HARMONY PRODUCTION LOG - LUCY FLEMING - MED 526 - B0075497







Contents.

- **1a Introduction**
- INTRO **1**b The Team
- **1**C The Project
 - 2a Initial Meeting
 - 2b Key Points & Research
 - 2C Timeplan
- 2d Brief Construction
- 20 Brief Constructions 20 Brief Constructions
 - 3ª Initial Designs
 - 3^b Revised Designs
- PITCH **3^C** Pitch Presentation
- 3d Revised Pitch
 - 4a Basecamp
 - 4^b Branding
 - 4^c Photography
- 4d Photographic Artworking
 4e Samples of Final Photogra
 4f Packaging
 4g Social Media 4^e Samples of Final Photography

 - 5ª Reflections & Self Evaluation
 - 5^b Conclusion
 - 5^c Bibliography



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.

The Project.



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

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

Harmony Corner

Project Specification:

PROECT

Project-Social Proposal

Hollie, Chloe, Lucy

got to your submissio

projects discussed today

task, and I said you three

cellent understanding of Print/

Skills Required:

23 SEP AT 16:15 Hickey, Adrian <a.hickey@ulster.ac.uk> To: Hollie McCartney; Chloe Mooney; Lucy Fleming Cc: Mulrone, Claire I haven't sent out the Basecamp details to anyone yet because I want to propose that you take on a project not in your top 3 preferences. Have yous seen Adrian's emai The three preferences you put were all gone by the time Claire and I However, given how amazingly well you three did in your placements last year and the skills you have developed I am proposing that you take on the **Harmony Corner** project. Claire and I both believe this project has the most potential for all three of you to apply your creativity, your high level design skills and the fact that it is going to be a high end brand with 160 students working on marketing strategies to push it to market will give it the most exposure and of any of the Glen's kinda feel. Given all of that, Claire asked me which group did I feel was up to the Would the three of you be prepared to take it on?

I know you would do it justice

Can you let me know so that I can organise the Basecamp?

Thanks Adrian

Re: Project-Social Proposal



23/09/2021 16:49

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

Hi Adrian

We've all had a discussion and are happy enough to go ahead with Harmony Corner!

Thanks Lucy



@Hollie McCartney @Chloe Mooney ?

Basically create a luxury feel of a brand with the causeway coast and

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 heavy 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.



Initial Meeting.

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

wellbe	iny - core.
- 1000,	Uisual Identy, website. + Merch. + porres.
- WORK 6	+ Bland.
weeki	7. text + stats. Buy local
- HOW +	to + Brand quidlines. grougens.
DRADLI	NE December. 3rd Neeu.
shopify	piugin.?
Peveu	11ml shappen support employeet + societ
-	and superior appendix rolling and
1 m	mplayment Hormy Perclyp more.
le	contra contra
artisa	n+ wellbeing, community Intracker.
	0
skp (hunge, a spara le production.
	memore with a band.
Harman	y Loiner - anchor employed micro
	(creditterly.)
- geilau	truit. Trioutil
0	es, joapi, into enpupul.
Shopae	
Scent	
Deffus	

M	ourd 18 wellbeing market. Seeing
1.1	the in Dublin curpson, see them from
00	gin through 10 Finished things. Visual
exi	krice. Full Factory. Flekel bakery.
AL	isan opproch, all hundmade,
	he visible in comminy chang recurpts
	working in high end shop.
and an and a second	dein meeting picke.
	clusing + Jeruciality -
Ber	utiful londscape of north coast
	not deliberate.
ev	notional typeographical context.
	ucitile, - muted pallette. Not harsh.
	OSME, NI raot +gluns.) softw, connett
	the enicting and he sale.
	ger mat, nia soft (davn. earthy, enwalled
	jonil, sastainable ochre
	snith- Joa malore, while stuff.
	uman abbey National trust shops.
	fuctice. 15 + 7 with glass coulde. (Putting)
	1) + c wich glass condite. I the
(abe)	Ell Si FIS
iche-	and the second sec

- prospetius, sever - van logel they cffer. - billbords - Catalocyl, series - bus shelles. CF injert. laser printer. Top middle botton votives, wedding gift, collections of furth noles. - chistery, baby shary. How portray He traneed PIOT Chi provide oppraces for then to shall up. ability not disabily - all crew memby ac part of the fear. - buy natural local preducts, le support locals. - bring the highsteet back allie. - corporche foider, differt bespeu leaflets. labels of every prodect, on bottom of Jor. - pop up for presentors, - powerpoints. Spopulps. - Team of people - Team of people pacuaged by Jush style stumps. Sticker.

parabin + surplie free. all essential city. PINU Lady J. Zero wave north west. - project yousef from cancer. buy a condett, purpose of life att condel., Fre refill. ebstle. londing page exbart. wordpress, wooromerce, fist dich to point of sale, etsy custons + kindles. scrubby soop, half soap. bespok + diffwropping pick + mit soop selection. engage transees. pucked by . ect. 5 element of wellbeing, - launch in spring, but put thrings our for christmess. marchy - yoga mat Jocial Media pachaging - apioni wripp arout boxes. - south Ziprel Moort,

BRIEF - 9

Key points & Research.

(Anon. 2021)

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

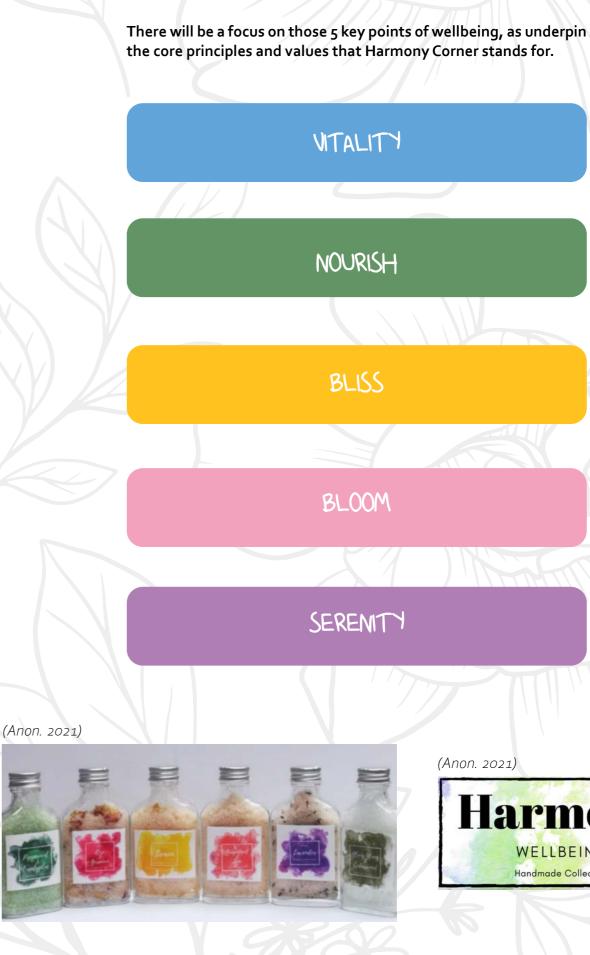
Harmony Corner's current visual identity was created by Melissa who is responsible for their digital content. The community partner explained in the first meeting that they want wanted a rebrand for the social enterprise. The new visual identity should be modern, professional and original.



"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

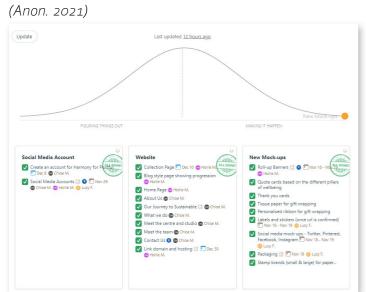
"WE WANT A LUXURY FEEL, BUT ALSO TO HAVE AN ARTISAN AESTHETIC."







Timeplan.



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. Home page Collections page Contact us page

About us page

Step by step website use

Genral Social Media Post

Step by step guide

nstagrar

Pinterest

TikTok

Shipping

A5 Cards

Extern

Step by step guid

5 oop up banners

orporate fold

Magnetic car sticks

Aisc. corprate stuff

Step by step guid

Blog Photograph What we do + Our Journey to sustainability + Mee

Photo of every product, then photoshoped t replicate the new branding

the centre and the studio

Profile picture

Cover photo

Profile picture Cover photo Profile picture

Cover photo Profile picture

Profile picture

(no product lists or dimensions as of yet)

(no product lists or dimensions as of yet) Tin candle label template

Dual Wick candle label template

Branded wide paper packing tap

Black stamp for shipping boxes + paper

Reed diffuser label template

Wax melt Made By stickers

Bliss

Bloom Vitality

Serenity

Apron

2 Polo shirts

Zip jacket Bodywarm

2 t-shirt des

Bodywarm

Hoodie design

Car air fresher Coffee cups

Mugs

Pens

Festival style toggle wristbar

wellbeing Folder Cove

Pdf inner pages for corp folder but still be able to be printed on their laser pr

Each following a single point of the 5 pillars of Using produ

2 editable brochure pages taking abit about the social enterprise, with a header title that can be

usted for each event to make it more

Cover photo

5 shighlight photo 5 story covers Profile picture

Initially we were not massively fond of basecamp, but once we figured out how to go about adding to-do lists and dates, we update d 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://idrv.ms/x/s!AnS5QUxThiV hqZVnnfK28Nr_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

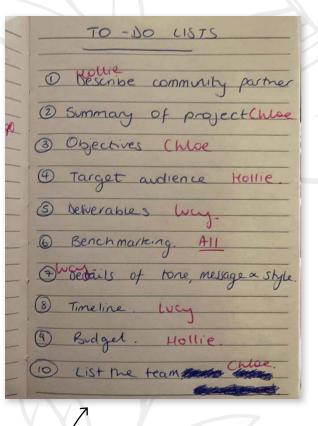
13 Class time and External Meetings: 70 hours

TOTAL TIME SPENT: 292.5 hours



	Final Product	Name	Status i.e in
			progress or
	Working website	Hollie	COMPLETE
	Working website	Hollie & Chloe	COMPLETE
	Western and the	Chioe	COMPLETE
	Working website Working website	Chioe	COMPLETE
	Working website	Chibe	CONTREPE
	Working website	Hollie	COMPLETE
	4 Vitality lifestyle photos + 4 pngs; candle 1, candle 2, wax and	Lucy	COMPLETE
	reed		
	4 Nourish lifestyle photos + 4 pngs; candle 1, candle 2, wax and	Lucy	COMPLETE
	reed		
	4 Blisslifestyle photos + 4 pngs; candle 1, candle 2, wax and	Lucy	COMPLETE
	reed		
	4 Bloom lifestyle photos + 4 pngs; candle 1, candle 2, wax and	Lucy	COMPLETE
	reed		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
	Jpg images + illustrator file	Lucy	COMPLETE
	Jpg images + Illustrator file	Lucy	COMPLETE
	Jpg image + Illustrator file	Lucy	COMPLETE
	Jpg images + illustrator file	Lucy	COMPLETE
	Jpg image + illustrator file	Lucy	COMPLETE
	Jpg images + illustrator file	Lucy	COMPLETE
	Jpg image + illustrator file	Lucy	COMPLETE
	Jpg images + illustrator file	Lucy	COMPLETE
	Jpg image + illustrator file Jpg images + illustrator file	Lucy	COMPLETE
	Jpg images + illustrator file Jpg image + illustrator file	Lucy	COMPLETE
	Jpg image + illustrator file	Lucy	COMPLETE
	Intro assets to launch the brand (Square + portrait) + Timeline	000010	COMPLETE
	2 Text post templates (square + portriat for each)		COMPLETE
	2 image post templates (square + portriat for each)		COMPLETE
	Comprehensive PDF user guide inc: What to post and when	Lucy	COMPLETE
	and how, exporting powerpoint templates with text or with	1	
	your own image and how to add that.		
			COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
			COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	In a second s	La maria di	COMPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file + How to Order	Lucy	CONPLETE
	Jpg sample mockup + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	+ How to Order	LULY	COMPLETE
	Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Jpg image + Editable Powerpoint file + Illustrator file	Lucy	COMPLETE
	Comprehensive PDF user guide inc: printing with sticker sheets	Lucy	COMPLETE
	on laser, getting custom print work done, saving out		
	powerpoint files as jpgs for print on different sizes etc.		
	Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE
	Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE
	Jpg sample mockup + jpg to upload to print site + Illustrator file	Chloe	COMPLETE
	Jpg sample mockup + jpg to upload to print site + Illustrator file	Chioe	COMPLETE
	for the second	Ch.I.	001101077
	Jpg sample mockup + jpg to upload to print site + Illustrator file	Chioe	COMPLETE
	log sample morkup + ing to uplead to give the surface	Chloe	COMPLETE
	Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Childe	COMPLETE
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe	COMPLETE
	upicad to print site + upicad as white label printing to website + Illustrator file		
	Jpg sample mockup + jpg to upload to print site + upload as	Chioe	COMPLETE
	white label printing to website + Illustrator file		
	Jpg sample mockup + jpg to upload to print site + upload as	Chloe	COMPLETE
	Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file	Chloe	COMPLETE
	white label printing to website + Illustrator file	Chloe Chloe	COMPLETE COMPLETE
	white label printing to website + Illustrator file		
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as		
	white label printing to website + illustrator file Jpg sample mockup - jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup - jpg to upload to print site + upload as white label printing to website + illustrator file	Chloe Chloe	COMPLETE
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe	COMPLETE
	white label printing to website + illustrator file Jpg sample mockup - jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload white label printing to website + illustrator file	Chloe Chloe Chloe	COMPLETE COMPLETE COMPLETE
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe Chloe	COMPLETE
	white label printing to vebsite + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + Illustrator file	Chloe Chloe Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe Chloe Chloe	COMPLETE COMPLETE COMPLETE
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe	COMPLETE COMPLETE COMPLETE COMPLETE
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as white label printing to upload to print site + upload as	Chloe Chloe Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jgg sample mockup + jgg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off -
	white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jgg to upload to print site + upload as white label printing to website + Illustrator file Jgg sample mockup + jgg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add o
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add of by Melissa
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add o
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add of by Melissa Not agreed on
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Sign off - additional add c by Melissa Not agreed on sign off -
	white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + illustrator file Jpg sample mockup + jpg to upload to print site + upload as	Chloe Chloe Chloe Hollie Chloe Chloe	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add of sign off - additional add of sign off -
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file	Chioe Chioe Chioe Hoilie Chioe Chioe Hoilie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add (by Melissa
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file How to use Vistaprint and Tad& Stitch	Chioe Chioe Chioe Hoilie Chioe Chioe Hoilie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add (by Melissa
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Tad& Stitch https://www.vitaprint.co.uk/studio/?workid=813ca767-bc5c-4 J50-8941.db93ade62b6	Chioe Chioe Chioe Hoilie Chioe Chioe Hoilie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add of by Melissa COMPLETE
	while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Tad& Sttch http://www.taprint.co.uk/studia/?workid=&13ca?67-bc5c-4 S50-8941-dbd93ade62b6 Jpg sample mockup = jog to upload to print site + adlable powerpoint file Illustrator file	Chioe Chioe Chioe Hollie Chioe Hollie Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add (by Melissa
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Ted& Stitch https://www.vitaprint.co.uk/studio/?workid=813ca767-bc5c4 50:0941-ddb3de52b5 Jpg sample mockup + jpg to upload to print site + editable powerpoint file + Illustrator file Folder design mockup + jog to upload to print site + editable powerpoint file + how to save out	Chioe Chioe Chioe Hollie Chioe Hollie Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add to by Melissa comPLETE COMPLETE
t	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Ted& Stitch https://www.vistaprint.co.uk/studio/?workid=813ca767-bc5c-4 S50-3941-dob33de52b6 Jpg sample mockup + jpg to upload to print site + editable powerpoint file + Illustrator file Folder design mockup + powerpoint file + how to use vois and upload to print on quinnas + illustrator file	Chioe Chioe Chioe Hollie Chioe Hollie Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add of by Melissa COMPLETE
it	while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Tad& Sttch http://www.taprint.co.uk/studia/?workide&13ca767-bc5c-4 550-8941-dbd93ade62b6 Jpg sample mockup + powerpoint file Folder design mockup + powerpoint file Page design mockup + powerpoint file Page design mockup + powerpoint file + how to save out and Page design mockup + powerpoint file + how to save out and	Chloe Chloe Chloe Chloe Chloe Chloe Hollie Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add to by Melissa comPLETE COMPLETE
	while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup - jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Ted& Stitch https://www.vistaprint.co.uk/studio/?workid=813ca767-bc5c-4 S50-3941-dob33de52b6 Jpg sample mockup + jpg to upload to print site + editable powerpoint file + Illustrator file Folder design mockup + powerpoint file + how to use vois and upload to print on quinnas + illustrator file	Chloe Chloe Chloe Chloe Chloe Chloe Hollie Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add to by Melissa comPLETE COMPLETE
τ	while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Tad& Sttch http://www.taprint.co.uk/studia/?workide&13ca767-bc5c-4 550-8941-dbd93ade62b6 Jpg sample mockup + powerpoint file Folder design mockup + powerpoint file Page design mockup + powerpoint file Page design mockup + powerpoint file + how to save out and Page design mockup + powerpoint file + how to save out and	Chloe Chloe Chloe Chloe Chloe Chloe Hollie Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add to by Melissa comPLETE COMPLETE
t	while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + Illustrator file How to use Vistaprint and Tad& Sttch http://www.taprint.co.uk/studia/?workide&13ca767-bc5c-4 550-8941-dbd93ade62b6 Jpg sample mockup + powerpoint file Folder design mockup + powerpoint file Page design mockup + powerpoint file Page design mockup + powerpoint file + how to save out and Page design mockup + powerpoint file + how to save out and	Chioe Chioe Chioe Chioe Chioe Hoilie Hoilie Chioe Chioe Hoilie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE additional add c by Melisa Not agreed on sign off - additional add c by Melisa COMPLETE COMPLETE COMPLETE
π	while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file StoSA941. dob33465205 Jpg sample mockup + jpg to upload to print site + editable poverpoint file + IIIustrator file Folder delign mockup + poverpoint file + how to save out and upload to print on quinns + IIIustrator file Page design mockup + poverpoint file + how to save out and upload to print on quinns + IIIustrator file Page design mockup + poverpoint file + how to save out and print on laser vs printshop + indesign file	Chloe Chloe Chloe Chloe Chloe Chloe Hollie Chloe Hollie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE Not agreed on sign off - additional add c by Melissa COMPLETE COMPLETE
τ	while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as while label printing to website + illustrator file Jpg sample mockup + jog to upload to print site + upload as white label printing to website + illustrator file How to use Vistaprint and Tad& Stich http://www.tisprint.co.uk/studio/?workid=S13ca767-bcSc-4 S50-S941-dbd93adsE2b6 Jpg sample mockup + jog to upload to print site + aditable powerpoint file + llustrator file Folder design mockup + powerpoint file + how to save out and print on laser vs printshop + indesign file Mockup design + jog to upload for print + how to do that +	Chloe Chloe Chloe Hollie Chloe Hollie Chloe Hollie Hollie	COMPLETE
t	while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as while label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file Jpg sample mockup + jpg to upload to print site + upload as white label printing to vebsite + IIIustrator file StoSA941. dob33465205 Jpg sample mockup + jpg to upload to print site + editable poverpoint file + IIIustrator file Folder delign mockup + poverpoint file + how to save out and upload to print on quinns + IIIustrator file Page design mockup + poverpoint file + how to save out and upload to print on quinns + IIIustrator file Page design mockup + poverpoint file + how to save out and print on laser vs printshop + indesign file	Chioe Chioe Chioe Chioe Chioe Hoilie Hoilie Chioe Chioe Hoilie	COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE COMPLETE additional add c by Melisa Not agreed on sign off - additional add c by Melisa COMPLETE COMPLETE COMPLETE

Brief Construction.





BREAKDOWN OF TASKS

ABILITY, **NOT DISABILITY**

"

ony Corner is a part of the ESF Project that sup with learning disabilities. They aim to support adults with disabiliti 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 Corne This will include a new looo, 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.

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



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



The goal for Harmony Corner's visual identit will be to create an artispal experience that will it's community work. The logo will do this by incorporating an appropriate colour palette; 5 points of wellbeing.



OBJECTIVES

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





on wellbeing at the core of the product. website or social media platforms.

Create an artisan aesthetic and focus
 Established brand that is easily accessible for users vi

The deliverables for this project are stated

 Create a visual experience from origin
 Create a discussion platform e.g. like Discord where to final product. For example; have an users can interact or share experience. established brand/identity where the general public can identify.

Create a space for corporate guests.

DELIVERABLES

C	below. They show the wide variety of materials
Packaging	required in order to create a comprehensive
M	and cohesive visual identity.
V	
	o be added
Small Tin Candle by employ	
Dual Wick Candle show who	
Bath Salts participate	
Wax Melts product cr	
Reed Diffusers	with online shopping ability (shopify plugin)
Pick and	
Wrap around sleeve: box that a	
	to choose searchable by both 'Collection of Wellbeing'
Shaving Soap Bars multiple d Shamnoo Bars products t	Ifferent and 'Top, Middle & Bottom notes', as well as offering a 'pick and mix' style selection process
snampoo Bars products a	
	ey are easy
	ey are easy nd safe for
christenings, shipping,	and the second s
birthdays) gift boxes/	Job Social
packaging. Personalit	Media
product cr	
	Profile picture
	Bi weekly instagram stories with 6 week plan
Promotional	Bi weekly Instagram posts with 6 week plan
Materials	(with leave editable posts for the enterprise to
	continue beyond this point)
5 roll up banners, Corp. Pro	ospectus: Cover images for all stories saved to the profile
each to represent A series of	d inserts
each 'Collection of about the	social Twitter profile which includes:
wellbeing', and can be enterprise	e, such as Cover photo
used interchangeably. aims, and	
Magnetic Van sign selection.	Bi weekly tweets to coincide with Instagram
	stories
Merchandise	Facebook page which includes:
4 P	Cover photo
	Profile picture
Zip up hoodie and apron for employ	ee uniforms Biweekly tweets to coincide with Instagram
T-shirts, tote bags, and other value	
Series of promotional posters for bu	is stops

BRIEF

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 millenials 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.

BENCHMARKING

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





PRAXIS CARE





ORCHARDVILLE



BRIEF -

Brief Construction.

Sans Serif -Arial, Helvetica Arial, Roboto, Segoe UI font Sans Serif-Arial, FS Me Main: Main: Black Dark Blue White Accents: Accents: Orange Yellow Light Blue White Main: Purple Accents: Mint Yellow White Crimson Accents Blue Grey Pink/Red Accents Green Bright C Grey White

BENCHMARKING

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

BEST PRACTICE

PECKSNIFFS



FRESH,

HSILL

real emphasis on clean lines and white space, and realy showcases a sense of luxury and isim. Upon reflection, we're not sure how well the 5 points of wellbeing would work here as nochrome and slimplistic.

HANDMADE 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

follow the 5 points of wellbeing to a tee. This however, fan't seen as "laxury" website, even though some items have a much higher price point that the organisation, so upon review, maybe "exclusively the luxury market", isn't the way to go.

HOTEL CHOCOLAT





palance of informal and professional language that matches their overall

JO MALONE

high end feel for the products they're selling. On the other hand, I do think hotel chocolat has areas in which they can improve. For example there is a lot of text on the homepage

BEST PRACTICE

BENCHMARKING

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchoclat
First Impression	Aesthetics	Uses appropriate imagery and text to represent the high- end brand	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the luxury brand.
	Identifiable Target Audience	On front page	On front page	On front page	On front page
	Identifiable Chief Aim	Homepage	About us page	About us page	About page
Look and Feel	Retina (HD Ready)	All headers and images. Logo is of slightly less quality	All headers, logos and images	All headers, logos and images	All headers, logos and images
	Responsive	Yes on mobile view but not responsive in web	Yes	Yes	Yes
	Content in Prime Position	Hero image	Scrolling banner and Hero image	Latest video ad	Hero image, image slider
	Body text font	Sans Serif - Questrial, Helvetica	Brush & Sans Serif	Serif & Sans Serif	San SerifArial. Larger font size 36 for headings.
	Logo placement	Top left	Top left	Top centre	Centre of homepage
	Colour	Main: Black - 0000008, White - FFFFFF Accents: Muted Green - AEBDAC Labels on Pecksniffs products all have muted colours	Main: Black - 000000 & White - FFFFFF	Main: Black - 000000 & Cream - FCF9EE	Main: Black - 000000 & White - FFFFFF
Technical	Cookies	Yes	Yes	Yes	Yes
	Analytics Embedded	None	Google Analytics	Yes	Google Analytics
	Buy Online	Yes	Yes	Yes	Yes
Navigation	Primary Menu Format	Rollover & drop down	Click through	Click through, rollover & drop down	Drop down
	Primary Menu Position	Centre of homepage	Horizontal top	Horizontal top left	Centre of home page
	Means of getting to top of page	None on web - arrow button on mobile view	None	Top of page function	None
	Sitemap	None	None	None	None
	Breadcrumbs	Top left below primary menu	None	Under header image	None

BEST PRACTICE

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchoclat
Navigation	Contact Us	Exposed in footer	Click through in footer	Click through in footer	Exposed in footer
	No. of clicks to Contact Us	None	One	One	None
Content	Explanation of service	One click away in 'About'	One click away	One click away	One click away
	Evidence of outdated content	None	None	None	None
	Social Media	Yes - links in header, footer and on vertically on the left of the page	Yes, but not linked	Yes - links in footer	Yes - links in footer
	FAQ Section	Yes - one click away in footer	In footer	In footer	In footer
	Privacy Policy	One click away in footer under 'Store Policy'	One click away in footer	Two clicks away in footer	One click away in footer
Search	Search	Embedded top right of homepage	Embedded in home page	Embedded in homepage	Centre Homepage
	Type of search button	Search bar	Search bar	Search bar	Search bar
Funtionality	Load Time	2.35	3.21s	2.18s	2.13s
	Email subscription	None	Yes, newsletter	Yes	Yes
	Multilingual	No	Yes	No	No
	No. Of Languages other than english	N/A	100+	NA	N/A
Accsessability	How many font types	Two	Two	Two	Three
	Clear & Accurate Headings	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes
	Link underlining	No	Yes	Yes	No
	Hyperlinks change colour if visited	Yes	No	Yes	Yes
	Visually/Hearing impaired functions	None	None	None	None
Overall score		62%	53%	39%	50%

BUDGETING



Domain and Hosting We compared prices of hosting for harmonycorner.org:

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



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

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

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

Shopify Plugin

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

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

Locally outsourced business assets

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



vitality nourish bliss bloom serenity

ABILITY, NOT DISABILITY 55

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

The message we'll be trying to convey through the branding and visuals will be that of 'Wellness', it will feel authentic and will bring a unique artisanal experience for the mind, body and soul, for he local community to embrace. All products have a wond



Print Work

Kolor Kopy				"located locally in Ballymena	
Personali	ised stamps		from £16.50		
Self inking	stamps				
Pre inked stamps Rubber stamps			from £22.50 from £19.50		
Quantity	1 - 50 pages	51 - 100 pages	101 - 200 pages	201+ pages	
1-5	£4.00	£4.20	£4.50	£5.00	
6-10	£3.00	£3.20	£3.50	£4.00	
11+	£2.50	£3.00	£3.40	£3.80	
Business	Cards			*prices may vary depending on finisl	
50 250		500 1000			
50		250	500	1000	
£29.00 "Vistaprint w		£39.00	£49.00 for 250 business cards althoug	£54.00 gh this will take out the 'Buy Local -	
£29.00 "Vistaprint w Stay Local" i		£39.00 emative at only £12.98	£49.00 for 250 business cards althoug	£54.00	
£29.00 "Vistaprint w Stay Local" i	nentality that Harm	£39.00 emative at only £12.98	£49.00 for 250 business cards althoug	£54.00	
£29.00 "Vistaprint w Stay Local" I Large For Banners	nentality that Harm	£39.00 emative at only £12.98 ony Corner would rely o	£49.00 for 250 business cards althoug	£54.00 gh this will take out the 'Buy Local -	
£29.00 "Vistaprint w Stay Local" I Large For Banners Roll Up Br	nentality that Harm rmat Printing	£39.00 emative at only £12.98 ony Corner would rely o	£49.00 for 250 business cards althoug	ES4.00 gh this will take out the Buy Local - E80	
£29.00 "Vistaprint w Stay Local" I Large For Banners Roll Up Br	mentality that Harm mat Printing anner Print & St anner Print	£39.00 emative at only £12.98 ony Corner would rely o	£49.00 for 250 business cards althoug	E54.00 ph this will take out the 'Boy Local - E80 E80	
£29.00 "Vistaprint w Stay Local" I Large For Banners Roll Up Bi Roll Up Bi	mentality that Harm rmat Printing anner Print & St anner Print anner	£39.00 emative at only £12.98 ony Corner would rely o	£49.00 for 250 business cards althoug	E54.00 ph this will take out the 'Buy Local - E86 E55 from £3.50 per square foo	
£29.00 "Vistaprint w Stay Local" i Large Foi Banners Roll Up Bi Canvas B Correx Bo	mentality that Harm rmat Printing anner Print & St anner Print anner	£39.00 emative at only £12.96 ony Corner would rely o and	£49.00 for 250 business cards althoug	E54.00 ph this will take out the 'Buy Local - E86 E55 from £3.50 per square foo	
£29.00 "Vistaprint w Stay Local" i Large Foi Banners Roll Up Bi Canvas B Correx Bo	nentality that Harm rmat Printing anner Print & St anner Print anner ard and Photo Print	£39.00 emative at only £12.96 ony Corner would rely o and	£49.00 for 250 business cards althoug	£54.00	
£29.00 "Vistaprint w Stay Local" Large Fol Banners Roll Up Bi Canvas B Correx Bo Posters a	mentality that Harm mat Printing anner Print & St anner Print anner and M Photo Print le	E39.00 emative at only £12.96 ony Corner would rely o and	649.00 for 250 business cards althoup in Iself	E54.00 gh this will take out the 'Buy Local- E86 E55 from £3.50 per square foo from £4.50 per square foo	
£29.00 "Vistaprint w Stay Local" r Banners Roll Up Bi Canvas B Correx Bo Posters a Paper Typ	nentality that Harm mat Printing anner Print & St anner Print anner ard nd Photo Print ie paled	E39.00 emative at only £12.06 only Corner would rely o and s A2	649.00 for 250 business cards althour in Iself.	E54 00 ph this will take out the "Buy Local - £86 from £3.50 per square for from £4.50 per square for A0	

Buisness apparell

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

Brief Construction.







END DATE 10/12/21

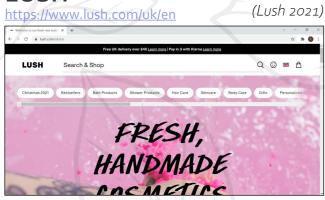
WK BEG. 6TH DEC







LUSH



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 that the organisation, so upon review, maybe 'exclusively the luxury market', isn't the way to go.

JO MALONE



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.

When constructing the brief, we had to make sure to use to correctly language and refer to the correct parent organisation subsidiary. Harmony or (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 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.

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!

BRIEF

Benchmarking.

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 - FFFFF Accents: Yellow- FFCF54	Main: Black - 000000 & White - FFFFF	Main: Black - 000000 & Cream - FCF9EE
Fechnical	Cookies	No	Yes	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	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
untionality	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
Accsessability	How many font types	Тwo	Тwo	Тwo
	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%

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.



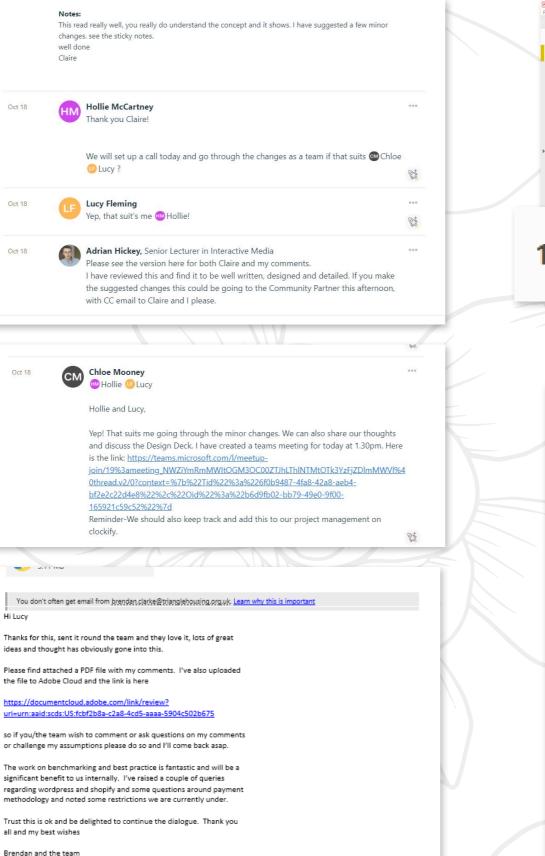
Client Issues & Resolutions.

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.

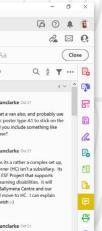
Then we got to send the final document over to Brendan, our contact at Harmony, who got back to us with guite a few revisions.

> Brendan Clarke Enterprise Coordinate



e Edit View E-Sign Window Help 🔁 🕐 🌲 🧯 ■☆ゆ■Q ⑦④ 1/9 ▶ ④ ⊖ ⊕ 95%・ は・ 〒 & ひ 前 Q 2 0 Close Q 2 Y ... 🖪 4 × ^ 🛐 brendanclarke Oct 21 We aim to get a van also, and probably use the magnetic poster type A1 to stick on the van so could you include something like this also please? Que brendanclarke Od 2 Po Hi my fault as its a rather a con Harmony Corner (HC) isn't a su a part of the ESF Project that s 50 adults with learning disabilities. it will replace our Ballymena Centre and our bilities and b D brenda 13 comments HM Hollie McCartney t one change - in the Etsy section of the email it's "trans Claire would you mind reading over this to ensure the email Thanks his email is very professional. And addresses even thing that he fed had you also end with a specific note that says - Could you please review the Yed brief attached and confirm we have addressed all the issues raise Lucy Fleming <Fleming-L15@ulster.ac.uk> To: Brendan Clarke Cc: Hickey, Adrian; Mulrone, Claire; Chloe Mooney; Hollie McCartr Harmony Corner Updated Brief... 5.15 MB Adrian Hi Brendan, Please see the attached brief, where we have updated both the budgeting and deliverables sections, including details regarding magnetic signage for vehicles We are aware that the colours and photographs used within this brief are older iterations of your products as they are only used to give a sense of where your branding is currently, based on the materials that we were provided with. We will however take these points regarding colour and style into conpitching out design solutions in the coming weeks, but it is our aim to provide your team with innovative design solutions that you may not have previously On this point, do you have any updated imagery of your current products so that we can include them in our pitch? Irrespective of what the final design looks like, we will need to have professional photography of all your current stock to upload to the ecommerce section of the website. If you have any professional/high resolution photographs already taken that's brilliant, otherwise (as due to restrictions we're currently unable to visit your workshop in person) would it be possible for a full selection of your products to be sent to us somehow so we can take the required photos Apologies for the lack of clarification regarding the way in which we plan to connect WordPress and Shopify. We plan to use WordPress to build your website from Appropries for the lack of clarification regarding the way in which we plan to connect wordpress and onopiny. We plan to use wordpress to cluid your vessite from scratch, and install a Shopify plugin actually into that site, so that your ecommerce section is held within the site itself, not externally as a separate site. Regarding WordPress, although there are 'out of the bag' options available, we will be utilizing WordPress's ability to create a site from scratch, as your site will be custom built and completely unique to anything else on the market. We will each showcase our designs for a custom site within the pitch within the next few weeks We strongly advise that the Shopify plugin be used over the WooCommerce plugin as it integrates better with WordPress and regarding SumUp, we have checked, and it does integrate with the Shopify Plugin that we plan to add; By using SumUp as the master source of stock values, any changes to your stock will be copied over to the Shopify platform and allows for automatic syncing. In terms of Etsy, we chose not to include this as we didn't believe that as a social enterprise, Harmony Corner would want to lose out on profit, please see the below 'listing and transaction fees' will be character let a listing fee of \$0.20 USD for each item you list for sale on the platform. If you list multiple quantities of the same item, the initial listing fee will be \$0.20, and the listing will be automatically renewed at \$0.20 after each of the items sells." "When you make a sale through etsy.com, you will be charged a transition fee of 5% of the price you display for each listing plus the amount you charge for de and gift wrapping" If you still want an Esty page after knowing this information, we are happy to create this for you from the newly created ecommerce section of your website Regarding Pinterest, this would be a great way of reaching your desirable audience and driving traffic back to your site to increase sales. This platform will also be ideal for helping to spot emerging trends that Harmony Corner may want to keep on top of. We feel that while TikTok is worth considering because of its low cost and growing popularity, we don't feel that as it currently stands, Harmony Corner would get much added value out of using the platform, and it would be beat to focus on the core platforms that your marketing competitors have had success with. Would you mind clarifying the point you made on 'Best Practice' page under Pecksnifts? "Good point but maybe in the art collection/images used". We've also taken on board that you have a domain name purchased already that we were unaware of, we've amended the budgeting page to reflect this. nded brief attached and confirm we have addressed all the issues raised pr We look forward to pitching our ideas for the website, including the e-commerce solution, at which point we will take on board any further feedback and work with you to insure it is fit for purpos

Many thanks, Lucy, Hollie and Chloe



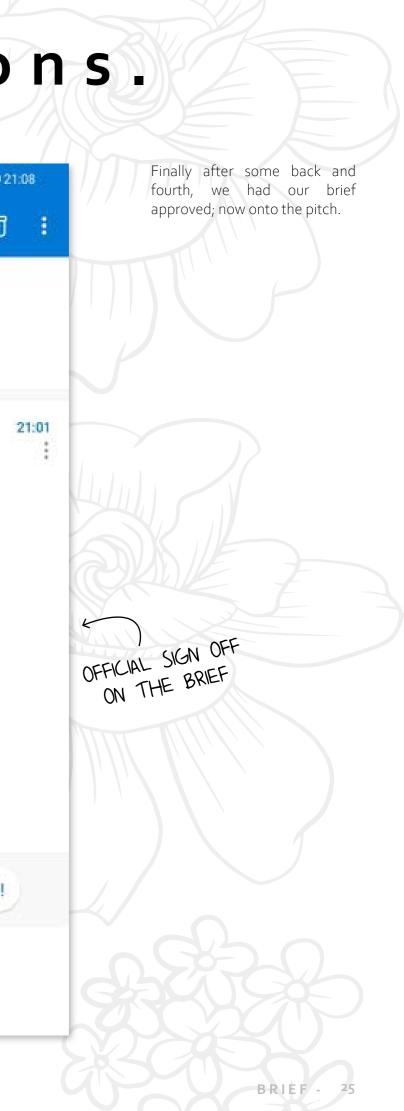
Once we had completed all 13 revisions, an email had to be typed up explaining how this document was to be used, as it seemed there was some confusion as to t the nature of the graphics and we did have to reassure them that this is not in fact the final product.

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

> > BRIEF -

Client Issues & Resolutions.

Then we had to start clarifying			
exactly what we meant when we	Re: Brief	giliga	1। 😤 🖸 🕹 🕹 45% 🔳
were referring to wordpress, and	BC Brendan Clarke <brendan.clarke@trianglehousing.org.uk> 22/10/2021 1631</brendan.clarke@trianglehousing.org.uk>		
reassure the client that we were	To: Lucy Fleming Cc: Hickey, Adrian; Mulrone, Claire; Chloe Mooney; Hollie McCartney	\rightarrow	**************************************
in fact going to create a custom	Thanks Lucy		200
build site that would suit their needs.	Some quick notes, before the weekend Rioja journey begins! Thanks again for your team's hard work on this and as I said my team are really excited and we are looking forward to the innovation and ideas that take us beyond where we currently are – and at our team meeting this pm we re-iterated that in our team.		
	On the WordPress issue. Wordpress.com is a hosted service which limits coding amongst other things. Wordpress.org and also available on GitHub as an open source software can be uploaded to any server/hosting service and the same process of site creation applied. I suppose my concern is that by using wordpress.com it potentially limits us in the future should we wish to code and make custom alterations to our site. If we go the wordpress.com route then we would need a separate back up plug in and confirmation that we could download the site and upload to another wordpress frame hosted by another company or indeed our own virtual server e.g. Amazon Web Services. On the matter of sales will the £20. Business Start accept payments in Euros? As the Ecommerce £36 per month does, or	Sent f	rom Mail for Windows
	will the shopify plugin do this? I'll have a look for updated photos and look to send them through early next week. I'll also look to send some images through of service users as well as you may find a place for some of these. Ok with not including TikTok, I'd still be interested in Etsy as a product testing page, is creating prototypes and having them on sale only there and then depending on feedback moving them to the main site? Welcome your thoughts on that process and if you don't think it's worthwhile happy to leave Etsy out also.	BC	Brendan Clarke Lucy Fleming, Hickey, Adrian, + 3
	Pecksniffs point was possibly the wellbeing could be deployed if the background and styling were monochrome etc but the vibrancy of the colours in the soaps/candles offered a contrast – that was it really – and happy to have it sent to the dustbin as a non-moving image person!	Great	stuff Lucy
	I think we are good to go? What about you?	Looki	ng forward to the next phase
	Thanks again and have a lovely weekend all	LUUKI	ng torward to the next phase
	Best Brendan	Many	thanks
Once approved by the team and		Hava	a areat weakand
Adrian, this was then sent back	Oct 22 Ucy Fleming	Пауе	a great weekend
to the client.			
	Hi Brendan, Just to clarify that we are not using WordPress.com.	Brenc	lan
	We will be doing a WordPress.org build on a hosting service of your choice And as far as payment goes, it will either be via card or bank transfer, both of which can convert currencies interchangeably so that shouldn't be an issue.	Get O	utlook for Android
	Regarding Etsy, we all love that idea using it as 'product development' offshoot from your main site , as a lot of companies in that sectors do the same e.g. 'Lush Kitchen' and it's helpful for yourselves to know what works and what doesn't.		
	Many thanks, Lucy.	You	too! Likewise! Thank yo
Oct 22 Hollie McCartney Sounds good - appreciate you tak	ting these emails on too by the way!		
Oct 22 Chloe Mooney Perfect Lucy!		«· ·	Reply to all
		7/	





Initial Designs.

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

it came to the brand guidelines. The choice of font was off too, The green and cream while evoking it was too strong and bold, as wasn't quite the desired effect.





(Pinterest 2021)





feelings of 'The Body Shop' it were the colours. This is similar to was very similar to the American LUSH which they had compared supermarket 'Wholefoods', which themselves to, but harmony definitely needed a softer touch.





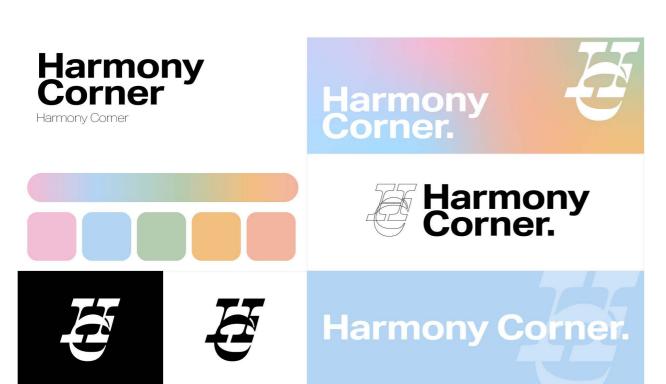
Initial Designs.

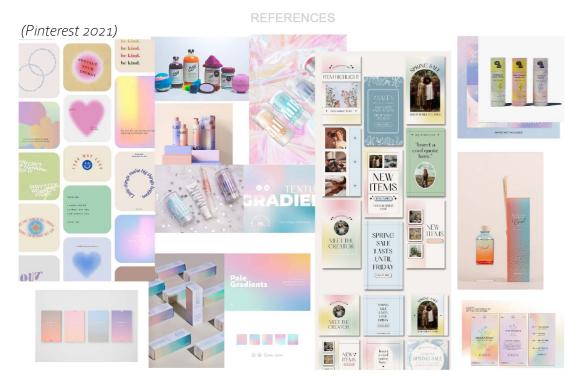
interest in so called 'Watercolour' seamlessly and is actually quiet harmony wished to associated colours', and 'Pastels'. To try and commonly associated with 'Aura' with. In the end it was too modern keep the watercolour theme but and 'Wellbeing' cards commonly and young, likened to 'Urban making it look updated, I thought found on Instagram and Pinterest, **Outfitters'** or 'Florence by Mills'. that gradients would be a good commonly used to promote self

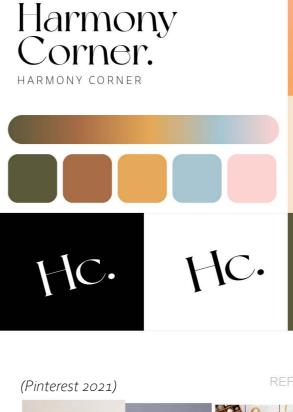
The client had also expressed an route, as each colours blends care a meditation, 2 things that

hitting the brief, but having soft but with learning difficulties at it's core. 'Goop', of which Harmony really muted colours as well as a slight The colours I do think were slightly wouldn't want to be associated floral hint. One issue though is too muted, although that was the with. The brand that inspired this is the font, as its not that accessible intention to appeal to the high end known as 'Palm of Feronia'. and that could be an issue for any wellbeing market, although this did

This design I think came closest to brand, let alone one that has those end up being tied in with brands like









HC. HARMONY CORNER

Harmony

Revised Designs.

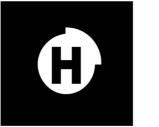








White on Black



5 Pillars of Wellbeing

Vitalitv





Black on White

Spot Gloss Finish





Serenity





Mockup



5 Pillars of Wellbeing



Spot Gloss Finish

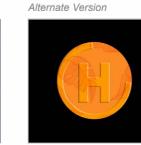


Serenity









Mockup





Nourish



Bloom



Vitality

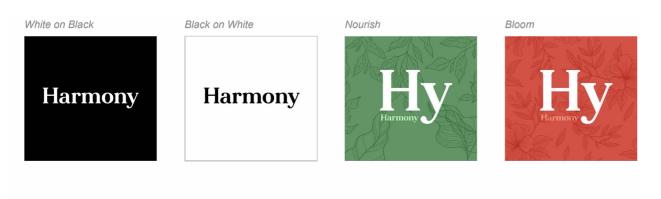


Alternative Version





Revised Designs.



5 Pillars of Wellbeing



Spot Gloss Finish



Serenity



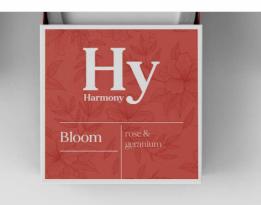






Mockup



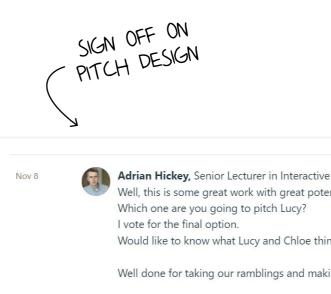


Once I had the feedback on my original designs I got to working trying to create something more cohesive that fits the brief and is user-friendly/ relatively assessable.

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)

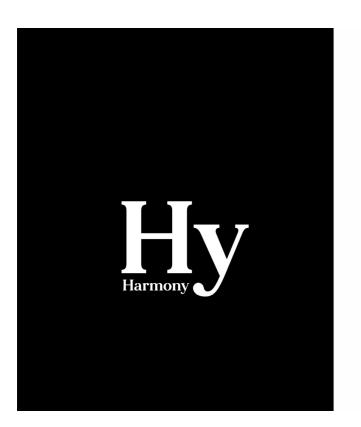
e Media	000
ential.	
nk and of course Claire?!	
ing something so coherent.	04+H

Pitch Presentation.



abcdefghijklmnotqrstuvwxyz abcdefghijklmnotqrstuvwxyz abcdefghijklmnotqrstuvwxyz

^{10 pt Harmony}
24pt Harmony
30pt Harmony
36pt Harmony
48pt Harmony
60pt Harmony

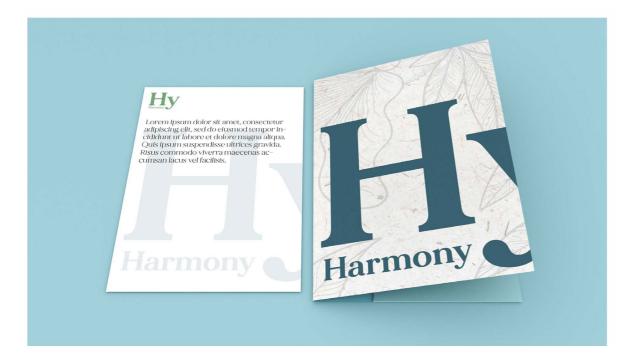






Vitality		Nourish	
HEX RGB CMYK	#c5dae6 197, 218, 230 27, 7, 8, 0	HEX RGB CMYK	#639465 99, 148, 101 66, 23, 69, 6
Bliss		Bloom	
HEX RGB CMYK	#123456 12, 34, 56 12, 34, 56, 78	HEX RGB CMYK	#d15247 209, 84, 71 13, 78, 69, 3
Serenity		Font Colour	
HEX	#fec2ca	HEX	#1a4958 26, 73, 88

Pitch Presentation.











PITCH - 37

Pitch Presentation.



As well as 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.

| 6 product box



4 product box







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 Ilast. 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: #60ASDB (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 Hollies 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

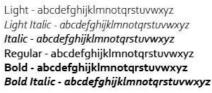
Hand sanitiser

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!

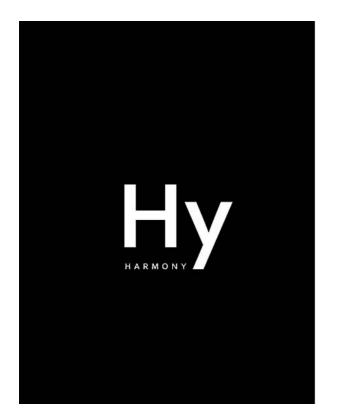
25

Revised Pitch.

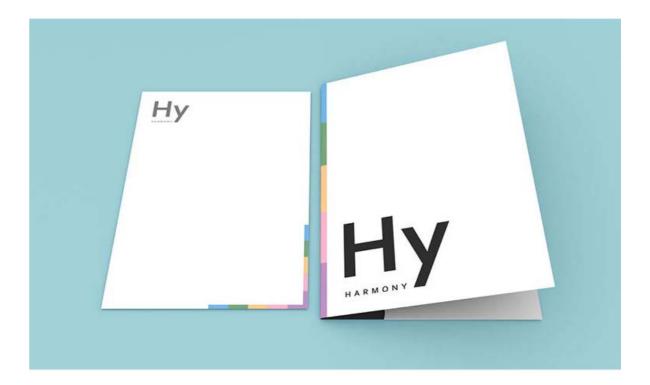




^{32 pt Harmony 24 pt Harmony 30 pt Harmony 36 pt Harmony 48 pt Harmony 60 pt Harmony}



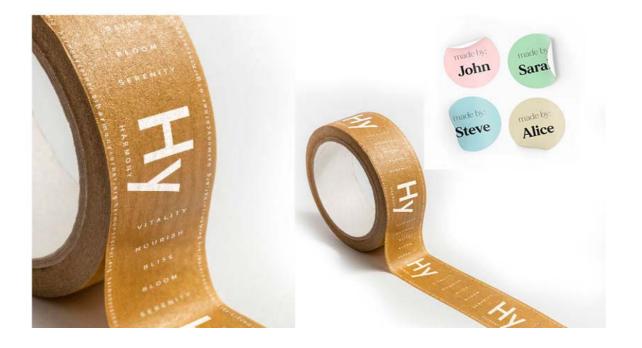




Vitality		Nourish	
HEX RGB CMYK	#60A5DB 96, 165, 219 63, 23, 0, 0	HEX RGB CMYK	#639465 99, 148, 101 66, 23, 69, 6
FFC21B F9BB7C	FF9F21 FF7801 FF5900	Bloo HEX RGB CMYK	#F3A2BE 243, 162, 190 0, 48, 7, 0
Sere	enity	Font	Colour
HEX RGB CMYK	#AE7DB5 174, 125, 181 37, 58, 0, 0	HEX RGB CMYK	#000000 0, 0, 0 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.

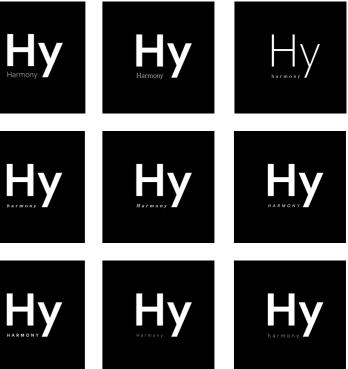
Due to others having work commitments and this being such short notice, we also took the decisions that I should be in charge of production and with some back and fourth regarding with selection of colours we should showcase for bliss (they wouldn't give us feedback on this for quite some time until 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.













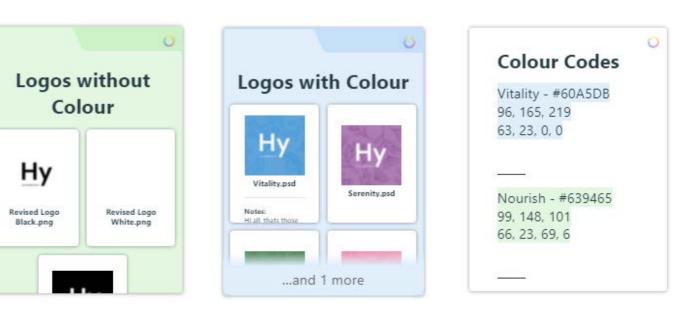


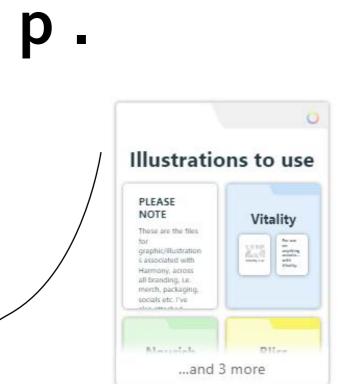
Basecamp.

Once the pitch deck was confirmed, I uploaded al 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.

Illustrations to use PLEASE NOTE These are the files for graphic/illustrations associated with Harmony, across all branding, i.e. merch, packaging, socials etc I/ve also attached miscellaneous illustrations to use on things that are not associated with a Vitality For use on anything associated with Nourish. For use on anything associated with Vitality. For use on anything associated with Bliss. Random Florals Serenity For use on anything associated with Serenity. Serenity Lai and 4 mon







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.

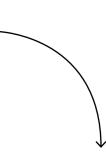
We did advice on multiple occasions that we think hey need to streamline their scents and just have a singular top, middle and bottom note for each wellbeing collection, whereas currently some collections have 4 scents and others with 3.

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.



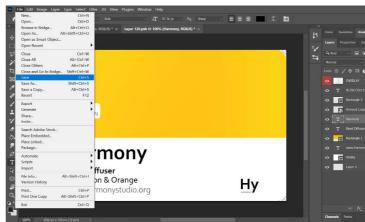
To begin with I had to bring the photo into Photoshop. You can see to the side the sheer volume of layers that I've got, and this is for 1 image. Because as is the natures with water, you have reflections, so any additional labels need to be reflected in the water.

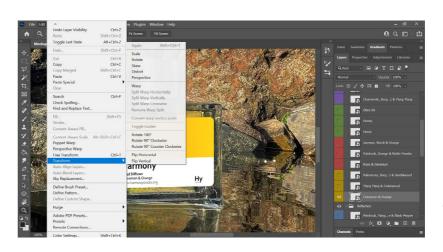


Next I adjusted the brightness, contrast , saturation and vibrancy of the image. These were raw files to begin with so I did adjust them in Lightroom first before bringing them into Photoshop.



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)



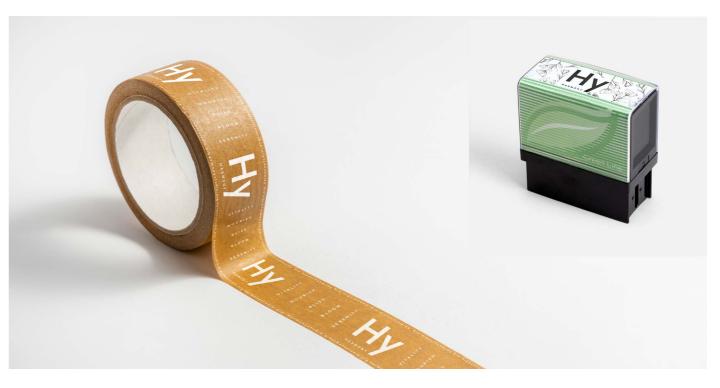
There's also some A₅ Thank You cards that can be manually adjusted in power-point

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.

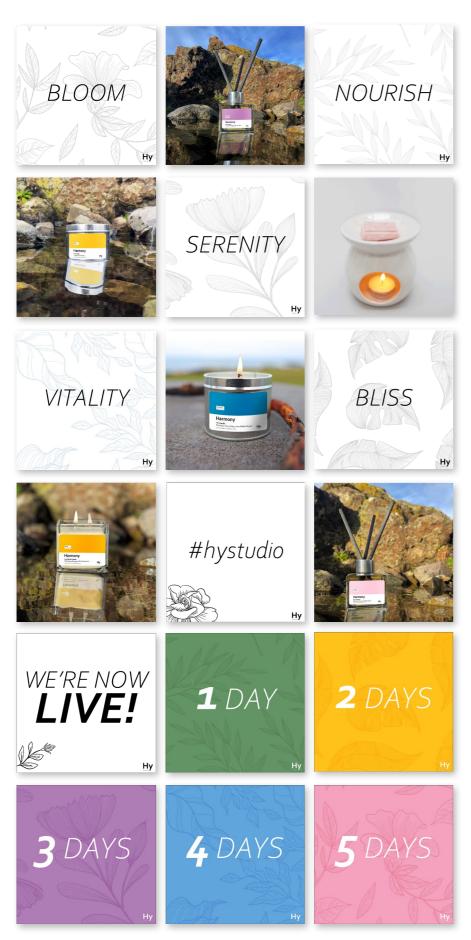
Below you can see my mock-up for the clients branded packing tape. This is available as jpg or illustrator files, so is easy for the client to send to their printer of choice or upload to 'Vista Print' which would be our recommendation.







Social Media.



harmony.studio.hy ~ (+) = 0 0 0 Hy ocial Enterprise based in Ballymen orthern Ireland 🚦 🤧 ktr ee/harmony studio h Q € O (Hy) 0 \leq

× @harmony.studio.hy | Linktree () V O J P E 0

Harmony's Instagram Account.

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

The client wished to have a 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, 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 ensue 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.

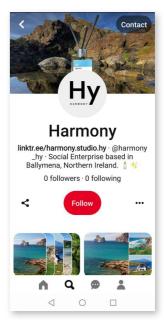
API

Hi Hollie

https://developer.sumup.com/

account as we went able to film any decisions about the directions of content due to safety restrictions, the business. When we were setting but the client was insistent so this up however, we were unable to one was created if the client ever proceed with creating a shop until wishes to generate their own video content.

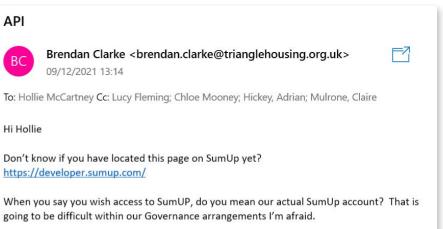
client can create different types arrangements' as an issue. of experimental products and test them in real world to gain customer feedback, which is very



The Pinterest account for Harmony.



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



We did advise against a TikTok important to help inform critical we added payment information. We had asked previously for this information but it wasn't Etsy was created so that the provided to us citing 'Governance

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 out 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 poinitent 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 came 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, few days grace in order to try and get our site mutual client respect, organisational & back online and finished to the standard that communication skills as well as understanding both us and he would expect. the importance of producing high quality work in a timely fashion. We have also learnt the Initially we didn't use basecamp much as it was importance taking responsibility for managing a new platform to us and we weren't entirely client, and how to do that in a effective manner. sure of it's capabilities but once Hollie had

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 to become. We worked well together as a team is demonstrated through our revised pitch (despite several website related setbacks) and deck. This wasn't always the case however. because of this we were able to produce some When it came down to the final deadline, amazing outputs for our client and create we were gracefully granted an extension, some beautiful products. Regardless of one of us getting snowed under due to a miscommunication with our client which resulted in the website domain not for several weeks due to a covid situation, we being verified, so was removed/taken down a go on with it and used technology to our matter of hours before our final hand in time, Advantage, at one point have to video call into which meant that we had no website and no class. We were able to communicate with each assess to any of this content until the client other through messenger and with our client, had clicked the relevant link sent to them and via email and teams. 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

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

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.

Bibliography.

Anon., 2021. Replace all over the place with ONE place. [online]. Basecamp.com. Available from: https://basecamp.com/ [Accessed 25 Dec 2021].

Anon., 2021. 900+ Graphic Design ideas in 2021 | graphic design, design, graphic design inspiration [online]. Pinterest. Available from: https://www.pinterest.co.uk/lflemingo/ graphic-design/hc-pastel/ [Accessed 25 Dec 2021].

Jo Malone, 2021. Home [online]. Jo Malone London. Available from: https://www.jomalone. co.uk/ [Accessed 25 Dec 2021].

Lush, 2021. [online]. Available from: https://www.lush.com/uk/en [Accessed 25 Dec 2021].

Nespresso, 2021. NESPRESSO [online]. Superunion. Available from: https://www.superunion.com/work/nespresso/ [Accessed 25 Dec 2021].

Pinterest, 2021. 900+ Graphic Design ideas in 2021 | graphic design, design, graphic design inspiration [online]. Pinterest. Available from: https://www.pinterest.co.uk/lflemingo/graphic-design/hc-artisan/ [Accessed 25 Dec 2021].

Pinterest, 2021. 900+ Graphic Design ideas in 2021 | graphic design, design, graphic design inspiration [online]. Pinterest. Available from: https://www.pinterest.co.uk/lflemingo/graphic-design/hc-luxury/ [Accessed 25 Dec 2021].

Reddit, 2021. [online]. Reddit.com. Available from: https://www.reddit.com/r/mildlyinteresting/comments/948xyy/lush_cosmetics_has_a_sticker_with_the_picture_and/ [Accessed 25 Dec 2021].

