

HARMONY

PRODUCTION LOG - LUCY FLEMING - MED526 - Boo75497

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HARMONY



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Introduction.

This is a production log to document and review the process used in the creation of assets for the MED526 social enterprise project 'Harmony', which was formally known as 'Harmony Corner'.

The work that I have included within this document help to showcase not only the physical work produced but the thought processes and theories behind that work, including relations between skills learnt in previous modules, as well as the skills I gained from my year as a Graphic Design Placement with Allstate NI. Also included are screen shots of group chats between the group on Facebook messenger (casual conversations with the group, mainly used to talk through any snap decisions that are time sensitive) and Basecamp (used in a more formal way, usually in relation a decision that would involve input from Adrian and/or Claire).

It's also worth mentioning that all work included in this document is my own, unless I have stated otherwise, as some parts of the project where more collaborative than others.



The Team.



CHLOE MOONEY

Lead Merchandise Developer
Web Designer
UX/UI Design



HOLLIE MCCARTNEY

Project and Client Management
Lead Web Developer
UX/UI Design



LUCY FLEMING

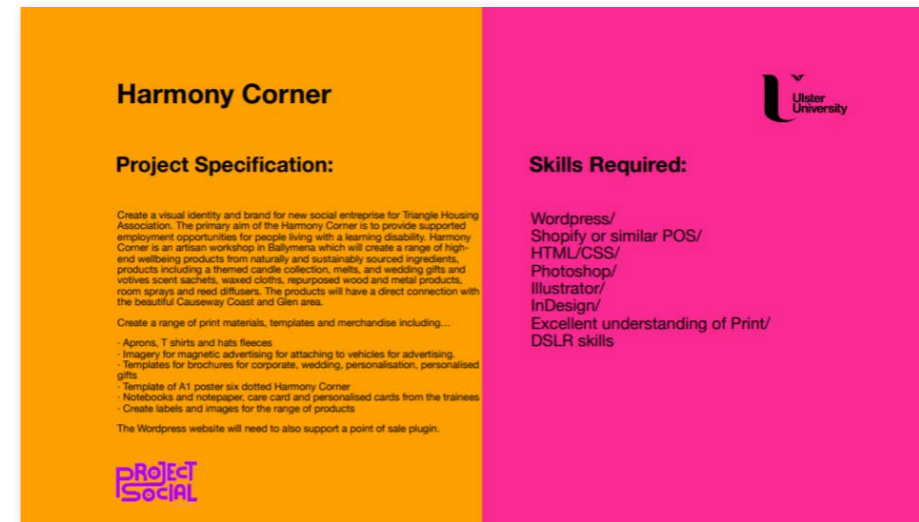
Lead Graphic Designer
Branding and Visual Identity
Social Media Content Creator

MERCH MAKER

WORDPRESS WIZARD

I HAVE A PARTICULAR INTEREST IN PHOTOSHOP AND GRAPHICS, SO I DECIDED TO TAKE ON MORE OF THOSE ROLES.

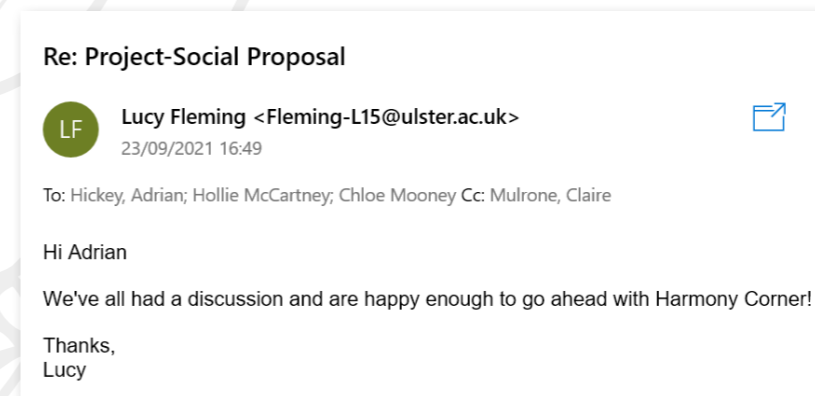
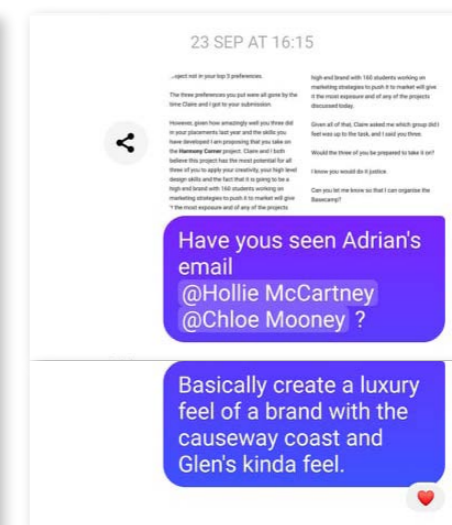
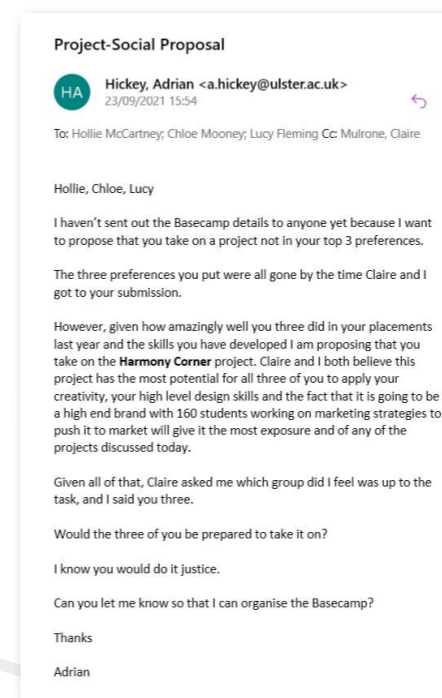
The Project.



To the left you can see the original project brief that we were presented with in class. Although we liked the idea of this project, we were initially slightly concerned about whether our skill sets would match up with the needs of this project, as neither one of us was particularly familiar with wordpress.

Last year each of us undertook a year out on placement, which we all feel really boosted our client handling skills and ability to juggle multiple tasks; Hollie working with Ulster University, Chloe working with the PSNI, and myself working with Allstate. Despite this, as a team we were apprehensive to take on a project that relied so heavily on web content.

When it came down to it, the project we had proposed to work on had all be snapped up by other times by the time our application was seen, so we took a chance and each agreed we would take on Harmony Corner.



AND SO HARMONY CORNER WAS CHOSEN.

Initial Meeting.

The initial meeting we had on Tuesday 5th Oct at 11am, the rough shorthand notes of which are below.



Wellbeing - core.
 - logo, visual identity, website, + merch. + poster.
 - week 6. pitch + brand.
 - week 7. text + stats. Buy local
 - How to + Brand guidelines. graphics.
 DEADLINE december. 3rd week.
 shopify plugin?
 Prevention: steps, support employment + social enterprise.
 not special employment. Home. Support. Develop more.
 artisan + wellbeing, community interactions.
 step change, a space to production.
 landscaper with a bang.
 Harmony (conv) - anchor employees. micro community.
 - yellow fruit. (fruit) into employment.
 - candles, soaps. Shepaes hair.
 scent pouch De Huiset.

- van logo's - prospectus, jewelry they offer.
 - billboard's - catalogues, jersey of insects.
 - bus shelter. - laser printer.
 - notes, wedding gifts, - top middle bottom collection of folk notes.
 - christening, baby shower. - How portray the frames - respectfully.
 provide opportunity for them to skill up.
 ability not disability - all crew members are part of the team.
 - buy natural local products, to support local.
 - bring the highest street back alive.
 - fill out Instagram.
 - corporate folders, different bespoke leaflets. labels of every product on bottom of jar.
 - pop up for projections, - powerpoints. 5 pop ups. - team of people - packaged by. lush style stamp. sticker.

moved to wellbeing market. seeing lush in Dublin artisan, see them from origin through to finished things. Visual experience. Full factory. Filled bakery.
 Artisan approach, all handmade, more visible in community, charity recruitment by working in high end shops.
 Modern meeting place.
 Inclusivity + sustainability.
 Beautiful landscape of north coast - not deliberate.
 emotional + geographical context.
 intuitive, - muted palette - not harsh.
 ecosme, NI coast + glass. soft, connect to the energies and the soil.
 yoga mat, nice soft colour. earthy, enveloped organic, sustainable choice.
 perfumery - Joe Malone, whole stuff. Cowman abbey - National fruit shop.
 - Audice.
 Tins + 2 with glass candle.
 E5. E11 or E17.
 label.

- parabian + sulphate free. all essential oils.
 Zero waste north west.
 - protect yourself from cancer.
 buy a candle, purpose of life after candle, free refill.
 lending page about.
 - wordpress, woocommerce, first click to point of sale, etsy custom + bundles.
 scrubby soap, half soap.
 - bespoke + giftwrapping picu + mix soap selection. engage frames.
 - packed by. ect.
 - 5 elements of wellbeing, - launch in spring, but put things out for christmas.
 - social media - yoga mat
 - packaging - uplan
 - wrap crum boxes, - ziped mail.

Key points & Research.

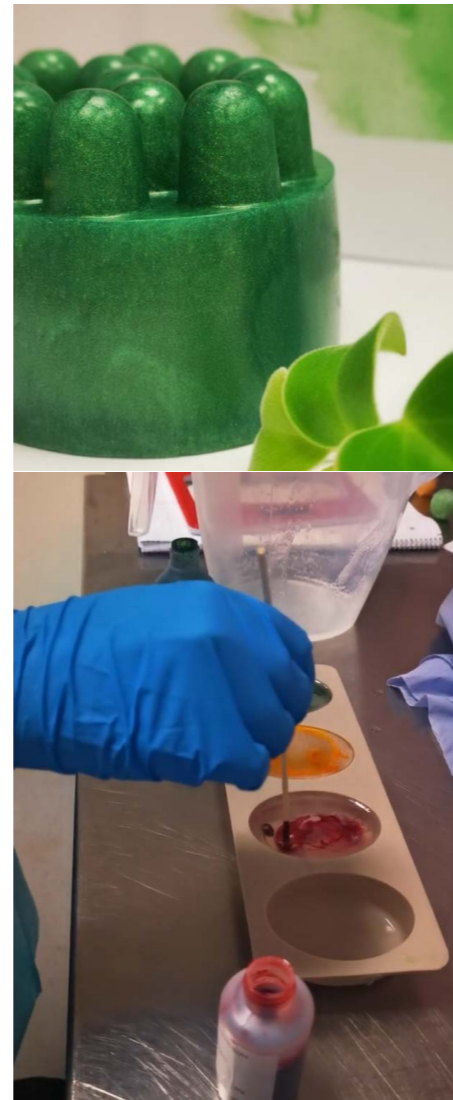
The initial meeting with the client Harmony Corner actually went really well! From this we gained a much greater insight into what the organisation actually was and what they do.

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

Existing Branding

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

(Anon. 2021)



(Anon. 2021)

"ATTRACTING LOCAL CUSTOMERS WHO ARE INTERESTED IN WELLNESS AND HOLISTIC LIVING AS WELL THOSE WHO WANT TO BUY LOCAL AND STAY LOCAL."

"ABILITY, NOT DISABILITY"

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

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

VITALITY

NOURISH

BLISS

BLOOM

SERENITY

(Anon. 2021)

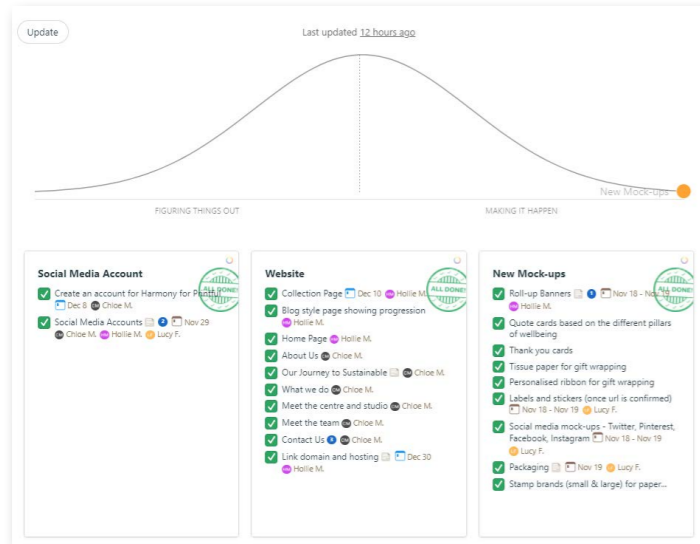


(Anon. 2021)



Timeplan.

(Anon. 2021)



Clockify Time Totals:

1 Introducing the project:
6 hours

2 Benchmarking:
17.5 hours

3 Brief:
17 hours

4 Initial Designs:
26 hours

5 Revised Designs:
21 hours

6 Pitch Deck:
3 hours

7 Social Media Content Creation:
3 hours

8 Photography:
6 hours

9 Photographic Artworking:
32.5 hours

To the right you can see our excel spreadsheet that we used to keep track of which asset was which team members responsibility. This proved to be highly effective because it meant that everybody could work on the same sheet and adjust it in real time, which speeded up the work flow massively. I created the sheet by looking through all of our notes and categorising each task into one of 5 or 6 sections. Discussing the allocation, then linking it up to each others emails and posting on basecamp so that it could be edited and seen by all users at once.

Initially we were not massively fond of basecamp, but once we figured out how to go about adding to-do lists and dates, we updated that with everything and used it alongside the spreadsheet! The combination I feel worked very well for us as everyone knew both what they were allocated but also their fellow team members. This can be seen up to the left. This is viewable at: https://1drv.ms/x/s!AnS5OUxThiVhgZVnnfK28Nr_8vsHPw?e=vRlpOf

We also each used 'Clockify' to work out how much time we spent working on each asset/sections. The results of which are below.

10 Packaging:
21 hours

11 Project Social Showcase:
6 hours

12 Production Log:
1.75 hours x 12 weeks: 21 hours
Week 13+14: 42.5 hours.

Total time: 63.5 hours

13 Class time and External Meetings:
70 hours

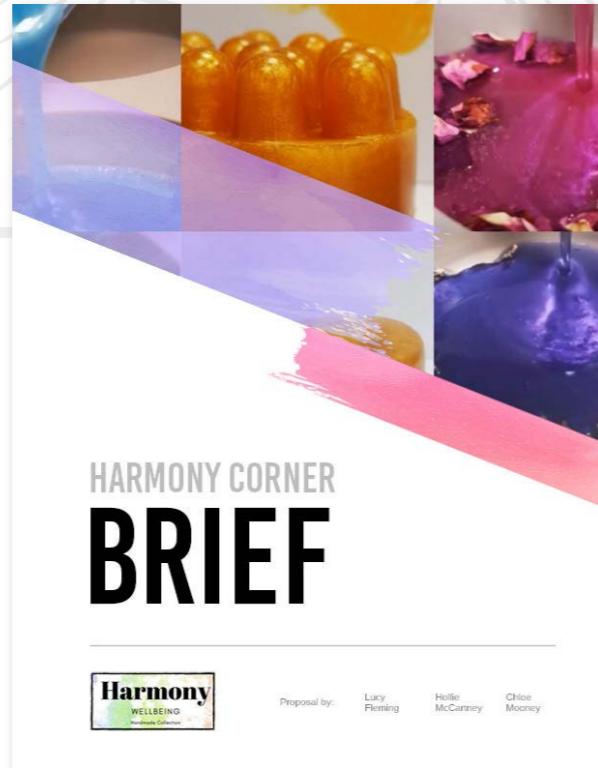
TOTAL TIME SPENT:
292.5 hours

Category	Task	Sub-task	More Info	Final Product	Name	Status	Le in progress or
Website	Home page			Working website	Hollie	COMPLETE	
	Collections page	E-commerce		Working website	Hollie & Chloe	COMPLETE	
	Contact us page	Contact form		Working website	Chloe	COMPLETE	
	About us page	What we do + Our Journey to sustainability + Meet the centre and the studio		Working website	Chloe	COMPLETE	
	Blog			Working website	Hollie	COMPLETE	
	Photography	Photo of every product, then photoshopped to replicate the new branding		4 Vitality lifestyle photos + 4 pngs; candle 1, candle 2, wax and reed	Lucy	COMPLETE	
				4 Nourish lifestyle photos + 4 pngs; candle 1, candle 2, wax and reed	Lucy	COMPLETE	
				4 Bliss lifestyle photos + 4 pngs; candle 1, candle 2, wax and reed	Lucy	COMPLETE	
				4 Bloom lifestyle photos + 4 pngs; candle 1, candle 2, wax and reed	Lucy	COMPLETE	
				4 Serenity lifestyle photos + 4 pngs; candle 1, candle 2, wax and reed	Lucy	COMPLETE	
			Original File	Lucy	COMPLETE		
			Powerpoint file	Lucy	COMPLETE		
			How To guide for sticker printing	Lucy	COMPLETE		
			Comprehensive PDF user guide	Hollie	COMPLETE		
Social Media	Instagram	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE	
		5 shighlight photo covers		Jpg images + Illustrator file	Lucy	COMPLETE	
		5 story covers		Jpg images + Illustrator file	Lucy	COMPLETE	
	Twitter	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE	
		Cover photo		Jpg image + illustrator file	Lucy	COMPLETE	
	Pinterest	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE	
		Cover photo		Jpg image + illustrator file	Lucy	COMPLETE	
	Facebook	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE	
		Cover photo		Jpg image + illustrator file	Lucy	COMPLETE	
	Etsy	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE	
	Cover photo		Jpg image + illustrator file	Lucy	COMPLETE		
TikTok	Profile picture		Jpg images + illustrator file	Lucy	COMPLETE		
Genral Social Media Post Assets			Intro assets to launch the brand (Square + portrait) + Timeline		COMPLETE		
			2 Text post templates (square + portrait for each)		COMPLETE		
			2 image post templates (square + portrait for each)		COMPLETE		
			Comprehensive PDF user guide inc: What to post and when and how, exporting powerpoint templates with text or with your own image and how to add that.	Lucy	COMPLETE		
Packaging	Boxes	<i>(no product lists or dimensions as of yet)</i>		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Use stamp for top of box + label on outside of box					
	Labels	<i>(no product lists or dimensions as of yet)</i>		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Tin candle label template					
		Dual Wick candle label template		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Reed diffuser label template		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Wax melt		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Made By stickers		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
	Shipping	Branded wide paper packing tape		Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE	
		Black stamp for shipping boxes + paper bags		Jpg sample mockup + Editable Powerpoint file + Illustrator file + How to Order	Lucy	COMPLETE	
A5 Cards	Bliss		Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE		
	Bloom		Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE		
	Vitality		Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE		
	Serenity		Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE		
	Nourish		Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE		
	Step by step guide		Comprehensive PDF user guide inc: printing with sticker sheets on laser, getting custom print work done, saving out powerpoint files as jpgs for print on different sizes etc.				
Merch	Internal	Apron		Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE	
		2 Polo shirts		Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE	
		Zip jacket		Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE	
		Bodywarmer		Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE	
		Masks		Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE	
	External	2 t-shirt designs		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE	
		Bodywarmer		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE	
		Masks		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE	
		Hoodie design		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE	
		2 tote bags		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE	
	Car air freshener		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE		
	Coffee cups		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE		
	Notebooks		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Hollie	COMPLETE		
	Mugs		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE		
	Pens		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe	COMPLETE		
	Rubber wrist bands		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Hollie	Not agreed on sign off - additional add on		
	Festival style toggle wristbands		Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Hollie	Not agreed on sign off - additional add on		
	Step by step guide		How to use Vistaprint and Ted& Stetch https://www.vistaprint.co.uk/studio/?workId=813ca767-bc5c-4550-8941-dbd93ade62b6	Chloe	COMPLETE		
Misc. corprate stuff	5 pop up banners	Each following a single point of the 5 pillars of wellbeing	Using product photography	Jpg sample mockup + jpg to upload to print site + editable powerpoint file + Illustrator file	Hollie	COMPLETE	
	Corporate folder	Folder Cover		Folder design mockup + powerpoint file + how to save out and upload to print on quinnns + Illustrator file	Hollie	COMPLETE	
				Page design mockup + powerpoint file + how to save out and print on laser vs printshop + indesign file			
	Pdf inner pages for corp folder	2 editable brochure pages taking abit about the social enterprise, with a header title that can be adjusted for each event to make it more personal, but still be able to be printed on their laser printer			Hollie	COMPLETE	
	Magnetic car sticker			Mockup design + jpg to upload for print + how to do that + editable powerpoint file + Illustrator file	Chloe	COMPLETE	

Brief Construction.

- TO-DO LISTS
- 1 ^{Hollie} Describe community partner
 - 2 Summary of project ^{Chloe}
 - 3 Objectives ^{Chloe}
 - 4 Target audience ^{Hollie}
 - 5 Deliverables ^{Lucy}
 - 6 Benchmarking. ^{All}
 - 7 ^{Lucy} Details of tone, message & style.
 - 8 Timeline. ^{Lucy}
 - 9 Budget. ^{Hollie}
 - 10 List the team. ^{Chloe}

BREAKDOWN OF TASKS



OBJECTIVES

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

BUY LOCAL STAY LOCAL

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

TARGET AUDIENCE

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

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

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

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

ABILITY, NOT DISABILITY

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

PROJECT SUMMARY

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

EXISTING BRANDING

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

"WE WANT A LUXURY FEEL. BUT ALSO TO HAVE AN ARTISAN AESTHETIC."

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

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

DELIVERABLES

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

- Packaging**
 - Removable labels
 - Scented Tins
 - Dual Wick Candle
 - Bath Salts
 - Wax Melts
 - Reed Diffusers
 - Wrap around sleeve
 - Hand Soap Bars
 - Shaving Soap Bars
 - Shampoo Bars
 - Themed sets (i.e. weddings, christenings, birthdays) gift boxes/ packaging
 - Personalised inner product card
- Promotional Materials**
 - 5 roll up banners, each to represent each 'Collection of wellbeing', and can be used interchangeably.
 - Magnetic Van sign
 - Corp. Prospectus: A series of inserts about the social enterprise, such as aims, and product selection.
- Merchandise**
 - Zip up hoodie and apron for employee uniforms
 - T-shirts, tote bags, and other value added items
 - Series of promotional posters for bus stops
 - Series of billboard designs (budget dependent)
- Website**
 - Online platform which will consist of a website with online shopping ability (shopify plugin)
 - Will include the full product ranges and will be searchable by both 'Collection of Wellbeing' and 'Top, Middle & Bottom notes', as well as offering a 'pick and mix' style selection process for the customer.
- Social Media**
 - Instagram page which includes:
 - Profile picture
 - Bi weekly Instagram stories with 6 week plan
 - Bi weekly Instagram posts with 6 week plan (with leave replace posts for the enterprise to continue beyond this point)
 - Cover images for all stories saved to the profile
 - Twitter profile which includes:
 - Cover photo
 - Profile picture
 - Bi weekly tweets to coincide with Instagram stories
 - Facebook page which includes:
 - Cover photo
 - Profile picture
 - Biweekly tweets to coincide with Instagram stories
 - Pinterest page with themed boards.

BENCHMARKING

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

THE SITES ASSESSED ARE AS FOLLOWS:

- Praxis Care
- Uset
- Orchardville
- Mensap
- Triangle Housing
- Pecksniffs
- Lush
- Jo Malone
- Hovochocolat

Brief Construction.

MEET THE TEAM

HOLLIE MCCARTNEY
Website Developer
Client Management
Social Media Content Creator

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

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

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

TIMELINE OF PROJECT

START DATE 05/10/21

END DATE 10/12/21

WK BEG. 4TH OCT INITIAL MEETING
During the initial meeting we all constructed Harmony Corner, and tried to find out more information to help construct a comprehensive brief.

WK BEG. 18TH OCT BRIEF FINALISED
The brief helps set out the parameters within which we can work and meet all requirements and expectations.

WK BEG. 25TH OCT PITCH PRESENTATION
During this meeting, all team members will get the chance to pitch their ideas based on the agreed brief. A final design/creation will be chosen.

WK BEG. 6TH DEC FINAL HANDOVER
During this week, the final production elements will be created, all socials and web platforms will go live, and all brand guidelines will be handed over.

Nourish
NON AROMATIC

When constructing the brief, we had to make sure to use the correct language and refer to the correct parent organisation or subsidiary. Harmony (formally Harmony Corner) is part of Alternative Angles which in turn is part of Triangle Housing Association.

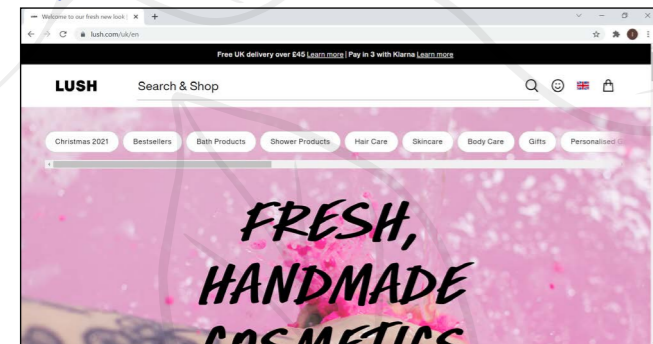
Best Practice

In order to get a feel for what 'best practice' would look like for Harmony, I first had to look at the businesses that were mentioned by name within the initial meeting, and why they would want Harmony to be likened to them.

I took it upon myself to compile and construct the brief, and tried to do so using the current style/branding of harmony, through the one video that the client had given us.

We did request the original images used within this video by unfortunately the client never sent us them, so in the end I had to screenshot everything from the one video that was provided, but I actually think it worked out really very well, design wise I was really happy with it!

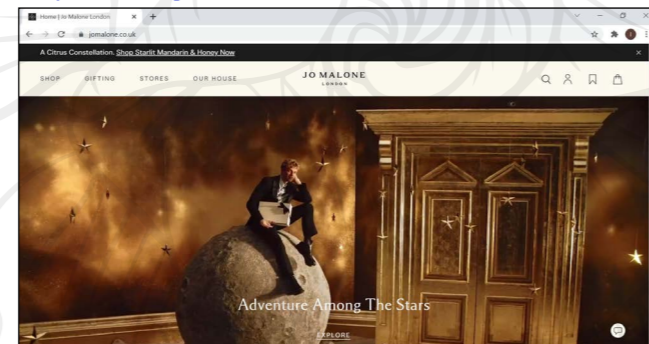
LUSH (Lush 2021)



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

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

JO MALONE (Jo Malone 2021)



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

I felt that why there were some good points within Lush and Jo Malone, harmony was something quite different as it had a much wider target audience and with a price point in quite a different socio-economic grouping, so therefore the high-end luxury market couldn't be for them if they intend on selling one of their candles for £5 for example.

Benchmarking.

When we were benchmarking, each team member did 3, I ended up working on 1 standard benchmark and 2 best practise examples.

From the research that I conducted, I conclude the following:

First Impression -

- Appropriate imagery should be used to represent the enterprise.
- The target audience should be identifiable from the front page.
- The identifiable chief aim should be on the home page.

Look and Feel

- All images should be HD ready.
- All webpages should be responsive.
- The content that's in the prime position should be the Hero Image.
- The logo should be places in the Top Left of the page.

Technical

- Cookies should be used.
- Google Analytics should be used.
- There should be an ecommerce element to the site.

Navigation

- The primary menu format should be 'Click Through'.
- The primary menu position should be Horizontal Top
- There should be a 'Top of page' button.
- There could be a site map but it's not necessary.
- Breadcrumbs should be present under the header image.
- The contact us information should be exposed in the footer.

Content

- There should be an explanation of service on the home page.
- There should be NO evidence of outdated content.
- Social media should be available through the header.
- The FAQ section should be available through the footer.
- Privacy policy should be one click away in the footer.

Search

- A search bar should be present, embedded in the homepage.

Functionality

- Load time should be between 2-3 seconds.
- There should be an email subscription
- There should be a translator plugin available.

Accessibility

- There should be no more than 2 font types.
- Clear and accurate headings
- All links should be visually distinct.
- All links should be underlined.
- Hyperlinks change colour when clicked.
- Visually/ Hearing impaired functions would be a bonus but not essential to the running of the site.

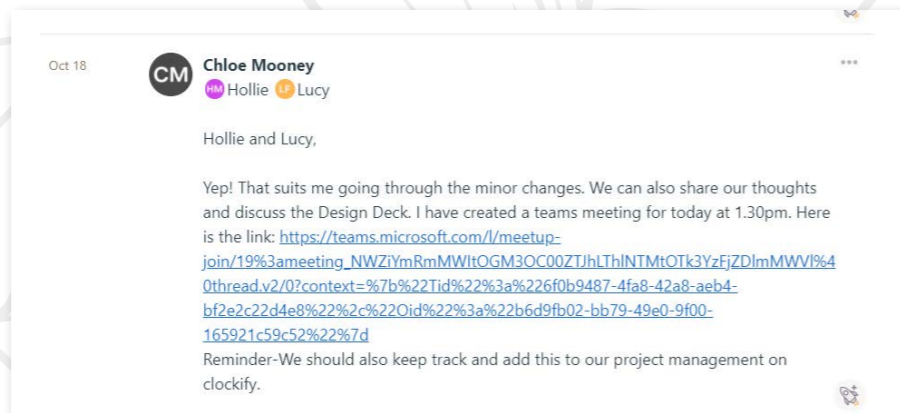
Category	Feature	Usel	Lush	Jo Malone
First Impression	Aesthetics	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise
	Identifiable Target Audience	On front page	On front page	On front page
	Identifiable Chief Aim	Homepage	About us page	About us page
Look and Feel	Retina (HD Ready)	Most headers, logos and images	All headers, logos and images	All headers, logos and images
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Hero image	Scrolling banner and Hero image	Latest video ad
	Body text font	Sans Serif - Arial, Helvetica	Brush & Sans Serif	Serif & Sans Serif
	Logo placement	Top left	Top left	Top centre
	Colour	Main: Black - 000000 & White - FFFFFFFF Accents: Yellow-FFCF54	Main: Black - 000000 & White - FFFFFFFF	Main: Black - 000000 & Cream - FCF9EE
	Technical	Cookies	No	Yes
Analytics Embedded		Google Analytics	Google Analytics	Yes
Buy Online		No	Yes	Yes
Navigation	Primary Menu Format	Click through, rollover & drop down	Click through	Click through, rollover & drop down
	Primary Menu Position	Horizontal top	Horizontal top	Horizontal top left
	Means of getting to top of page	None	None	Top of page function
	Sitemap	None	None	None
	Breadcrumbs	None	None	Under header image
	Contact Us	Exposed in footer	Click through in footer	Click through in footer
	No. of clicks to Contact Us	None	One	One
	Content	Explanation of service	Homepage	One click away
Evidence of outdated content		None	None	None
Social Media		Yes - links in header	Yes, but not linked	Yes - links in footer
FAQ Section		None	In footer	In footer
Privacy Policy		One click away in footer	One click away in footer	Two clicks away in footer
Search	Search	None	Embedded in home page	Embedded in homepage
	Type of search button	None	Search bar	Search bar
Funtionality	Load Time	2.28s	3.21s	2.18s
	Email subscription	None	Yes, newsletter	Yes
	Multilingual	No	Yes	No
	No. Of Languages other than english	N/A	100+	N/A
Accessability	How many font types	Two	Two	Two
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	Yes	Yes
	Hyperlinks change colour if visited	Yes	No	Yes
	Visually/Hearing impaired functions	No	No	No
Overall score		50%	53%	39%

Client Issues & Resolutions.

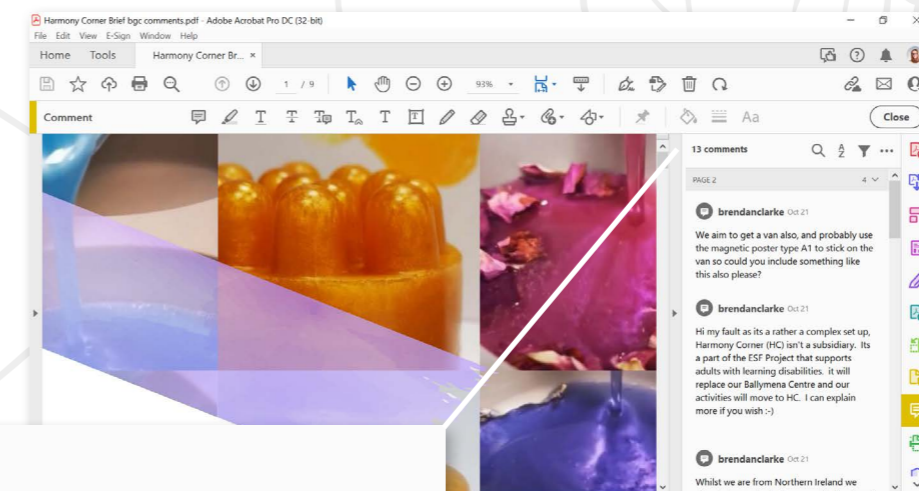
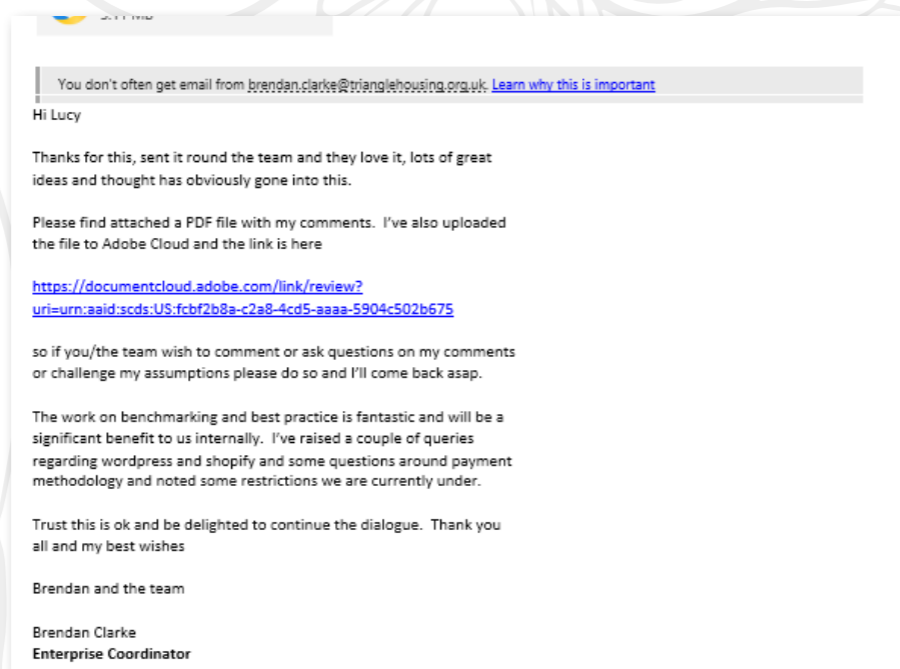
When sending our brief off to the client we were fairly confident that we'd got it right and that we could easily move onto the next step. But as with anything their were a few revisions before it could be sent out to the client.



Once we had those sorted we had meeting in teams just to go over the changes.

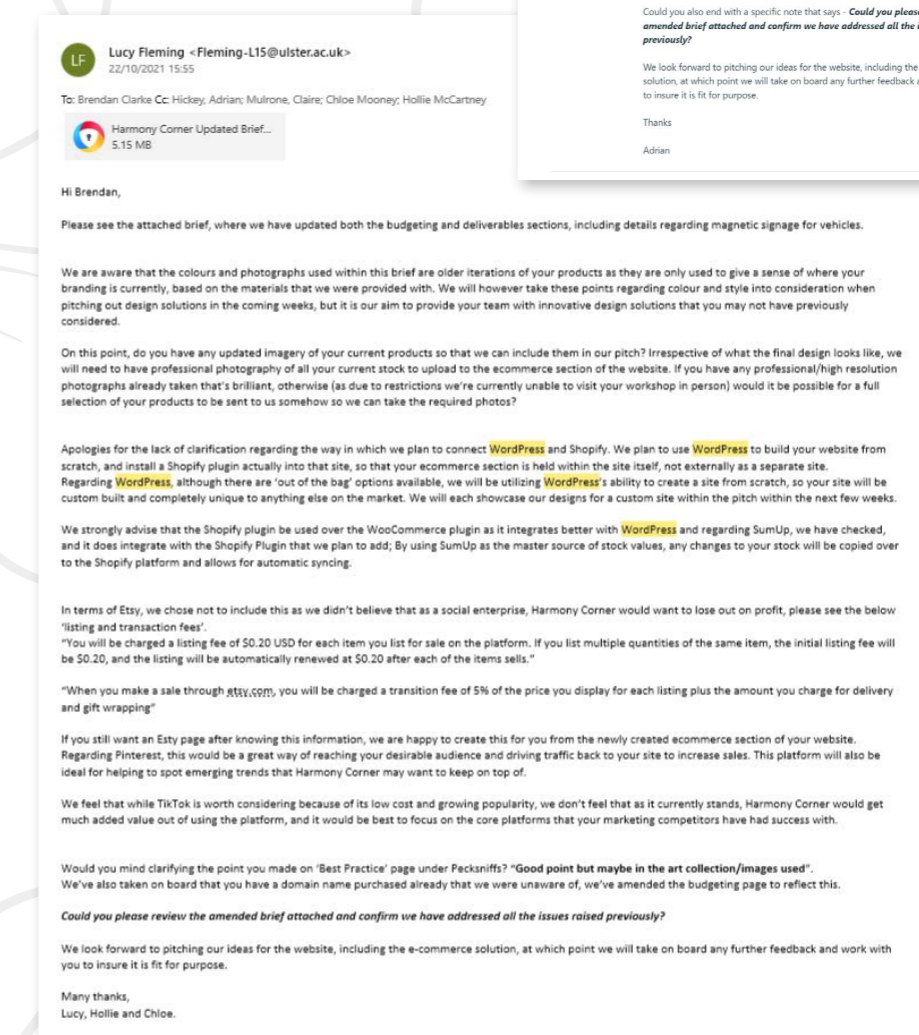


Then we got to send the final document over to Brendan, our contact at Harmony, who got back to us with quite a few revisions.



Once we had completed all 13 revisions, an email had to be typed up explaining how this document was to be used, as it seemed there was some confusion as to the nature of the graphics and we did have to reassure them that this is not in fact the final product.

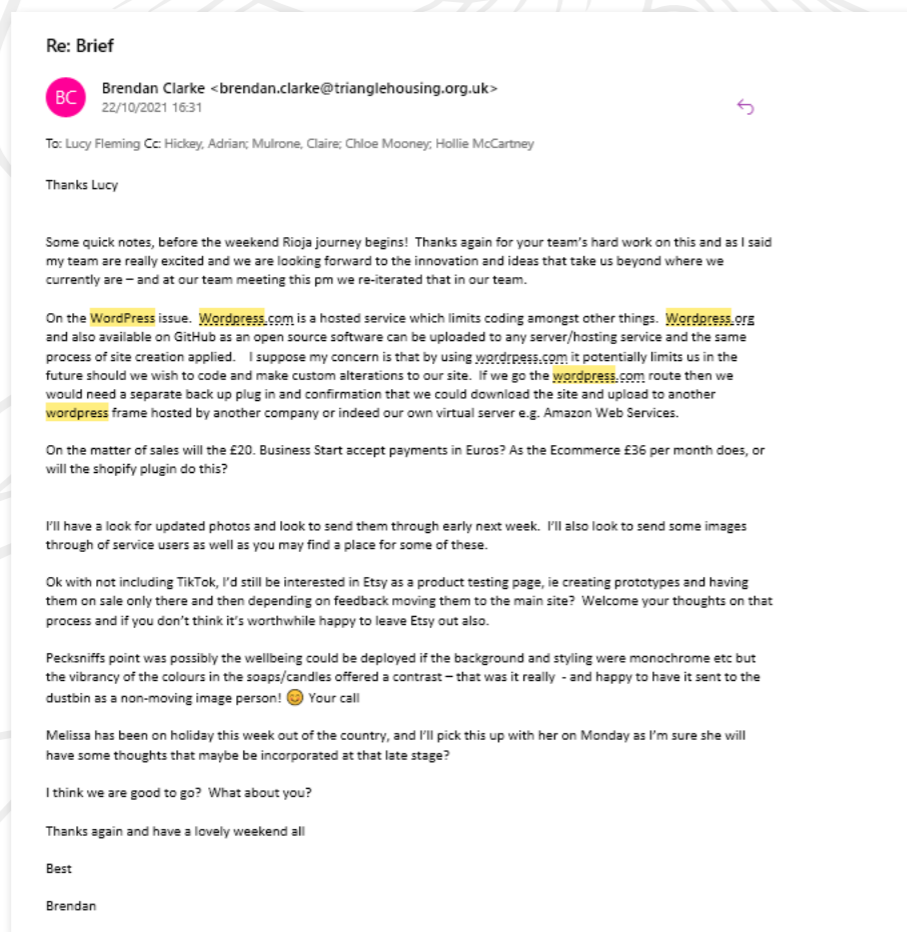
13 comments



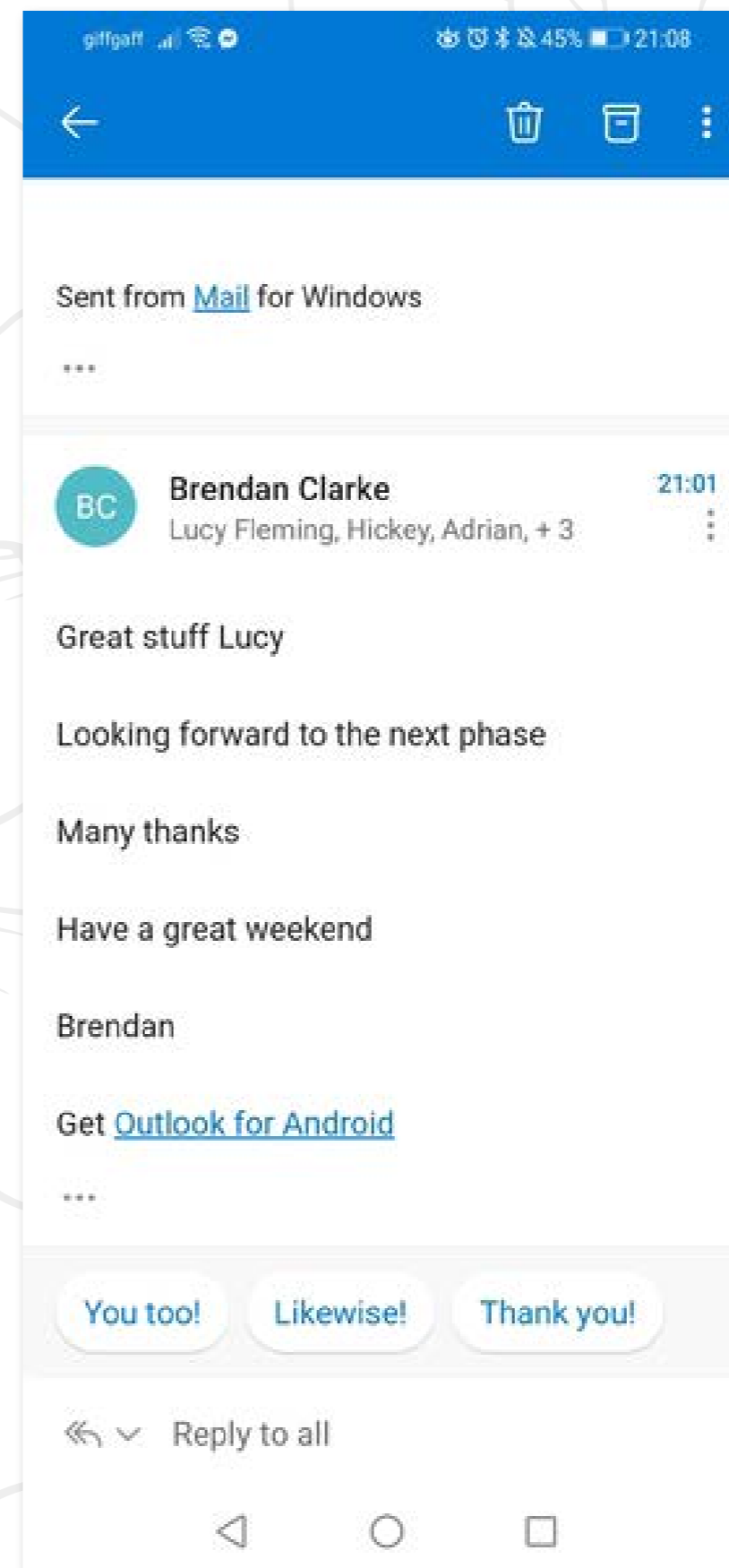
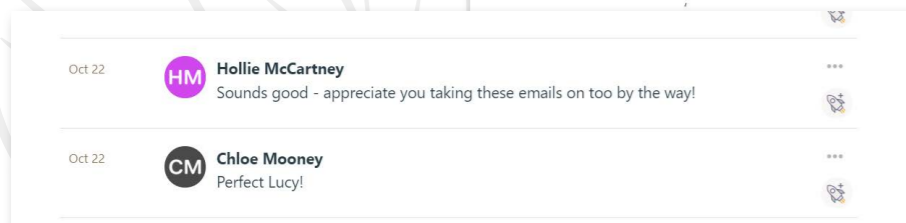
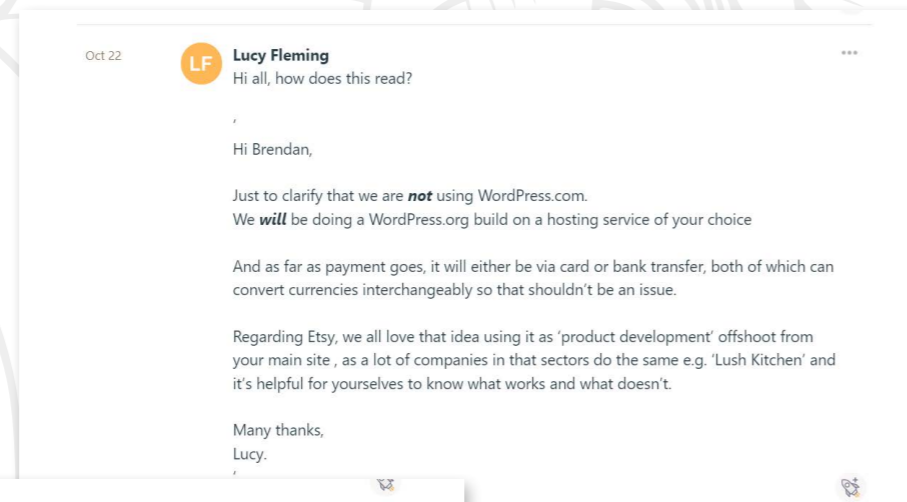
Please see the large email response below, which was approved by the team and Adrian before sending.

Client Issues & Resolutions.

Then we had to start clarifying exactly what we meant when we were referring to wordpress, and reassure the client that we were in fact going to create a custom build site that would suit their needs.



Once approved by the team and Adrian, this was then sent back to the client.



Finally after some back and fourth, we had our brief approved; now onto the pitch.

OFFICIAL SIGN OFF ON THE BRIEF



BLISS COLLECTION
Harmony
 Reed Diffuser
 Cinnamon & Orange
 www.harmonystudio.org

www.harmonystudio.org
 Cinnamon & Orange
 Reed Diffuser
 Harmony

The thinking behind this design was to focus on the aspect of 'Artisan', which was mentioned quite a few times within the initial meeting. At one point it was stated that 'When you walk into harmony, you want it to feel artisan, like walking into a fresh bakery with paper bags of produce'. So I looked for the closest industry competitor I could find which was 'The Body Shop', hence the emphasis on the colour green adding to a sense of wholesomeness and wellbeing.

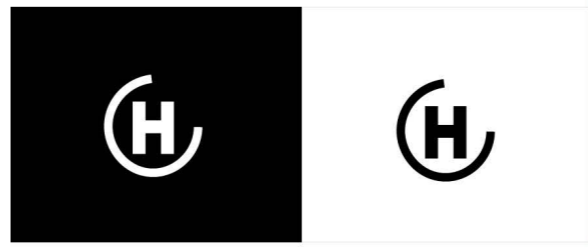
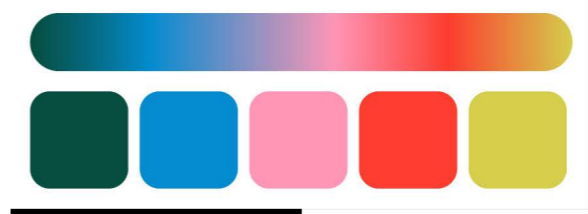
Initial Designs.

The following are my initial designs for Harmony (known at the time as Harmony Corner). The feedback I received 100% agreed with and the criticism helped me sharpen my design skills when

it came to the brand guidelines. The green and cream while evoking feelings of 'The Body Shop' it was very similar to the American supermarket 'Wholefoods', which wasn't quite the desired effect.

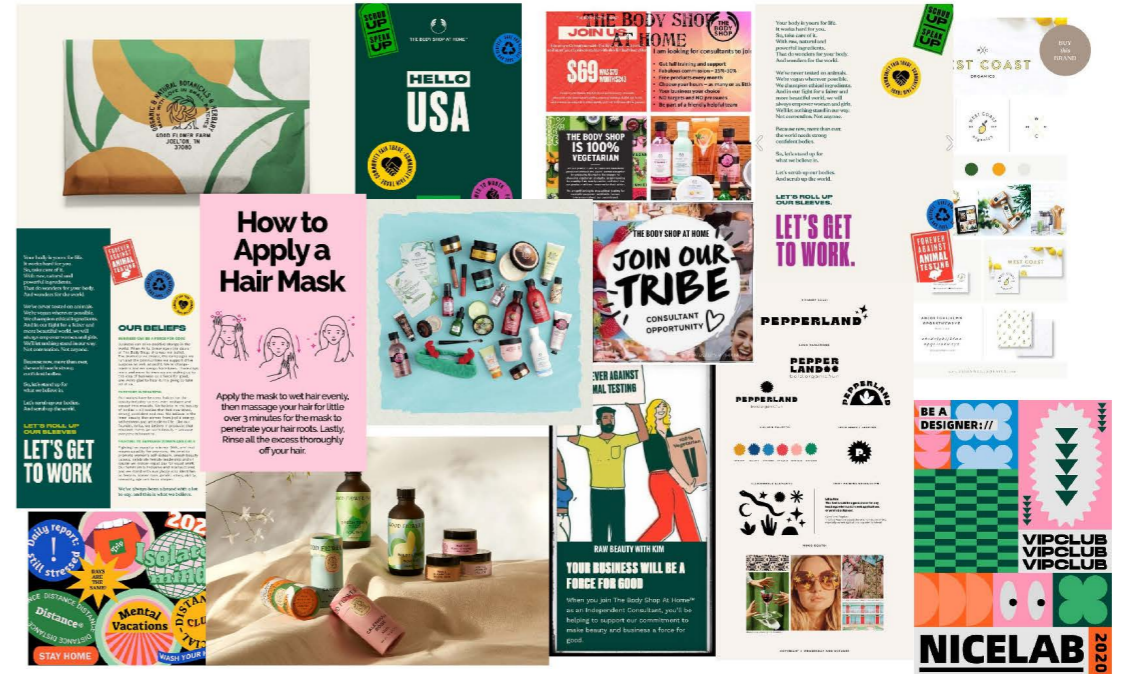
The choice of font was off too, it was too strong and bold, as were the colours. This is similar to LUSH which they had compared themselves to, but harmony definitely needed a softer touch.

HARMONY CORNER
 Harmony Corner



(Pinterest 2021)

REFERENCES



Initial Designs.

The client had also expressed an interest in so called 'Watercolour colours', and 'Pastels'. To try and keep the watercolour theme but making it look updated, I thought that gradients would be a good

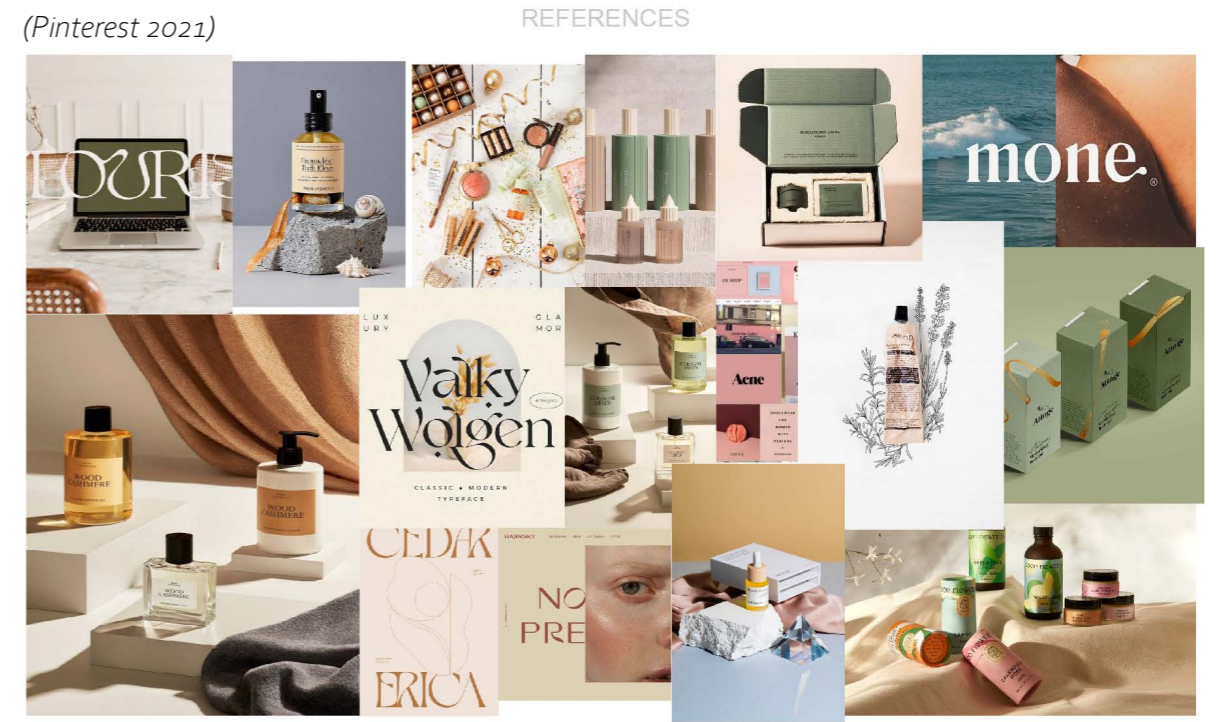
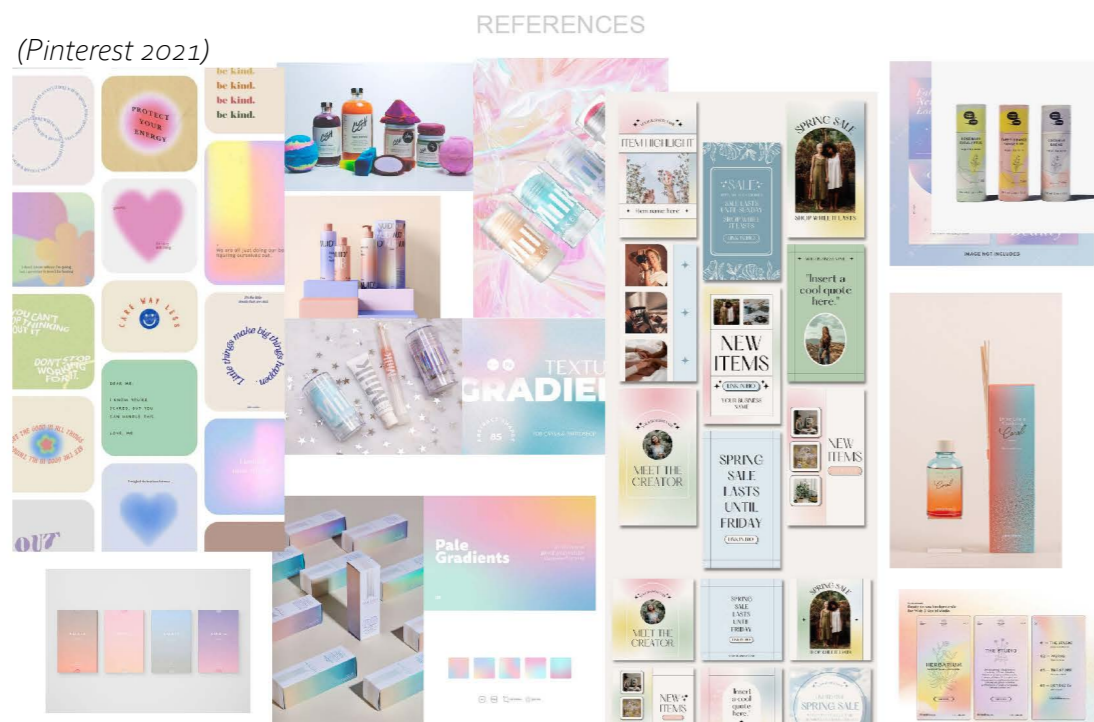
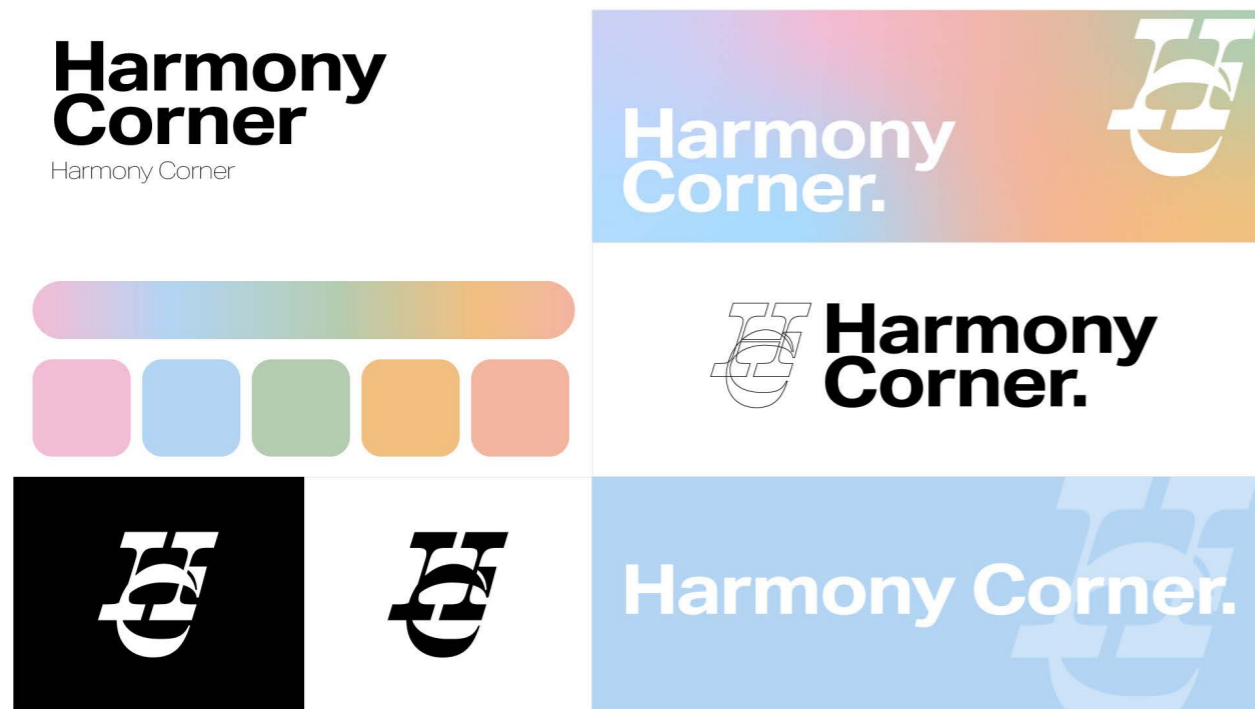
route, as each colours blends seamlessly and is actually quiet commonly associated with 'Aura' and 'Wellbeing' cards commonly found on Instagram and Pinterest, commonly used to promote self

care a meditation, 2 things that harmony wished to associated with. In the end it was too modern and young, likened to 'Urban Outfitters' or 'Florence by Mills'.

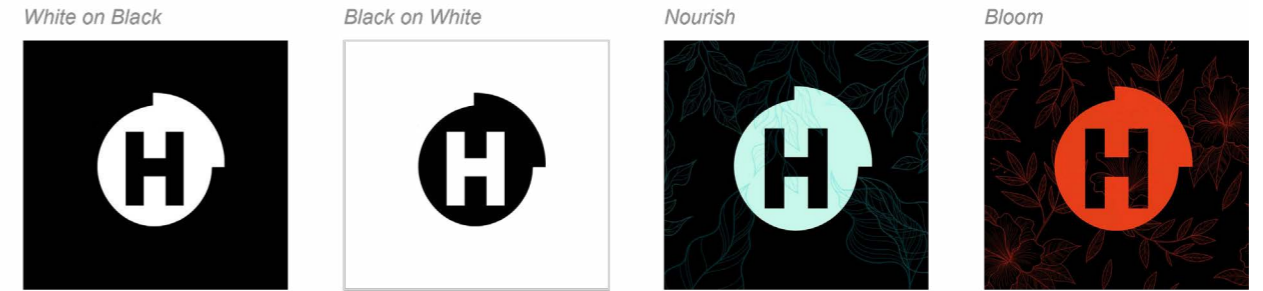
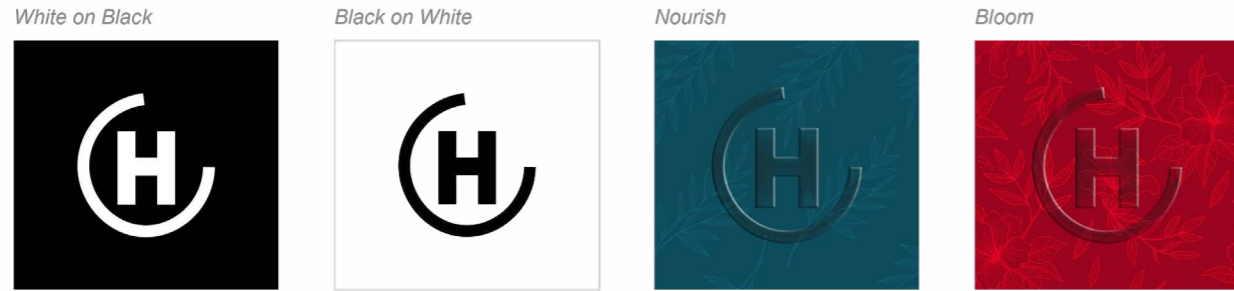
This design I think came closest to hitting the brief, but having soft but muted colours as well as a slight floral hint. One issue though is the font, as its not that accessible and that could be an issue for any

brand, let alone one that has those with learning difficulties at it's core. The colours I do think were slightly too muted, although that was the intention to appeal to the high end wellbeing market, although this did

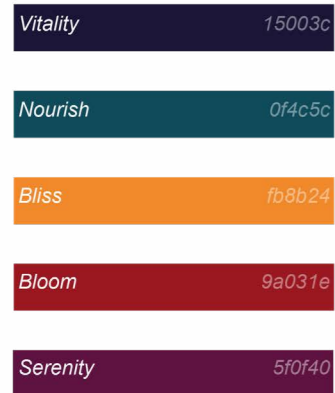
end up being tied in with brands like 'Goop', of which Harmony really wouldn't want to be associated with. The brand that inspired this is known as 'Palm of Feronia'.



Revised Designs.



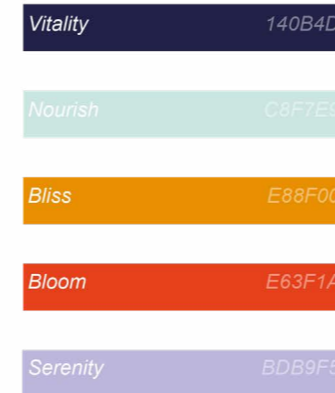
5 Pillars of Wellbeing



Spot Gloss Finish



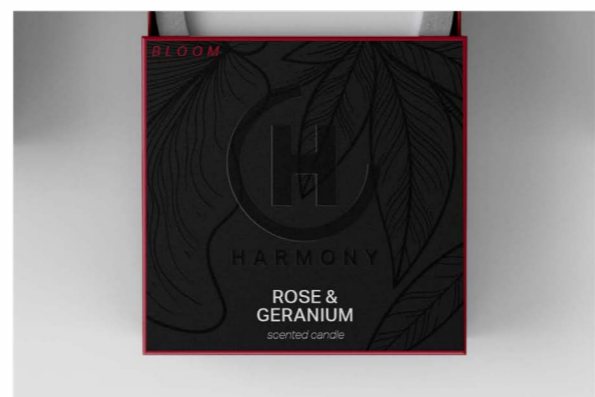
5 Pillars of Wellbeing



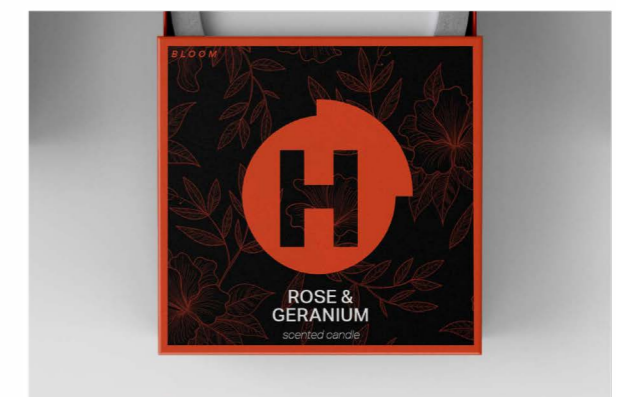
Spot Gloss Finish



Mockup



Mockup



Revised Designs.

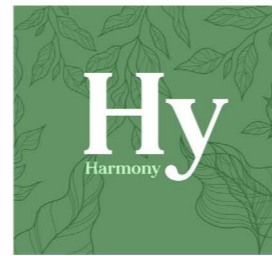
White on Black



Black on White



Nourish



Bloom



5 Pillars of Wellbeing

Vitality	C2CCD5
Nourish	639465
Bliss	F5E7D0
Bloom	D15247
Serenity	FEC2CA

Spot Gloss Finish



Serenity



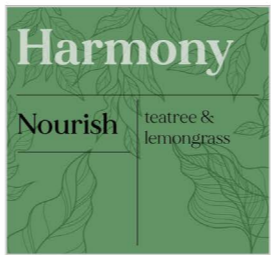
Bliss



Vitality



Alternative Version



Mockup



Once I had the feedback on my original designs I got to working trying to create something more cohesive that fits the brief and is user-friendly/relatively assessable.

One very important outcome of our initial designs, was the unanimous decision to remove the 'Corner' from the organisation title.

I was inspired by modern clean cosmetic brand packaging like **Glossier** and **The Ordinary**, but one that particularly caught my eye and played a vital role in the packaging later on down the line, was **Hylamide**. The combination of these clean, modern and accessible brands, with the florals and flounce of **Diptyque** or **Jo Malone**, made for a really interesting combination.

I also felt the colours of this 3rd design were the best fit for the client, as they were softer and easier on the eye in comparison to my other two, which were inspired by **Nescafe** packaging and the deep, rich, exotic colours.



(Nespresso 2021)

SIGN OFF ON PITCH DESIGN

Nov 8



Adrian Hickey, Senior Lecturer in Interactive Media

Well, this is some great work with great potential. Which one are you going to pitch Lucy? I vote for the final option. Would like to know what Lucy and Chloe think and of course Claire?!

Well done for taking our ramblings and making something so coherent.

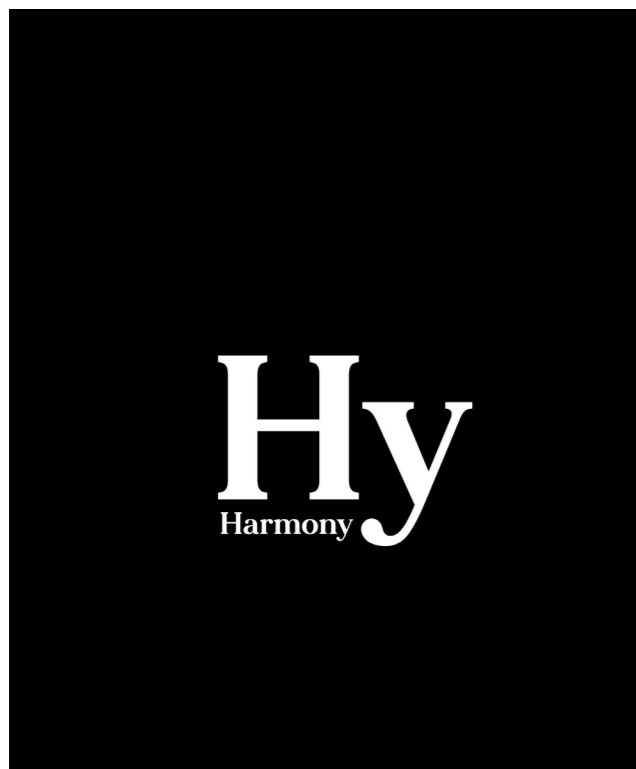
Pitch Presentation.

Hy
Harmony

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz

10 pt Harmony
 24pt Harmony
 30pt Harmony
 36pt Harmony
 48pt Harmony
 60pt Harmony

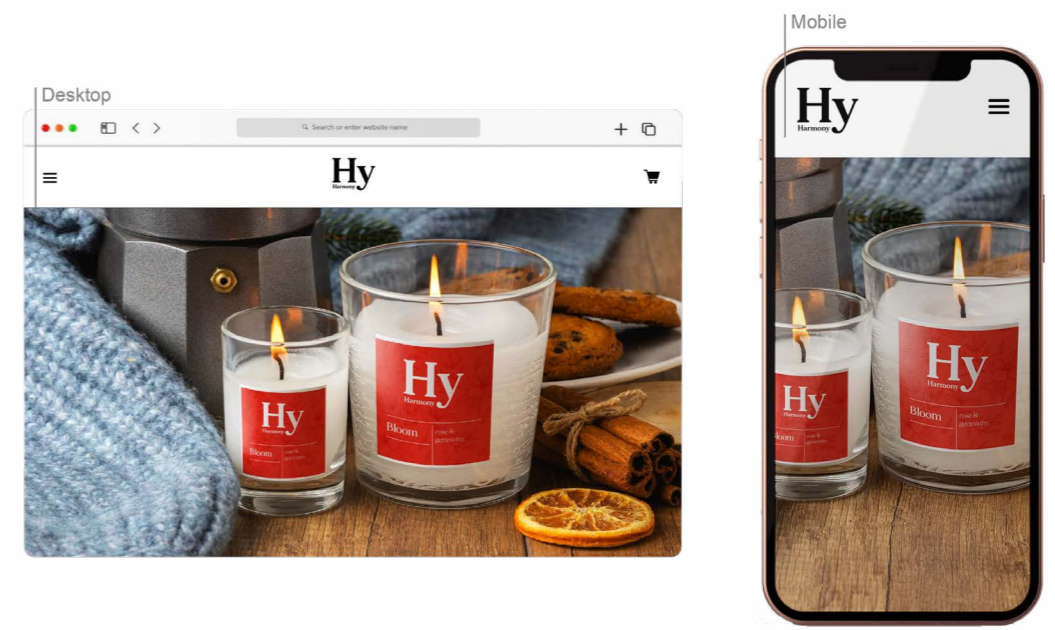
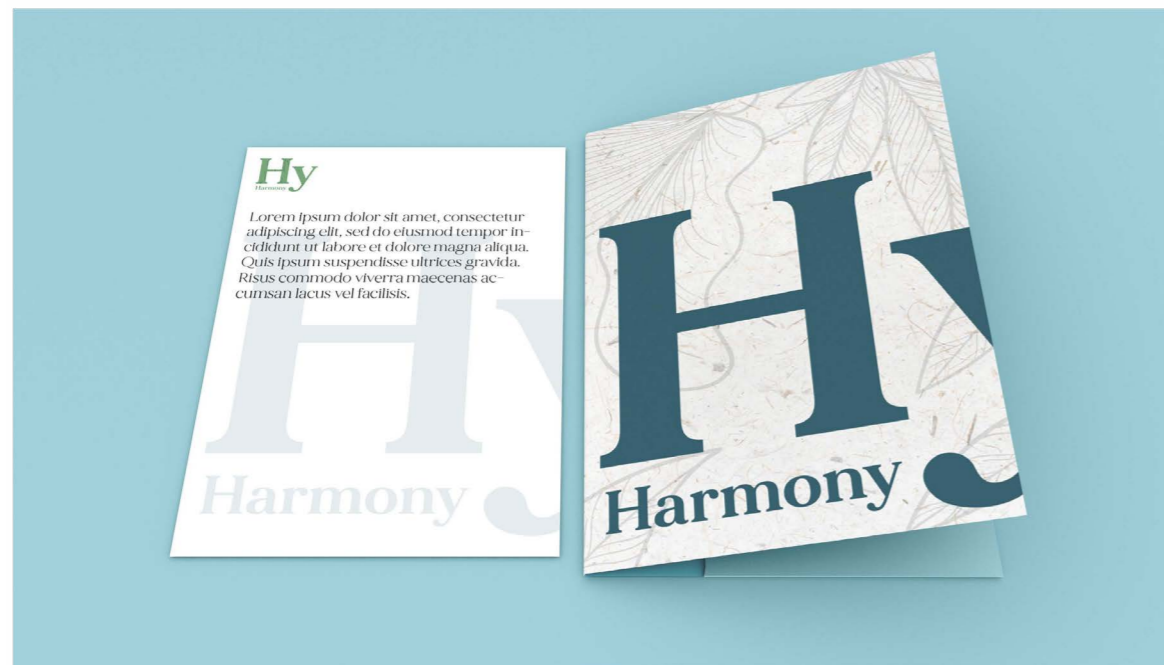
Vitality		Nourish	
HEX	#c5dae6	HEX	#639465
RGB	197, 218, 230	RGB	99, 148, 101
CMYK	27, 7, 8, 0	CMYK	66, 23, 69, 6
Bliss		Bloom	
HEX	#123456	HEX	#d15247
RGB	12, 34, 56	RGB	209, 84, 71
CMYK	12, 34, 56, 78	CMYK	13, 78, 69, 3
Serenity		Font Colour	
HEX	#fec2ca	HEX	#1a4958
RGB	254, 194, 202	RGB	26, 73, 88
CMYK	0, 34, 12, 0	CMYK	89, 55, 45, 40



Hy
Harmony



Pitch Presentation.



Pitch Presentation.



As well as having standard shipping boxes for whatever combination of products the customer chooses, you would also be able to create custom gift boxes around a set theme, available in small, medium and large, so there is an option for every price point.



Rather than in previous years where students have to present in person, due to social distancing regulations and general covid safety, this pitch meeting was held online on Microsoft Teams. To help ensure that the pitch ran smoothly, we all join the call 15 minutes before the client, so help ensure that the pitch deck was correctly combined (my job) and that everybodies screens, cameras and microphones were working to help ensure the pitch remained seamless to the client.

Chloe pitched first, hollie second, and I last. I preferred this, as it meant I could pick up on small details throughout they other two pitches and state them on their behalf, and also I could re-iterate certain ideas that we came up with as a collective, the key one being the name change from Harmony Corner, to just, Harmony. This was discussed in class as we all (Adrian and Claire included) agreed that corner took away from the name instead of adding to it.

The pitch was very successful and I think they were surprised but excited with the idea of a name change, as it really felt like a new era for the organisation.

In the end, they picked a variety of peoples work, with my new 'HY' logo being chosen, as Melissa said she "could just see it handing on a sign outside a shop", which for a logo designer for a shop is a pretty good compliment.

Design decisions made at Wednesdays pitch

Hollie McCartney · Nov 14 · Notified 4 people

C = Chloe's pitch
L = Lucy's pitch
H = Hollie's pitch

New name: Harmony

Logo: Hy logo (L)

Font: Corbel (H)

Colours:
Vitality: #60A5DB (H)
Nourish: #639465 (L)
Bliss: TBC by Brendan and team
Bloom: #F3A2BE (H)
Serenity: #AE7DB5

Corporate prospectus: Hollie's design incorporating the new logo and colour palette

Website:
Navigation bar style: Hollie's
Imagery: Chloe's carousel of professional natural images
Hollie's idea for the 'collections' tab to allow users to filter by 'serenity', 'bliss' etc.

Stickers:
Lucy's style with the addition of Harmony's web address around the edge

Packaging:
Use of a plain box instead of printed design (budget reasons). Implementation of a sticker label to wrap around and seal the box - dimensions to be confirmed

Wanted:
Stamp for indenting soap bars and candles with logo

Window decals

Polo shirts

Car air freshener

Face masks

Hand sanitiser

I've probably missed a few things so if anyone else has some notes please post 😊
And again, well done to us and thank you for the support 🙌 Adrian and 🙌 Claire!

👍

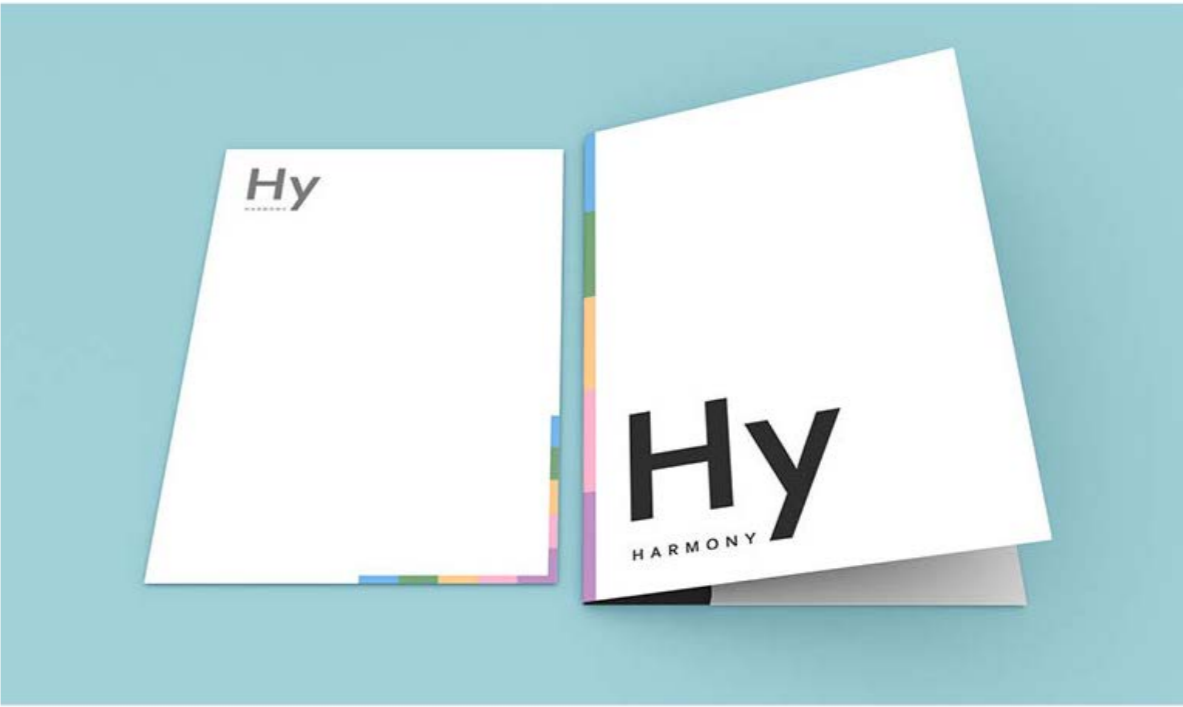
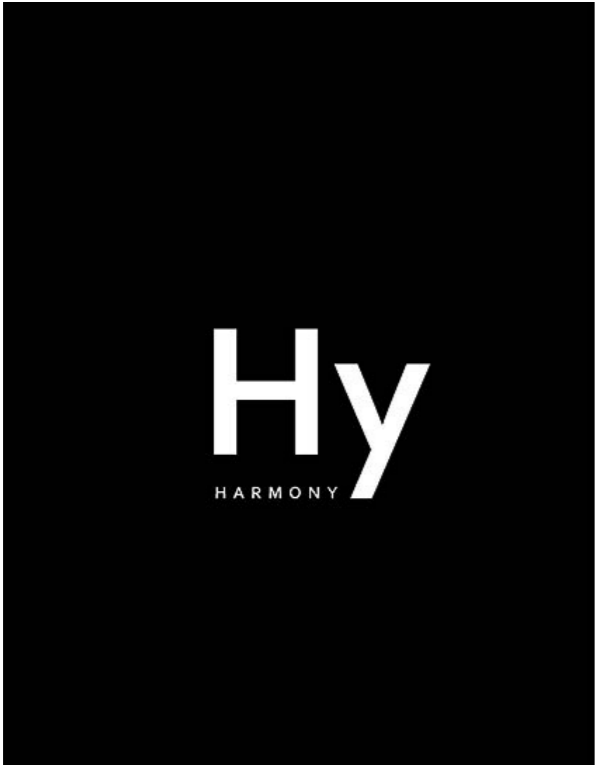
Revised Pitch.



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

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

Vitality HEX #60A5DB RGB 96, 165, 219 CMYK 63, 23, 0, 0		Nourish HEX #639465 RGB 99, 148, 101 CMYK 66, 23, 69, 6	
Bliss FFC21B F9BB7C FF9F21 FF7801 FF5900		Bloom HEX #F3A2BE RGB 243, 162, 190 CMYK 0, 48, 7, 0	
Serenity HEX #AE7DB5 RGB 174, 125, 181 CMYK 37, 58, 0, 0		Font Colour HEX #000000 RGB 0, 0, 0 CMYK 91, 79, 62, 97	

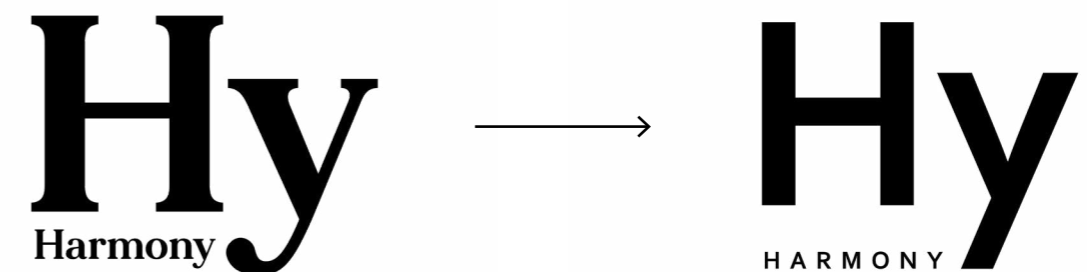
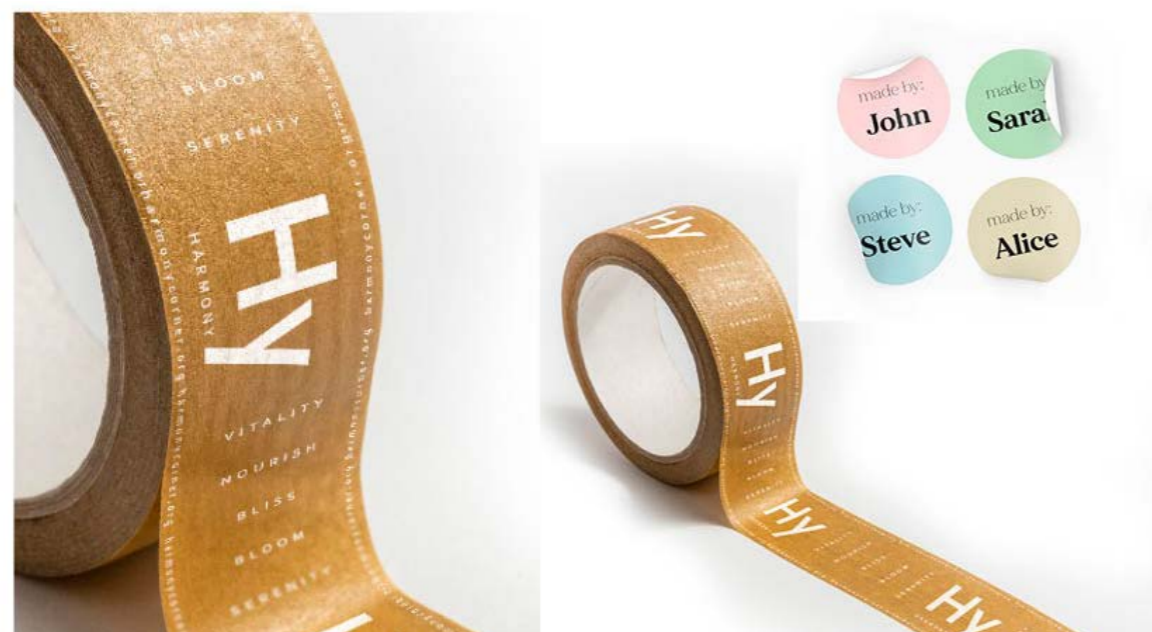
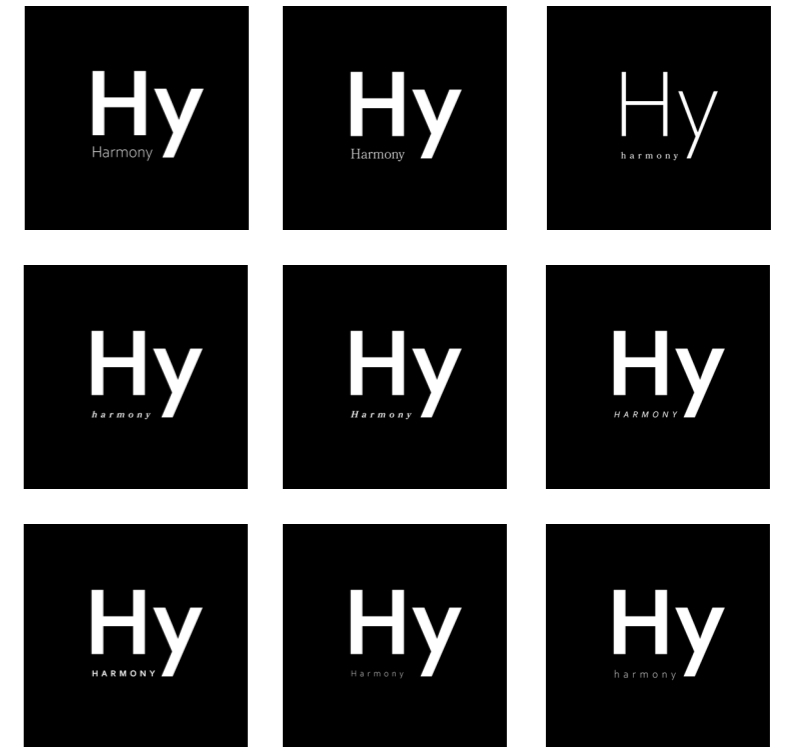


Revised Pitch.



This is the final revised pitch deck that was sent to the client. This was produced under a very tight run around, the pitch having been on the Wednesday prior and we were only informed that they would like this for Friday midday, on Friday morning. We chatted and made the collective decision that we could pull this off but with a reduced number of mock-ups, purely chosen to convey the essence of the branding.

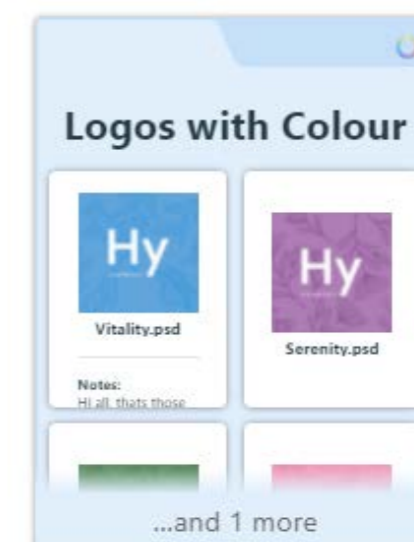
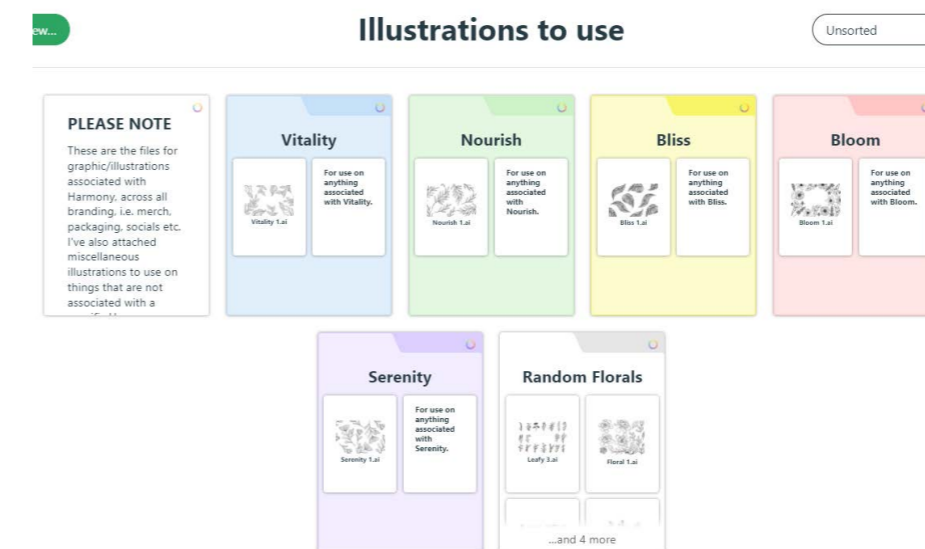
Due to others having work commitments and this being such short notice, we also took the decisions that I should be in charge of production and with some back and fourth regarding with selection of colours we should showcase for bliss (they wouldn't give us feedback on this for quite some time until they were pressed), and varieties of the HY logo created using the new font: Corbel. Overall I feel we completed this successfully and it ensured that the client had the required documentation for their meeting on Friday afternoon. Please see the logo variations we went through to the right.



Basecamp.

Once the pitch deck was confirmed, I uploaded all of the relevant materials and colour codes to Basecamp to ensure every piece of work was created from the same colours and assets.

The Illustrations in particular as you can see below, were categorized by 'Section of Wellbeing' so that the right illustration is paired with the right colour in order to maintain consistency.



Branding.



The five colours of Harmony were chosen mainly from Hollie's pitch with the green from mine being chosen too. No colour was chosen for bliss at that point, so we sent through some suggestions with the 'Revised Pitch', and then the yellow was approved.

Below the tin candles, you can see the scent range for Serenity. This is to showcase an idea that was brought up during the pitch, where you could have the same colour for each item in a certain collection, but lighten or darken the tint per scent.

You can also see the illustrations that are used below, which are included in the brand guidelines, having an opacity of 7% when behind text, and 17% when not.



Photography.

In order for us to run a successful ecommerce site, good quality product photography is a must. We had asked on many occasions in many emails and heard nothing back, until Claire out of the blue was able to go and pick up a selection of their products for us to photograph. So we had the night before to prepare, and in the end both Hollie and Myself brought in our cameras in the hope getting some clean bright crisp photographs that could be turned into pngs in Photoshop.

Second to PNG, we needed lifestyle photography. So hollie and myself went out the next morning in search for some good shots, and it was in fact hollie who saw the most perfect location to really show of the beauty within the products that Harmony creates.

Last but not least, these photographs would need to be turned into product images by adding realistic looking product labels in post. I taught myself how to do this from scratch which is something I've never actually done before, and was able to create a variation of each product within the product range that harmony have currently.

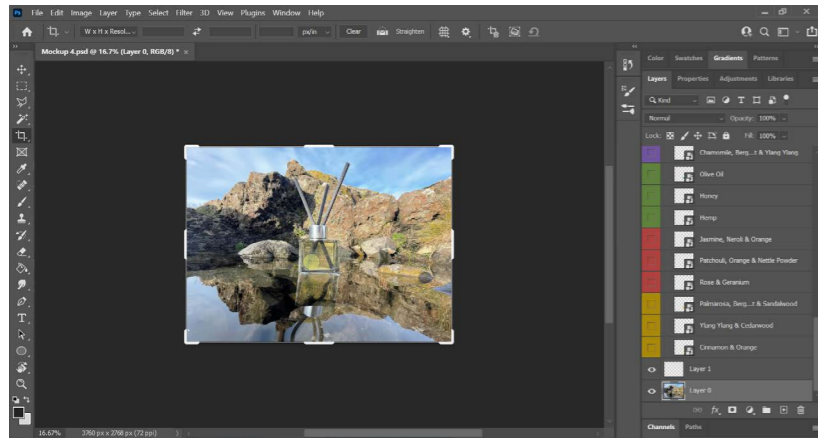
We did advice on multiple occasions that we think hey need to streamline their scents and just have a singular top, middle and bottom note for each wellbeing collection, whereas currently some collections have 4 scents and others with 3.

In total, there are 17 different scents split up between different wellbeing collections, and of the products we had to photograph, we got a tin candle, glass candle, wax melt, and reed diffuser. So 68 different products, and each have 4 product photos, so I had to create from scratch, **272 images.**

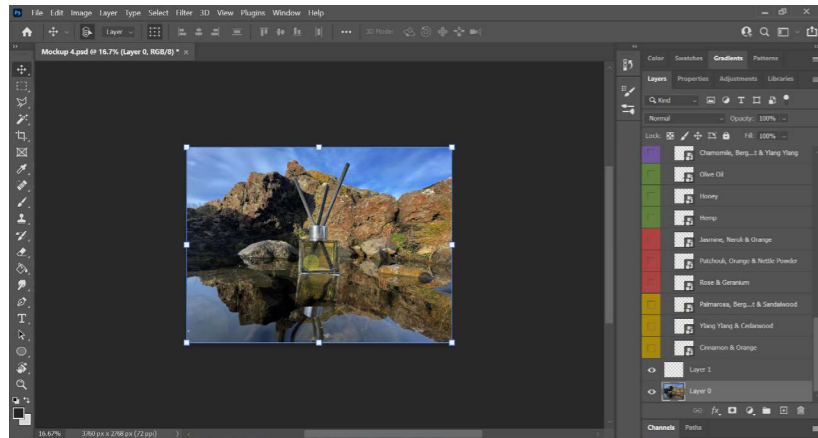


Photographic Artworking.

In order create the labels, I had to create and follow my own 'Method', to ensure every photograph looked as good as the last. This has been what I've spent the greatest amount of time throughout this project.



To begin with I had to bring the photo into Photoshop. You can see to the side the sheer volume of layers that I've got, and this is for 1 image. Because as is the nature with water, you have reflections, so any additional labels need to be reflected in the water.



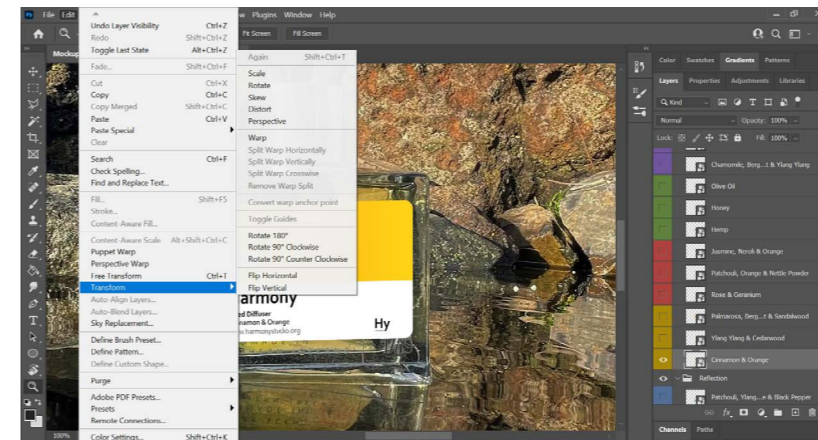
Next I adjusted the brightness, contrast, saturation and vibrancy of the image. These were raw files to begin with so I did adjust them in Lightroom first before bringing them into Photoshop.



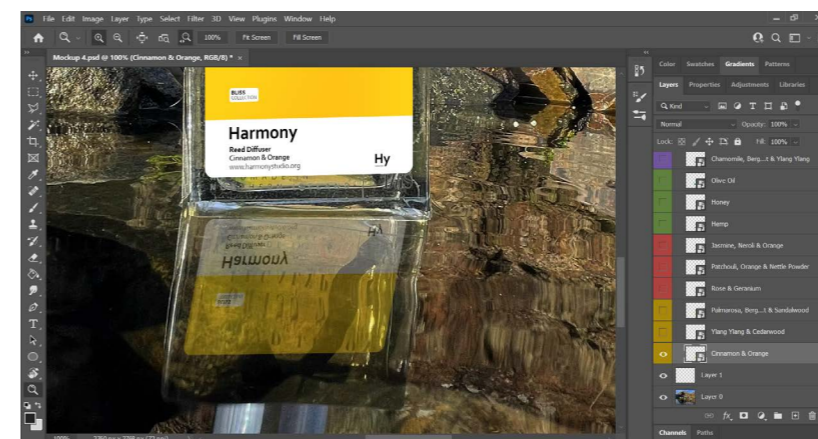
After that I had to create a new layer and convert to a smart object, this allowed to work on multiple Photoshop files within one document, and also that I could directly edit all text on all files as this is 'non destructive' editing.



Next you have to save this file, but DO NOT SAVE IT TO A FOLDER, it must just be saved so that it remains as a non destructive file as a layer within the photography Photoshop document.



Now that you have a label, you have to adjust it to fit. This was more difficult on the round candles as I had to use multiple warp effects to ensure it was realistic, but for the reed diffuser it was pretty much flat so I just used the warp and perspective tools.



Finally, you must duplicate the label and do the same but flip it horizontally and spend some time tweaking to ensure it looks realistic enough to pass as a true untouched photograph.

Samples of Final Photography.



Packaging.

Most of the packaging the client wanted to be able to print that themselves, and as they don't have access to any adobe software, I create to create these in Photoshop and then manually transfer any layers over into a piece of software that the client had access to. This enabled them to be able to edit their own "Made By" labels for various members of staff. This was an idea we first proposed on the day of the first meeting, as we remembered the idea from LUSH and thought it would work well here.

One issue was that we would not be on hand to manually draw every staff member and new people join, so we decided names were best so that it's easier to work with staff turnover.

Then the product labelling again like above, can be printed by the client themselves on sticker sheets, so that can adjust and print as needed.



(Reddit 2021)

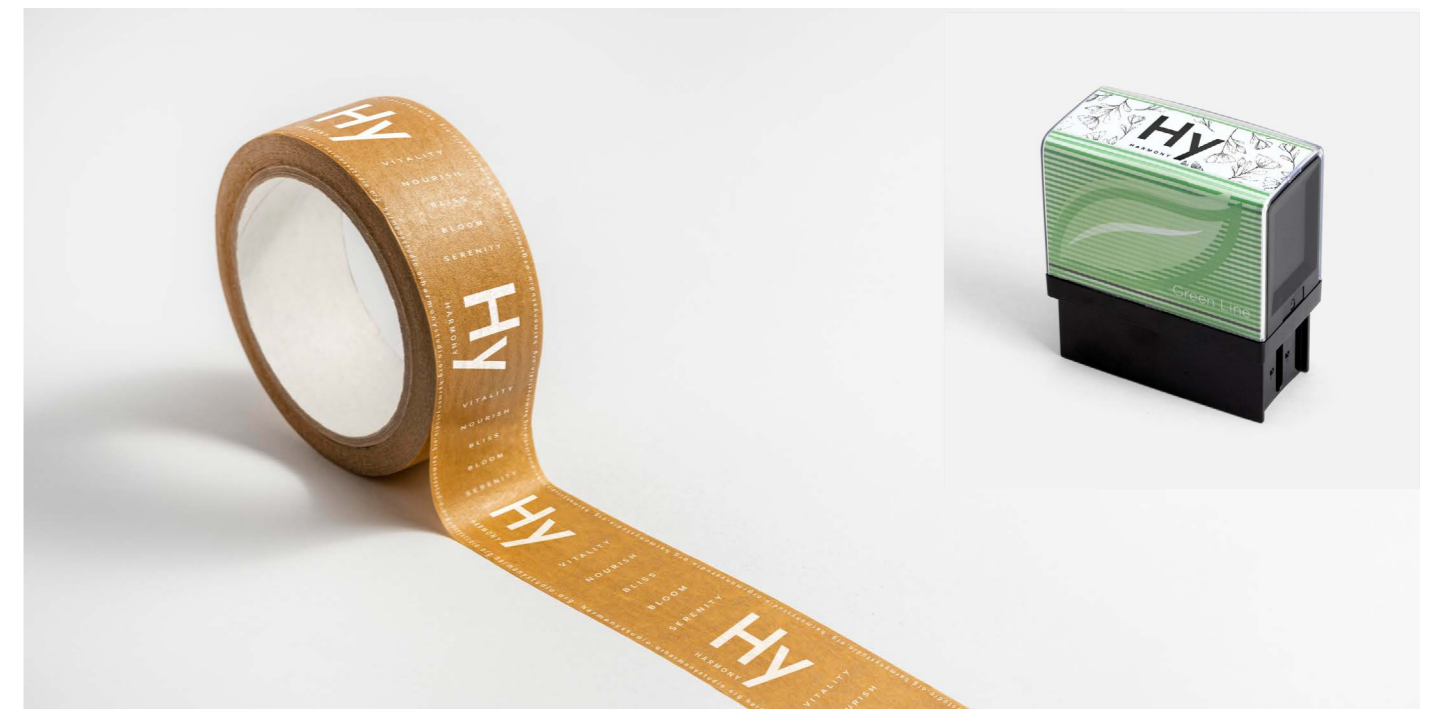
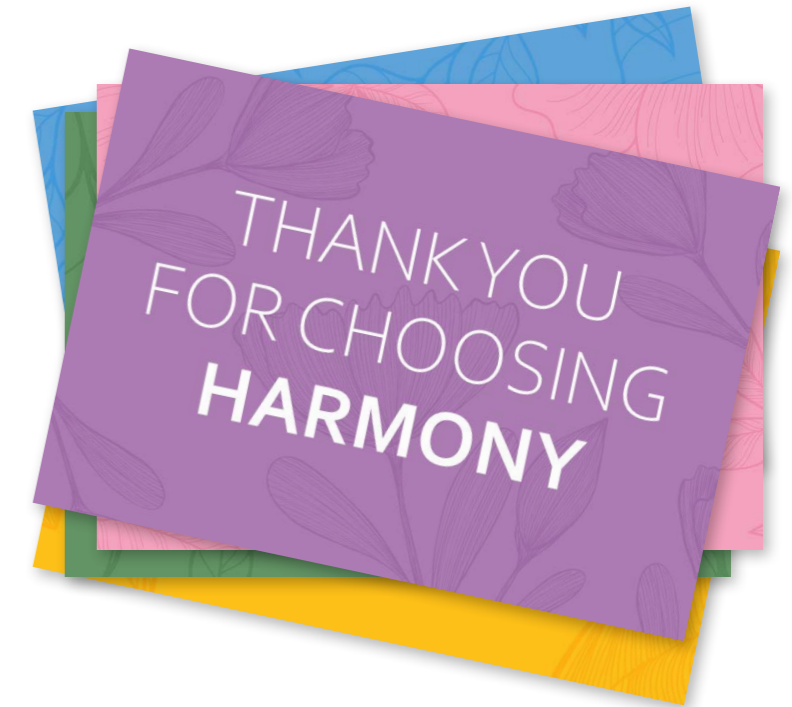
There's also some A5 Thank You cards that can be manually adjusted in power-point

The are available as illustrator files (in case the client ever got a professional designer in) and layer up power-point version so that the client can go in and change text and print off how ever many thank you cards they need.

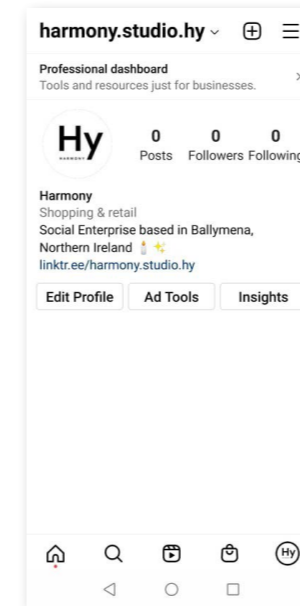
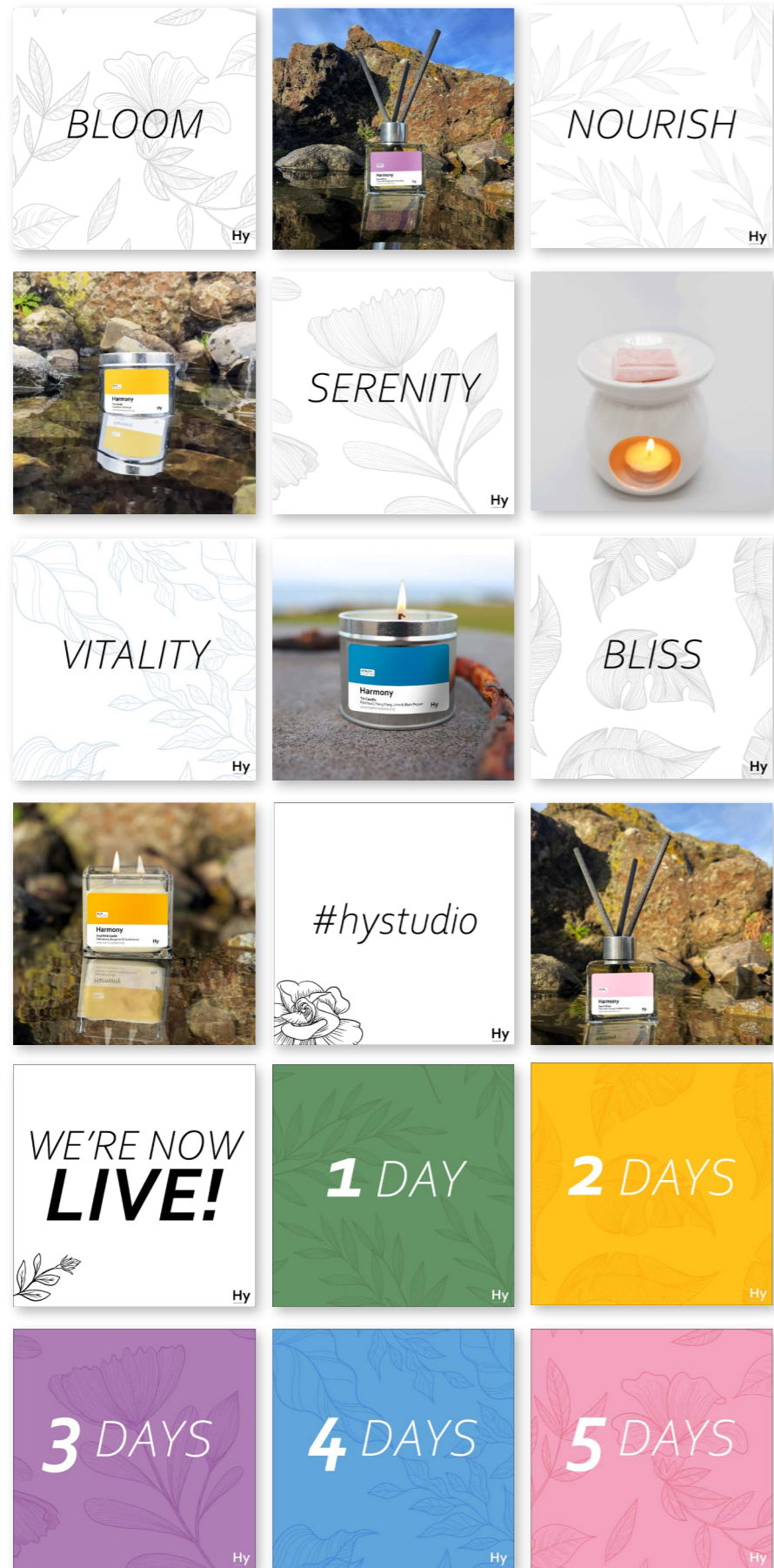
They even have the ability to add a logo say this was for a specific event and were preparing gift boxes.

Hollie created the stamp to the right, which can be used on any box of any dimensions, as well as paper bags or tissue paper, which gives the client flexibility with their packaging.

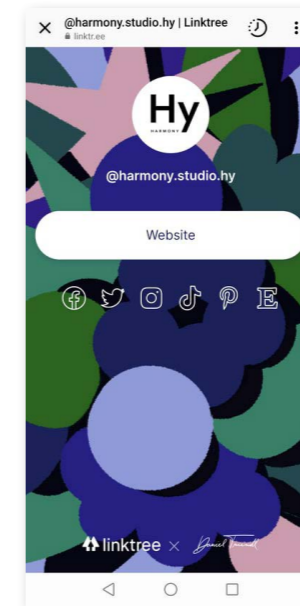
Below you can see my mock-up for the clients branded packing tape. This is available as jpg or illustrator files, so is easy for the client to send to their printer of choice or upload to 'Vista Print' which would be our recommendation.



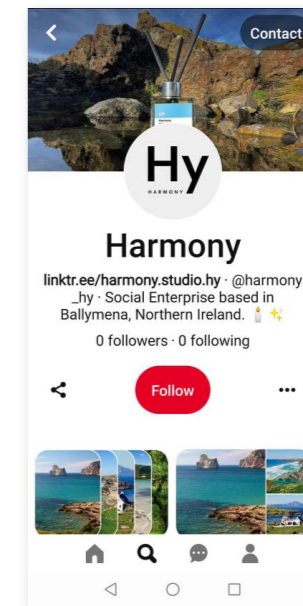
Social Media.



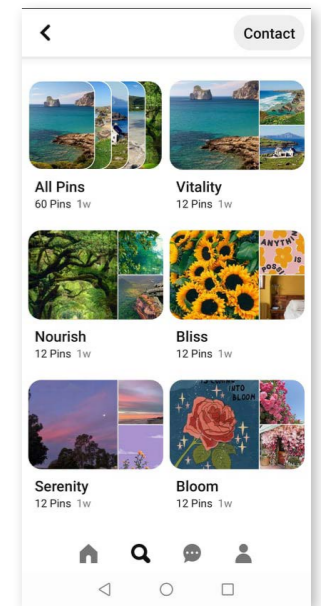
Harmony's Instagram Account.



The Linktree that I set up for Harmony, with links to every online platform they have.



The Pinterest account for Harmony.



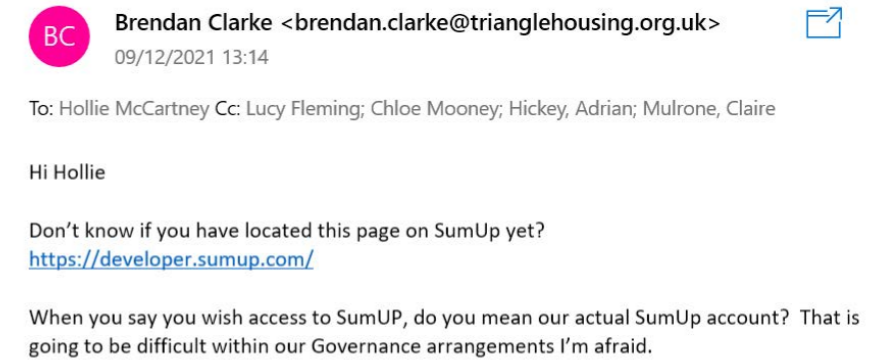
The Pinterest boards that I created for Harmony, each inspired by one of their wellbeing sections.

The client wished to have an online/social media presence including: Instagram, Twitter, Facebook, TikTok, Pinterest and Etsy.

To keep things simple and easy for the client to implement, I chose to use square social media posts as they look good on every platform. As well as having the original illustrator files for designers if they should ever need to use them, I have also saved out each layer and transferred them to a power-point document, similar to the 'Thank You cards', in which the client can adjust text and save out the image as a jpg ready to post.

This will ensure that even though the social posts and plan I have created only go on for 8 weeks, that the client should be able to implement the same system and generate their own content.

API



We did advise against a TikTok account as we were unable to film any content due to safety restrictions, but the client was insistent so one was created if the client ever wishes to generate their own video content.

Etsy was created so that the client can create different types of experimental products and test them in real world to gain customer feedback, which is very

important to help inform critical decisions about the directions of the business. When we were setting this up however, we were unable to proceed with creating a shop until we added payment information. We had asked previously for this information but it wasn't provided to us citing 'Governance arrangements' as an issue.

Reflections & Self Evaluation.

Working as a Team

Since Hollie, Chloe and myself had worked in groups before throughout first and second year (more specifically our designing with data module) and the fact that each been out on placement year and maintained contact throughout that year, we all knew we would work well together as a team when it came to this module.

Apart from already being friends, we each had learned skills from our placement that would be invaluable, and between the 3 of us, at least 1 person had experience in anything we came across, whether that be specific client scenarios or working on graphics, content creation, or website work (although I think we had the least amount of experience on that front but pulled it off very well and learnt as we went). As a collective, I think we had a lot of really high quality skills to offer this project and pulled it off well.

Applying Knowledge & Skills

All through our first, second year and final year modules, we each have demonstrated a great understanding of interactive media as a concept, as well as the specific practices within that, and were able to apply these to working with the client.

Together as a collective, we showed that we could gather information from the client (as well some ready god design advice both from Adrian and Claire, as well as from our MED101 module), collate and organise it, then turn that into real life examples of work that

fit the clients needs and expectation, while maintaining the standard that Adrian requires from the MED526 module. This is evidenced through my mood boards and through our teams benchmarking, as well as the brief and pitch that we put together in a timely manner to fit the clients needs on he date that they had specified. I think the most pointent example of this is the 'Revised Pitch Deck', that we were able to produce and turn around in the space of 1 morning.

The skills we picked up from modules like MED 101 Fundamentals of Digital Design and MED 108 Interactive Development Environments, really gave us a good foundation of skills to build upon, and MED 101 helped me in particular with both the Branding (the classic rule of Black, White and 1 other colour really played a key role here in concept development) and the photographic artworking, as they helped me sharpen my design skills and knowledge of the full adobe creative suite.

Knowledge of Social Enterprise

This whole module was about applying our skills in such a way that we could give back and benefit the society that we've come from, so we provided services to these organisations that they would otherwise not be able to afford.

We have each demonstrated throughout this module that the academic knowledge from both our course modules and placement year, has been applied in such a way that we've demonstrated a level of professional maturity.

We've learnt skills such as time management, mutual client respect, organisational & communication skills as well as understanding the importance of producing high quality work in a timely fashion. We have also learnt the importance taking responsibility for managing client, and how to do that in a effective manner.

Working with the Client

Collectively as a team, we were able to all contribute to the standard of work produced and level of productivity that is required within the production process, by applying our knowledge and skills from previous years modules and our experience of placement year. We've each demonstrated a high standard regarding our project management skills, including prioritisation and structuring of tasks (as demonstrated through our use of basecamp and our excel spreadsheet), Using our initiative and delivering on time (as is demonstrated through our revised pitch deck. This wasn't always the case however. When it came down to the final deadline, we were gracefully granted an extension, due to a miscommunication with our client which resulted in the website domain not being verified, so was removed/taken down a matter of hours before our final hand in time, which meant that we had no website and no assess to any of this content until the client had clicked the relevant link sent to them and verified their domain.

Both personally and as a group we would like to sincerely thank Adrian for his understanding of our unfortunate situation and giving us a

few days grace in order to try and get our site back online and finished to the standard that both us and he would expect.

Initially we didn't use basecamp much as it was a new platform to us and we weren't entirely sure of it's capabilities but once Hollie had figured out haw to structure our to do lists and deadlines, we put every piece of information we could up their along with chatting in the camp-fire and adding any updates to the message board, not only for our sake but also so that Adrian and Claire could both see our progress in real time and assist where necessary and guide us in the right direction.

Final Thoughts

Overall I think I'm really please and proud of the work that my team and I have produced, and the brand that we have crafted Harmony to become. We worked well together as a team (despite several website related setbacks) and because of this we were able to produce some amazing outputs for our client and create some beautiful products.

Regardless of one of us getting snowed under for several weeks due to a covid situation, we go on with it and used technology to our Advantage, at one point have to video call into class. We were able to communicate with each other through messenger and with our client, via email and teams.

I believe that we more than met the clients expectations, and provided them with a vision of what Harmony could become.

Conclusion.

Despite the late nights and some stressful times, I've really enjoyed this module and enjoyed having the opportunity to work on a live project that has real world impact. I've loved working with my team and taking leadership of graphics and artworking and pushing myself to achieve a very high standard of work, even with tasks I've never actually attempted before. It's been great to have to opportunity to take part in something almost freelance, whilst studying my degree, as it's really helped me to demonstrate to myself the skills that I did indeed learn throughout my placement year, and its proven just how beneficial that year was. It made me even more grateful that I ended up with such a great team of people for placement and how vital the skills I learnt their are, not only for this module but for any future projects and for me as a designer, as a whole. My client handling skills in particular I really honed and this served me well through the brief stage. I personally feel that I've demonstrated a great sense of initiative and work ethic, as well as leadership skills when deciding to take charge of the overall project task list.

The one thing that did let us down was the knock on effect of our website going down at the final hour, although we're not entirely to blame for this and until the client had registered the domain, it was always going to go down, we just happened to catch it before the final hand in. This then meant that we all had to jump on deck to try and get this sorted and this in turn effected how timeliness of the remainder of the assets that also needed to be handed in. Overall, I think we produced a very professional and cohesive brand that has plenty of potential to expand and grow organically as the organisation itself does, and I believe that I tried my very best to deliver this to the client.

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