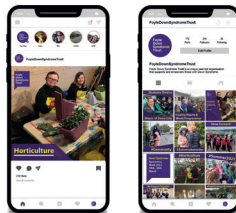
ADAM'S IDEA



TWITTER



INSTAGRAM



Design Deck Final

EXAMPLES








EXAMPLES



STORYBOARD



<p>Scene 1</p>  <p>Medium graphics will start with the #GreenThumb logo with the text underneath in teal pastel transition. The text will be aligned to have top to bottom, left to right.</p>	<p>Scene 1</p>  <p>Horticulture</p> <p>Large graphics will first bring the main title of the animation "Horticulture". Below background elements, white down and orange up arrows to contain the text and make it easy to read against the background.</p>	<p>Scene 1</p>  <p>Creating Friendships</p> <p>This slide quickly to the top of the screen and changes text to graphics that are related to the Horticulture and #GreenThumb. How image slides up as the title and picture bar slides in for a seamless transition.</p>
<p>Scene 1</p>  <p>GreenThumb</p> <p>White bar will not start with the text in the middle and the text changes to "GreenThumb" to add on to the Horticulture scene with understanding a second colour change to bring attention to the words.</p>	<p>Scene 1</p>  <p>GreenThumb</p> <p>Animation slides to revealed so that the image is still present but it's the text to include "GreenThumb" which will quickly change to other words.</p> <p>On the last word, a people bar appears for the text in animation.</p>	<p>Scene 1</p>  <p>The text continues about will be revealed by a people bar which will bring into the top left. The text underneath for a second time for the ending of the motion graphics.</p>

Pitch Feedback

As mentioned before, each person on the team had their own theme and style that they presented to Christopher during the pitch. In total, there was three different visual design styles in terms of the graphic and animation styles from the examples.

At the end of the pitch, Christopher was very pleased with all three designs and said that he would be happy for us to use all three designs. He was pleased with Rebecca's & Riley's animation styles and was pleased with my example graphic styles.

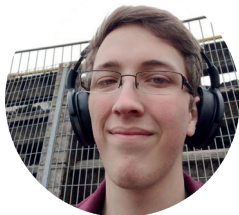
During this pitch, we were joined by additional staff from their education section and they were happy with what we were showing them, they were happy with the themes. When asked if they wanted to add anything, they suggested if there can be room for something that has something to do with education as that is an important key area for them and at time, it can be easily overlooked.

We were more than happy to include education in social media campaign for them. After discussing possible ways, we concluded that we would make one education post per day that relates to that day's chosen theme.

The themes we decided that we would go with for the five-day campaign are

History, Family, Activities, Impact and Future

Team Roles



Adam Haggan

My strengths in this team is being the most proficient in graphical design using Adobe Illustrator and Adobe Photoshop. This meant that not only was I in charge of graphics, I would be in charge of creating the educational graphic posts for each theme.

I do have some knowledge on Adobe After Effects so I was tasks in creating the FDST logo intro and outro animation that Rebecca & Riley would use for their animations.

Rebecca Man

Rebecca's strength in this team is have knowledge on Adobe After Effects and Adobe Illustrator. While Riley can produce animations at a quicker pace, this meant that Rebecca was in charge of creating two animations and three graphical posts using the graphic assets created by Riley or myself.



Riley Doherty

Riley is the most proficient in Adobe After Effects so he was in charge of making three animations and be incharge of making two normal posts that would contain my graphic assets but also some of Rileys's.

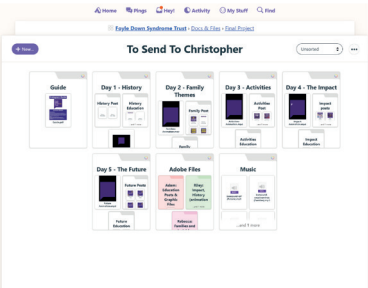
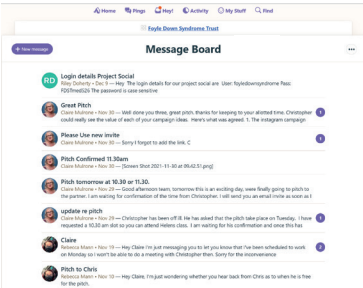
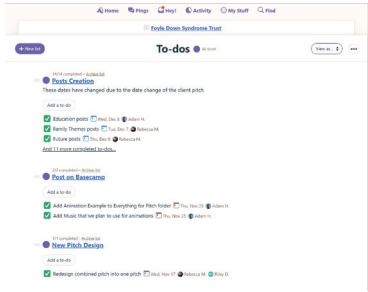
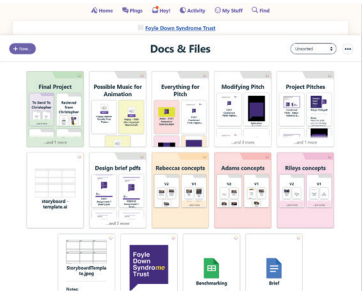
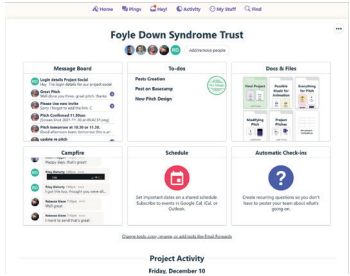




Basecamp was our main base of operations when it came to this project, it helped us keep track of what deadlines we have, what work has been achieved, what needs done etc. This is also where Claire and Adrian can have a look at the work we produce to make sure the quality is high enough to send to Christopher at the end of the project.

To make it easier for everyone to follow, we made sure to keep everything in named folders, important key folders that we thought were important were colour coded to make them easier to find among the rest.

All master files and documents were uploaded to Basecamp in case FDS21 want to use some existing content for templates for the future.





Basecamp

Hello

 Claire Mulrone · Sep 24 · Notified 4 people

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

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.

Ill 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.



Great Pitch

 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.

We can develop this further with Adrian in class.
Claire



Discord

general

RuralBarbarian 30 Sept 2021 20:31
Hi

DrHaggsy 30 Sept 2021 20:35
Elo
Right, so what kind of questions are we asking these peeps tomorrow?

RuralBarbarian 30 Sept 2021 20:53
What is the aim for the social media campaign, who is the target audience
Would they be interested in improvements to their website
What social media would they be willing to undertake, what is their company brand guidelines, is there any areas that are most important that need to come across in the campaign, what graphics and photos do they have available for us to use

1 Oct 2021

DrHaggsy 1 Oct 2021 12:02
So it's certain that we will be making motion graphics

6 Oct 2021

RuralBarbarian 6 Oct 2021 14:25
I wont be able to do tonight but you can still do a call and update me before class

Riot Steel 6 Oct 2021 22:22
Out of what are we doing the benchmarking

DrHaggsy 6 Oct 2021 23:24
We should do our own and then we could maybe one of our breaks to go over the main website

general

9 Oct 2021

Riot Steel 9 Oct 2021 22:56
Do we have a general time tomorrow we want this all done for or just as long as it's done by Monday morning? We had some medical issues/scare with my brother yesterday so I won't get a chance to properly start till tomorrow
He's fine btw, mostly, thought he was having/had a stroke

DrHaggsy 9 Oct 2021 22:57
I'd say let's try to have it done by Monday morning. Hopefully your brother is all good now btw

Riot Steel 9 Oct 2021 22:58
He didn't need hospitalised thankfully, he's just on some strong antibiotics and steroids now and half his face is temporarily paralysed. He got it when he was a teenager apparently too? So it shouldn't be serious

10 Oct 2021

RuralBarbarian 10 Oct 2021 09:19
Well hopefully it doesn't last long and he gets better soon

DrHaggsy 10 Oct 2021 23:19
Here, what is our objective for this project? 🤔

Riot Steel 10 Oct 2021 23:28
Idk what I'm doing either lol
Here's what the thing said on the slide I think it's more your section than mine
Create digital media outputs that show case "a in the life of" Foyle Downs Syndrome Trust.

general

DrHaggsy 10 Oct 2021 23:45
@Riot Steel @RuralBarbarian If you are free tomorrow night about half 10, we should just on call and go over what we have done in this brief and see if we need to change anything etc, hows that?

Riot Steel 10 Oct 2021 23:59
I think i should be free yeah

11 Oct 2021

DrHaggsy 11 Oct 2021 00:01
Defo should send this to Adrian for Tuesday so that he can look at it and we should be good to go by Thursday

Riot Steel 11 Oct 2021 00:09
My brain is a little melty lol
Gonna stay up tonight and do mine and if I don't finish it finish it tomorrow/today? At least.
But yeah sending this to Adrian on Monday night or on Tuesday will be good so he has time to look, it over for us

DrHaggsy 11 Oct 2021 00:21
Lets just say we can try and get what we can done before we chat tomorrow night
Aye

Riot Steel 11 Oct 2021 00:21
Yeah I'll get it done before tomorrow night

general

DrHaggsy 16 Oct 2021 14:24
@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 you 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 Oct 2021 16:31
I've made a few changes already (I was in work today sorry about responding so late)

RuralBarbarian 16 Oct 2021 19:49
I will have a look whenever I get the change probably tomorrow night

We used discord as our meeting place for when we were working on the content for this project, either to keep track of notes or to have a group call to discuss our plan for the week.

It also acted as our backup area so that anything that is uploaded onto Basecamp is uploaded to Discord and vice versa so that there's always a copy.



Discord

general

DrHaggisy 1 Nov 2021 19:33
@everyone Do we have to have anything done this week for Adrian?

Riot Steel 1 Nov 2021 19:36
I have my designs all done just need to do some transition slides and put it into the template to present

DrHaggisy 1 Nov 2021 19:36
What do I need to do??

Riot Steel 1 Nov 2021 19:36
Your designs
And put them in the template I have up on basecamp
And upload any designs you have into your folder

DrHaggisy 1 Nov 2021 19:37
What did he say about the 3 i did before i left last week?

Riot Steel 1 Nov 2021 19:38
Check basecamp I put it up for you he wanted them up by today

DrHaggisy 1 Nov 2021 19:38
Aw

Riot Steel 1 Nov 2021 19:38
He'll put comments up there
We also have to critique eachother

DrHaggisy 1 Nov 2021 19:38
Ill try and get them done tonight

Riot Steel 1 Nov 2021 19:39
I have the stuff you did and sent in here up but I can't

notes

Riot Steel 1 Oct 2021 11:49
Music therapy

Community

Interactive media program with nerve center

Independence skills

Social enterprise project

Down right crafty

Open to anything as long as everything is captured

Motion picture

Facebook analytics

Audience-funders, parents, wider community

Not great on Twitter

Active on Facebook

Not on Instagram

Talk about YouTube

Videos something they're very interested in (COVID)

Two motion graphics pieces

notes

DrHaggisy 1 Oct 2021 11:47

1-1 activity (Depends on the needs of the child)

Speech and language therapist

Music therapy project (1-1 or group, depends)

Health and well-being project, 8+ up

Interactive media project with the nerve

Independent Travel

New Social Enterprise Project started

Down Right. Crafty (Bespoke Printing Company)

Average Week is roughly 80-100 children at a time

Target Audience

Funders

Parents

New Parents

Wider Community

Rely on donations for events etc

Volunteers

Service is Free

Videos on Youtube & Instagram

Motion Graphics using existing photography

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

Started 26 years ago, original parents are still there

21st March Down syndrome Day

Tiktok Possibly

Talk about the logo

Child - Talk about them and then their Down Syndrome next

Foyle Down Syndrome is life-changing

Defeating the odds, told they will never be able to ride a bike, drive but they defeated the odds

Support when a parent's child is diagnosed with Down Syndrome

notes

Life changing

Lived experience

Inclusion

People project winners

26 years.

Super car Sunday in Guildhall (I could go and bring a camera)

RuralBarbarian 1 Oct 2021 11:54
Thats really good

14 Oct 2021

DrHaggisy 14 Oct 2021 16:10
summary is wrong - what are we going to do

objective - why are we creating stuff for them.

target audience - add in health workers (I think that's what Claire said)

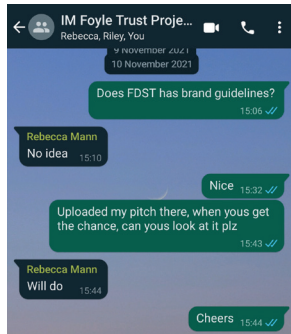
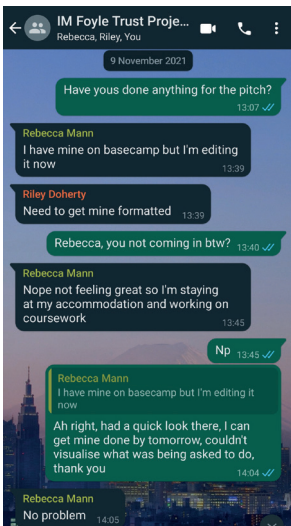
deliverables - social media ages, take facebook out

rearrange info on brief under the right headings

caseaway coast and glen heortic trust 2020 instagram - production log examples

FDST want a campaign

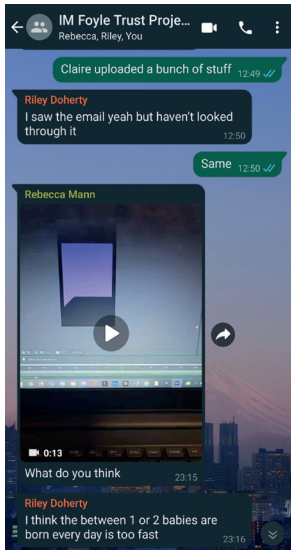
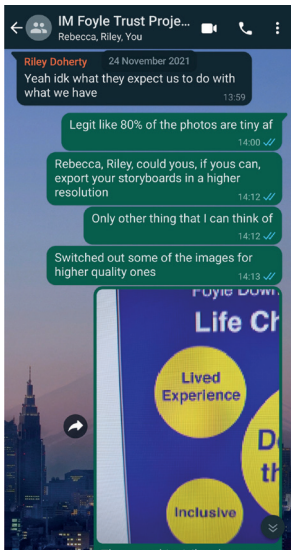
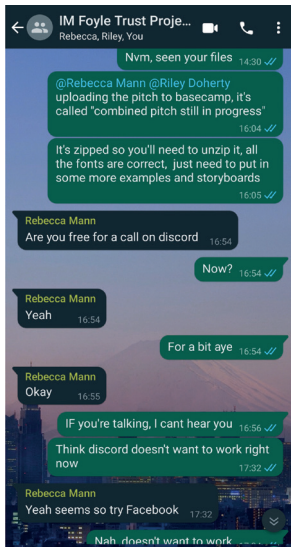
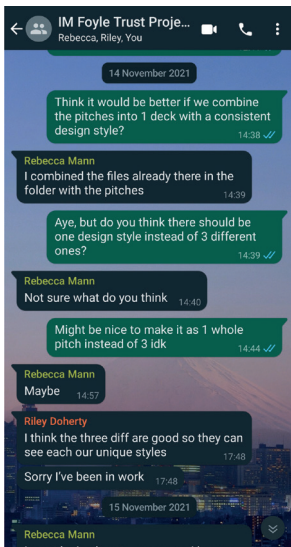
create 1 campaigns concepts each using storyboards



We used Whattapp for quick messaging back and forth since we all regularly use Whattapp on our computers and smartphones. It was more convient than going onto Basecamp for short conversations and to let each other know if we were going to be late when meeting up etc.



WhatsApp

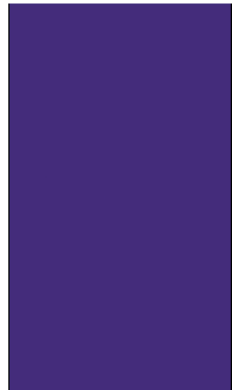
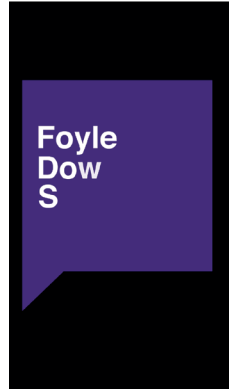


Logo Animation

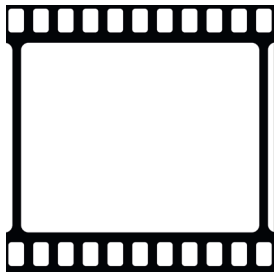
I was in charge of creating the intro and outro animation using the Foyle Down Syndrome Trust existing logo. Luckily we were given access to the previous student's work to access the original Adobe Photoshop file so that we had the correct font, spacing, colours etc.

Since this animation was going to connect to Rebecca's and Riley's animation, it needed to match the style of having the text animate in line by line. Rebecca was able to show me how to do this as it was her idea and design style. The intro animates the text in while the outro animates the text out before the purple background expands the display area to begin the other's animations.

We agreed that the intro and outro shouldn't be any longer than five seconds. The only revision that I had to make to this was slow down the animation and lengthen the ending as I was told that the animation was a bit too fast to follow.



Graphic Assets



Film Reel Frame

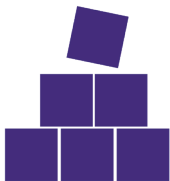
The Film Reel Frame was created as an idea for the history animation, using a film reel as the border and the animation happens inside.

This was adapted later on to be horizontally longer to add movement to the History animation post.



Purple & Yellow Feet

Purple and yellow feet was created to represent the young ages that the FDST take on and support.



Building Blocks

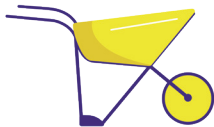
Building blocks were created to show that FDST slowly build up their children's skills, one block at a time.



United Kingdom

The United Kingdom originally had the baby feet on top of it to show statistics but the feet were later removed and relocated on Rebecca's animation.

Graphic Assets



Wheelbarrow

Wheelbarrow was used for the activities theme, more specifically for their horticulture activities that they do.



Watering Can

Same as the wheelbarrow, watercan was created for their horticulture theme.



Milestone Bases

Milestone bases were based on the FDST original logo for consistency, a copy was created and inverted for flexibility based on the background used in the animation and posts.



Quote Template

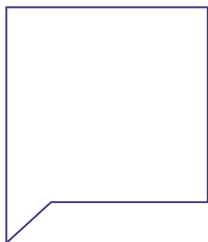
The previous students who made the FDST branding stated that the logo was meant to represent a speech bubble, so we took that same guideline and applied it for people's quotes.

Graphic Assets



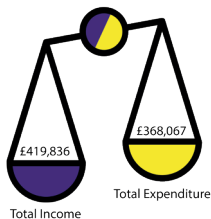
Purple & Yellow Paint

Rebecca asked me if I can create some graphics that would show off creativity like painting, when originally planning this project, we tried using paint splashed but they didn't fit as it made the space look cluttered, paint brushes and paint strips was a neater alternative.



Logo Outline

Logo outline for flexibility when animating for different backgrounds etc.



Total Income & Expenditure

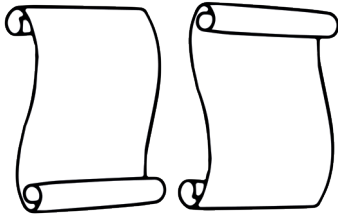
Originally the scales were created to show some of the costs they FDST have publically posted, this was later removed as it didn't fit in with our design and content theme.



Ink & Quill

Riley asked if I can create an ink & quill for his history post, kept the design minimalist to match the rest of the animation and graphic assets

Graphic Assets



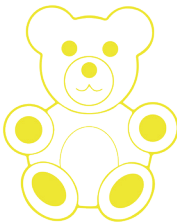
Scrolls

Riley asked if I can create a scroll for his history post, created two, one is inverted for flexibility in his history post. One version, the background is filled in white, the other is transparent for more use cases.



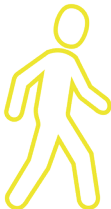
National Lottery Logo

Riley was getting logos arranged from the FDST sponsors/funders and was finding it hard to find a white National Lottery logo, I had this logo already due to previous projects in my spare time.



Teddy Bear

We wanted to have a teddy bear due to one of the key points is child development like playing. I created my own but did take inspiration from Children In Need due to soft, welcoming features of Pudsey.



Walking

One of the key points is using different skills to develop the body, one of which is using the body's motor skills.

Graphic Assets



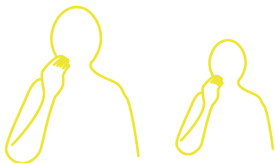
Makaton for Love

In their education, they make it clear that they not only teach speaking through voice, but also through sign-language for all ages. Riley was able to help me in this case, letting me know which is the correct Makaton for the UK.



People Talking

Keeping the design consistent throughout the other designs, keeping the designs minimal but iconic enough to easily understand what the graphic is about.



Makaton for Eat

Same as the previous Makaton graphic, Riley was able to help me again to make sure the right language method is being used.



One to One Education

Same as the previous Makaton graphic, Riley was able to help me again to make sure the right language method is being used.

Graphic Assets



Smart Phone

Smart phone to show that their reach is not restricted to in person, they are able to work remotely and produce work online.



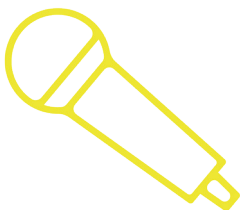
Reading

Book to show their learning material



Cog in hand

Cog in hand to represent that FDST also develop cognitive skills.



Singing

Microphonje to represent singing for the activities post and animation theme.

Graphic Assets



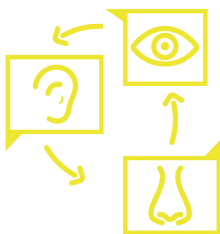
Holding the World

A few different designs created of holding the world for flexibility in use case. Different colours, matching the branding colours, as well as different stroke and fill settings to experiment with. The purpose is to present health and well-being.



Dance

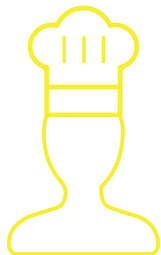
Dancing graphic for the activities theme post, keeping the same human body design throughout the other graphics



Sensory

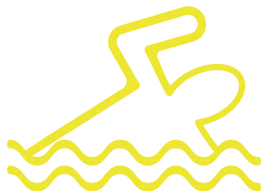
A bit part of their education experience is learning to use your sensors, let that be in their facilities or when working with a staff member or other children.

Graphic Assets



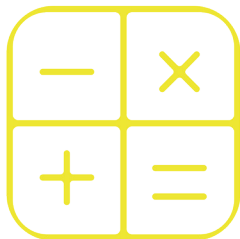
Chef

The chef graphic was created for Rebecca's facility post to represent their kitchen space that they use for the children and parents.



Swim

Swimming graphic created for Riley for FDST swimming program for the activities theme.



Math

As much as they showcase their literature, they also help children learn their math skills on several levels.

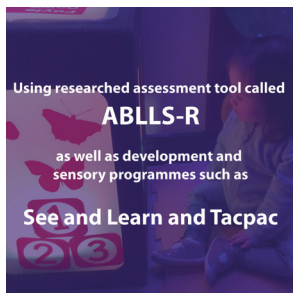
Education Posts History



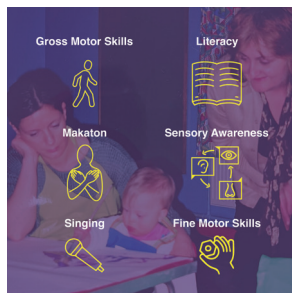
Part 1



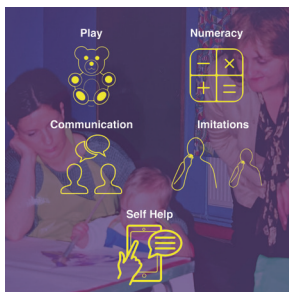
Part 2



Part 3



Part 4



Part 5

Education Posts Families

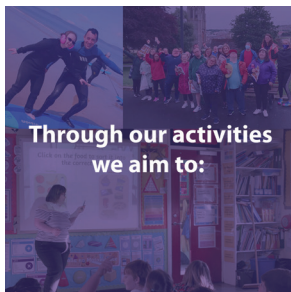


Part 1

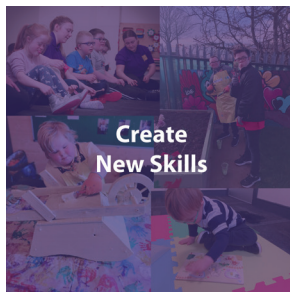


Part 2

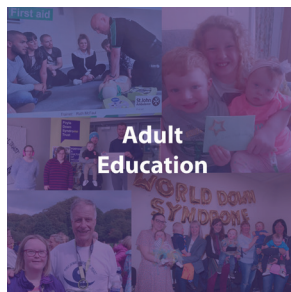
Education Posts Activities



Part 1



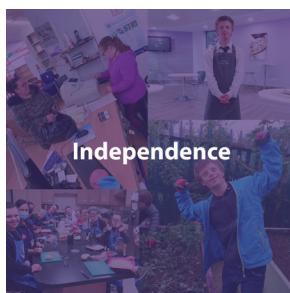
Part 2



Part 3



Part 4



Part 5

Education Posts Impact



Part 1



Part 2

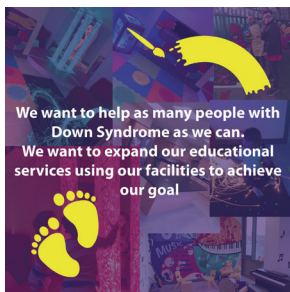


Part 3



Part 4

Education Posts Future



Part 1



Part 2

Social Media Guide

It's all well and good creating content to be posted online but it is no use if you don't know what, when and how to upload the content.

We created a word document and went through everything that Christopher or anyone at FDST would need when the time comes to upload this content in March. It clearly tells you what you need to include in the description and suggestions as to what they can title the posts and hashtags they can use

Each post is in its own named folder to make it easy to manage what post is for what day.

Account Details

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 (<https://www.bensound.com>) in the description

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 #ItSueBuckley #onetooneducation #abl-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, #QuotesFromParents, #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 #newskills #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

Examples of Accounts to Follow

Social Media Guide

Rebecca took that word document and made it in Adobe InDesign to make it look more appealing and easier to read with more refined information.

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/>

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, #QuotesFromParents, #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:

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 #Abil-r

Day 2: The FDST Families Theme

#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
@downsyndromereaction



We used a free program called Clockify to log our work hours, this allowed us to keep track of what was done each week alongside Basecamp but to prove that we have spent time working on this project.

MEMBERS	GROUPS	REMINDERS		
Show all Search by name or email ADD NEW MEMBER				
Members				
NAME	EMAIL	BILLABLE RATE (USD)	ROLE	GROUP
Adam Haggan (you)	adamhaggan@gmail.com	Change	Admin	Group
Ebony Morganite	ebonymorganite@gmail.com	Change	Admin	Group
Rebecca Mann	rebteccamm32@gmail.com	Change	Admin	Group

MEMBER	TASK	START	END	DURATION	TOTAL HOURS
Me	Benchmarking	08:00	14:55	6:55	6:55
Me	Brief	08:00	14:28	6:28	6:28
Me	Design Deck Pitch	08:00	21:25	13:25	13:25
Me	Deliverables	08:00	21:33	13:33	13:33
Total: 71.71 Hours					

- Benchmarking - 6:55 Hours
- Brief - 6:58 Hours
- Design Deck Pitch - 23:95 Hours
- Deliverables - 34:63 Hours
- Total: 71.71 Hours

Evaluation

Foyle Down Syndrome Trust

Our Client

Our client, FDST and Christopher were amazing to work with, clear communicating and information was easily given to us, either through Rebecca, Riley or myself emailing or Claire & Adrian sending us information that they received from Christopher. Christopher was open and was clear with what he wanted and was made sure that we had a clear understanding of what he wanted from us.

The only small issue we had was at the end when we were making the content, part of our deliverables was creating an Instagram account but Christopher didn't get back to us in time as to how he wanted to proceed with that, either we make an email or he creates the account. In the end, we couldn't deliver that but created a guide that explains how to upload the content for it.

Our Team

I feel like our team worked really well, what one person was weak in, the other person had strength in. When anyone of us were struggling, let that be research, advice on designs, export settings etc, we had each other's back to cover all of our basis.

We were able to communicate and work with each other with ease, either in person or online. If one of us were going to be late with meeting or delivering work, we let each other know ahead of time so we can plan around it



Personal Evaluation

During this project, I feel like I was able to work well with my team considering that this was my first time working on a project with them. I was able to receive and give critical criticism to improve the quality of work that I produced.

Time management wise, I was able to meet the deadlines that we set, I could have used my time more effectively though if I didn't procrastinate as much but considering the late start we had for creating the content, I feel like I pulled my weight and am proud of the end results

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