



Share
Discovery Village

Production Log
Erin Greer

CONTENTS

| | | |
|----------|------------------------------------|----------------|
| 1 | Forming The Team | 6 - 7 |
| | Initial Thoughts With SDV | 8 - 9 |
| | First Meeting | 10 - 13 |
| | Research & Benchmarking | 14 - 21 |
| 2 | Community Partner Brief | 22 - 32 |
| | Initial Design Ideas | 33 - 53 |
| | Experimentation | 54 - 59 |
| | The Pitch | 60 - 64 |
| 3 | Final Pitch | 65- 71 |
| | Project Management | 72- 81 |
| | Reflections | 82- 83 |

INTRODUCTION

This production log chronologically documents the work created for Community Learning through Engagement as part of the requirements for the MED526 module's marking criteria. Logging the process towards our final outcome started as typed notes from class, providing us with all the tools that we needed for the project. Written notes were taken throughout the process too, this was easier for us during meetings, allowing us to sketch ideas and quickly note ideas to capture everything our Community Partner wanted. This production log was created after the submission of all the content created for our Community Partner in week 12 (notes were made for it throughout the full process). The contents of the project, as well as this production log are uploaded to Project Social in week 13.

The work I have presented within this document was created with the needs and requirements of my Community Partner, this module really pushed my creative abilities after being in lockdown for most of the year prior to this and creating content that was out of my usual 'comfort zone', I found the challenge exciting. Luckily, during the whole process my group all bounced ideas off each other and although each idea was our own, we took constructive criticism for one another to adjust our own creative content.

There are screen shots from Basecamp (mostly informal chats between the group and feedback from Adrian and Claire), Emails (formal and mainly to contact our Community Partner as well as Claire and Adrian) and Snapchat (informal chat between the group).

Please note that all work within this document is my own unless I have stated otherwise. The rest of the group all played vital roles top the success and content of the project, but this production log will focus on how I contributed and the content that I have created.

INTERACTIVITY FOR SOCIAL ENTERPRISE

Module:

This module is about putting the skills that have been developed so far back into the society from which you've come from. This is important, not only for your own development of the agencies that will benefit, but for the wider university.

This module offers the opportunity to develop critically informed creative group projects under guidance. The module also offers the opportunity to work with a community partner, using combined skills in order to enhance the community partners presence in the public.

Aims:

This module provides the opportunity to work as a team whilst drawing knowledge and skills together that have been developed in previous modules. Work alongside the community partner and learn how to apply interactive media ideas and concepts to advance their brand, as well as develop a sustained interactive production as part of a live brief.

Outcome:

Create an Instagram Campaign using existing professionally commissioned photography that has been provided by Share Discovery Village. Create new graphics that capture and showcase the wide range of adventure activities and the facilities that are available. Develop a campaign that will launch in the Spring of 2022 to raise the profile of the unforgettable experiences and memories to be had at Share Discovery Village. Refresh and update the brand for the Instagram campaign. Produce high quality work that demonstrates the effective manipulation of image components, contribute to quality and productivity of the production process and contribute to good working relationships.

Skills:

Adobe Illustrator, Adobe Photoshop, Social Media Content, Social Media Presence, Social Media Promotion, Branding and Visual Identity, Graphic Design, Brand Guidelines.



FORMING THE TEAM

This production log chronologically documents the work created for Community Learning through Engagement as part of the requirements for the MED526 module's marking criteria. Logging the process towards our final outcome started as typed notes from class, providing us with all the tools that we needed for the project. Written notes were taken throughout the process too, this was easier for us during meetings, allowing us to sketch ideas and quickly note ideas to capture everything our Community Partner wanted. This production log was created after the submission of all the content created for our Community Partner in week 12 (notes were made for it throughout the full process). The contents of the project, as well as this production log are uploaded to Project Social in week 13.



GRAPHIC DESIGNER | SOCIAL MEDIA GRAPHICS DESIGNER AND CO-MANAGER

Lauren has great designing skills and a unique style; I love Lauren's work as it clean and effective whilst adding significance to a brand. During the project Lauren, Lauren was the main graphic designer, creating icons for each individual image category as well as Instagram highlight icons. Lauren also assisted me in creating captions post, also making stories for Share's Instagram.

PHOTO EDITOR | SOCIAL MEDIA CONTENT CREATOR AND MANAGER

My role during the project was the main photo editor and prepared 90 images for the Instagram campaign as well as 500+ Images for Share to continue this new content style. All images received two treatments in Photoshop actions. I also created post captions and hashtags to help promote Share to a younger audience.



ILLUSTRATOR AND GRAPHIC DESIGN | BRAND AND VISUAL IDENTITY

Caragh has beautifully effective design and a great creative eye; she somehow manages to create simple design that's got all the right details - a design wizard. During this project, Caragh gave Share's logo a refresh as well as creating a new colour pallet. Caragh also helped to create some Instagram captions as well as established social media creators that Share could work with and tag in their posts to help promote their brand.

“

Unity is strength...
when there is
teamwork and
collaboration,
wonderful things
can be achieved

- MATTIE STEPANEK

”

INITIAL THOUGHTS WITH SHARE

After being presented with all the different Community Partner project, Lauren, Caragh and I all agreed that we would love the opportunity to create work for Share Discovery Village. We loved their values and how they offered everyone, no matter their physical abilities, the opportunity to experience such an amazing and fun place. After we pitched to Adrian why we felt were the perfect team to work with Share, we were delighted to hear that we were selected for them.

I was passionate to work with Share, their brand hit home for me and I 100% understood the importance of what they had to offer for families that had someone with a disability and enabling them to 'share' the same experiences as those without. Although at first glance we all loved who Share were, we did not know a lot about them, and this is where the research started.



It was important to research Share as this would give our group an understanding of what they needed help with, where they were going wrong and how this could be improved as well as providing the opportunity for us to prepare questions to ask Share that were tailored to them. Some initial thoughts;

- We all agreed that the website was beautifully design and looked professional, probably the only changes were going to be any brand refreshes.
- Both Caragh and I commented on how 'wordy' their Instagram captions were and how this may be off-putting to their audience
- The Instagram overall was cluttered and messy with no clear organisation or aesthetic as to what they were posting. We all believed that the brand would really benefit from a structured and aesthetically pleasing Instagram page to attract their audience.
- It was also stated by the group that Share would benefit from a brand refresh to bring them up to date and be more visually appealing.



BEFORE THE MEETING...

We knew that the initial brief and what Share wanted/needed could change after meeting with the client and we were happy to embrace this!

We had prepared a range of questions to ask Share prior to our first meeting, we wanted to make sure that we had all the information we needed to get to work right away and meet the expectations of the Community Partner.

Share Discovery Village

Project Specification:

Share Discovery Village located just outside Lisnaskea in Co. Fermanagh offers an endless array of possibilities and adventures. Their 60-acre site sits on the shores of Upper Lough Erne has a fully accessible residential activity centre offering everyone the opportunity to have unforgettable experiences and create memories for children, families, groups, clubs and more. Activities are also accessible to people with disabilities. The Village recently invested in a range of new water sports activities including a water park, paddle boarding and spineria. Create an Instagram campaign using existing professional photography and create new graphics to capture and showcase the wide range adventure activities and the facilities available. The campaign will be launched in the Spring of 2022 to raise the profile of the adventures to be had at Share Discovery Village.

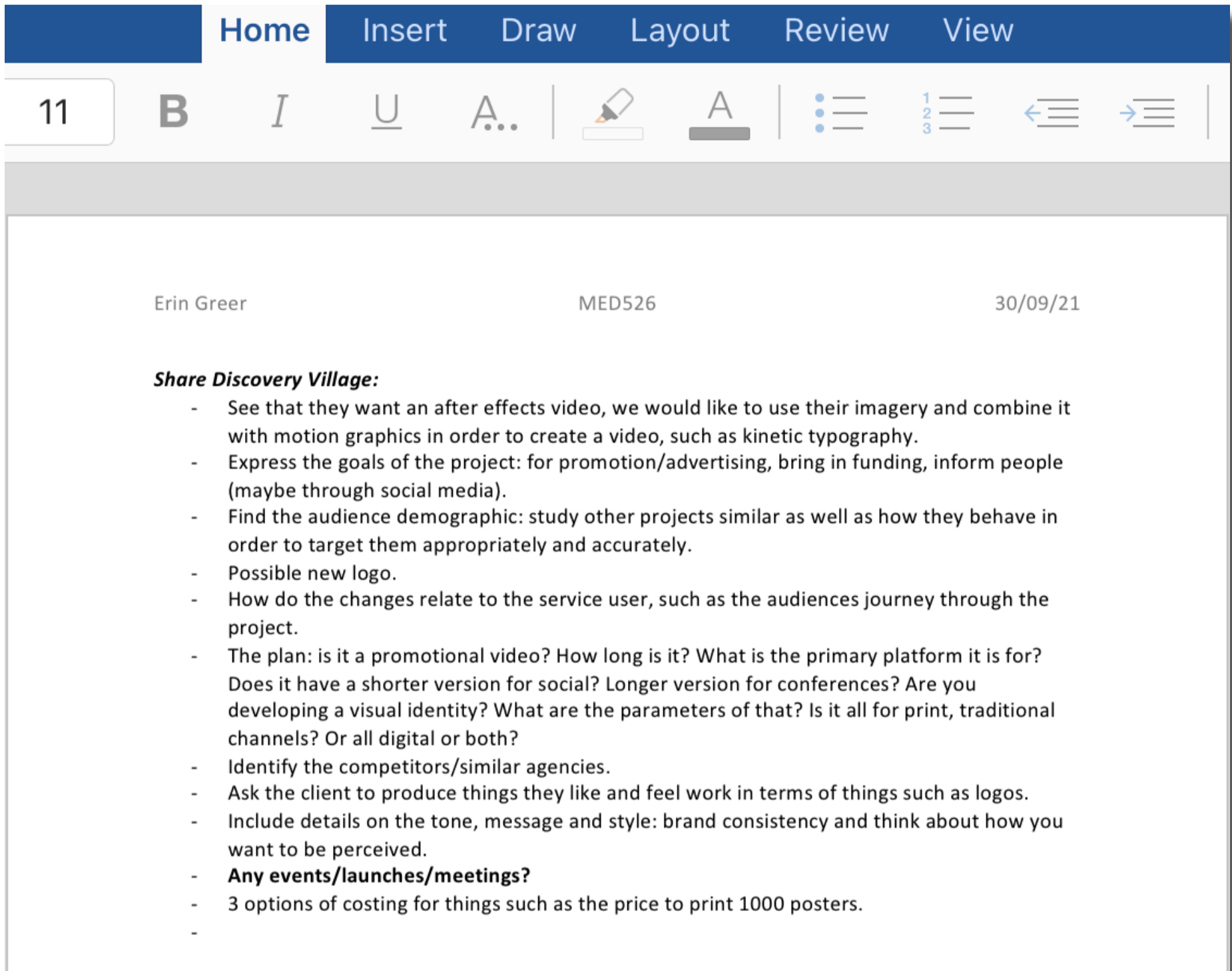
<https://www.sharevillage.org/>

PROJECT
SOCIAL



Skills Required:

After Effects/
Photoshop/
Illustrator/
Social Media skills

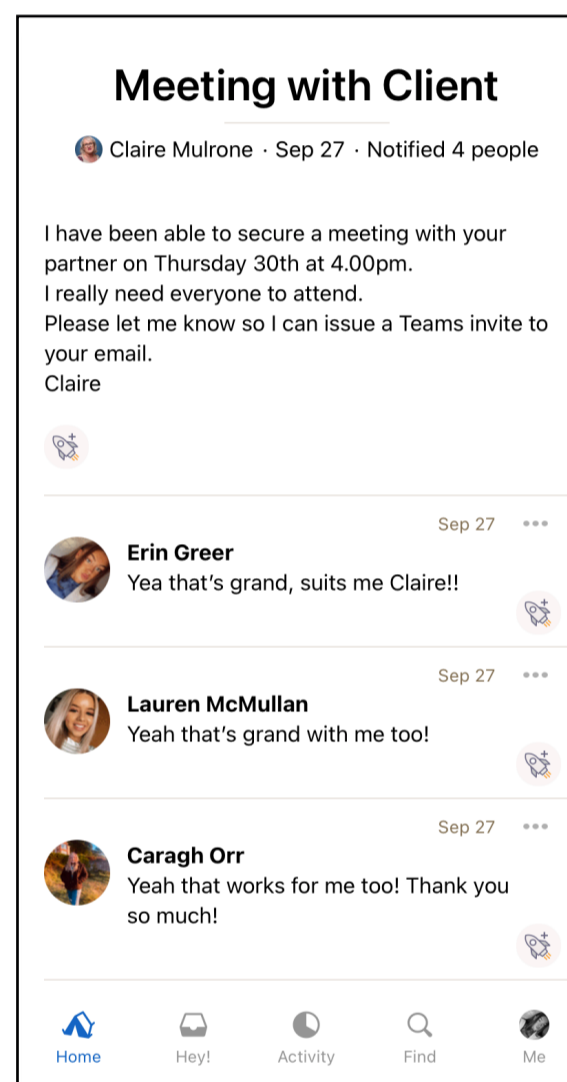


Questions that we prepared before our first meeting with Share Discovery Village

AFTER THE MEETING...

On the 30th September we had a first TEAMS meeting with our Community Partners, here we met Daragh and Claire from Share.

Confirming our meeting with Claire and Share



Who are Share Discovery Village?

Share Discovery Village is a 60 acre site that sits on the shores of tranquil Upper Lough Erne – part of the largest inland waterway in Europe.

What are your aims?

- A new Instagram campaign for Spring 2022.
- Reach a wider audience.
- Target a new audience - groups of families, friends, southern trade (age range of 8- 25).
- Showcase their disability access.
- Make people feel safe (with COVID)

Are you looking for a full brand refresh?

After putting forward the idea of a brand refresh for Share Discovery Village, Daragh and Claire understood that this would help Share and were “keen to look at new branding that aligned with the current brand” – when it came to the logo design and name, they didn’t want to stray far away from what they already had, but they did want us to update it. In terms of the new Instagram identity Share gave us free rein – creating hashtags and those all-important shorter captions!

We were all nervous and excited to get working with Share, during our first meeting Daragh and Claire were happy to answer all questions, we hoped to represent ourselves and the university as professional and accommodating to our Community Partner – and of course be friendly!

Daragh and Claire were friendly and quite happy for us to take the lead when it came to giving them a brand refresh and giving them a completely new social media identity to attract this younger audience they wanted to welcome to Share Discovery Village.

We left the meeting feeling enthusiastic to get started and happy we left a good impression with Daragh and Claire – Share was in good hands!

“

**Focusing on the Customer
makes a Company more
Resilient**

- JEFF BEZOS

”

RESEARCH & BENCHMARKING

After the meet with Daragh and Claire, our group had a discussing about where we should go from here. We conducted research into other organisations that were similar to Share Discovery Village so we could get a clear indication of what was expected within these types of brands and what help to make them successful. This would then help us decide what was important to include in Share's brand to help them reach their new target audience.

Share wanted an Instagram campaign and some of the key successful factors that I had established through my research was a colour pallet, bold typeface in their logo, organised highlights, short captions, and higher quality images.

We decided to study six similar organisations altogether, Lauren, Caragh and I all took 2 organisation each. The purpose of this was to show Share that we understood their organisation and to access that our deliverables were appropriate.

Our Six Similar Organisations:

1. Let's Go Hydro
2. Avon Tyrrell
3. Limitless Adventure Centre
4. Todd's Leap
5. Tollymore Activity Centre
6. Strangford Lough Adventure Centre

The next page shows our benchmarking of the Instagram social media pages for the six similar organisations, as Share mainly wanted to focus on their Instagram.

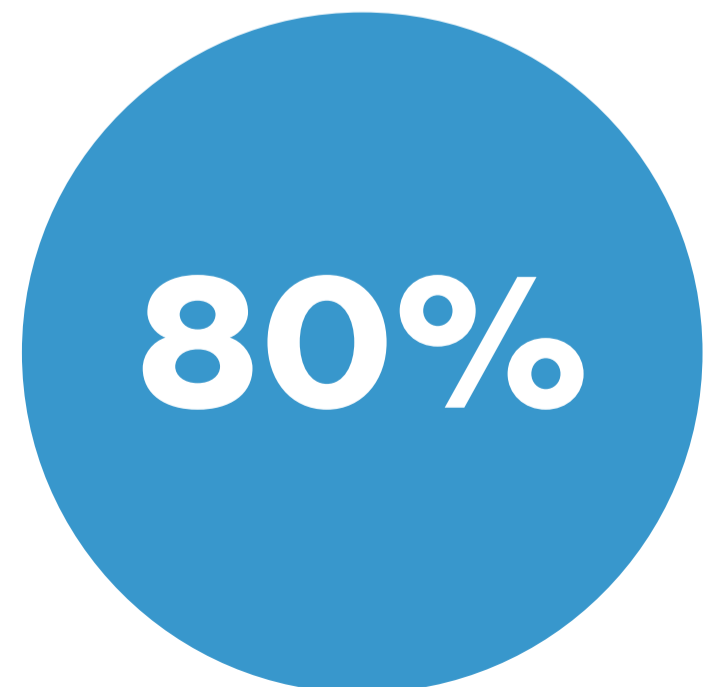


| CATEGORY | FEATURE | |
|-------------------|------------------------------|--|
| First Impressions | Aesthetic | Use of both 'landscape' and 'experiences' to represent location and the experiences offered. |
| | Identifiable Target Audience | Through experience photos and captions on their feed |
| | Identifiable Chief Aim | Bio |
| The Look & Feel | Image Quality | High HD quality |
| | Video Content | Promotional videos on feed and highlights |
| | Colour Palette | Greens, browns and earthy tones |
| | Highlights | Colourful background and professional graphics and content |
| | IGTV | None |
| | Reels | None |
| Content | Explanation of Service | Bio and captions |
| | Likes | 50 - 500 |
| | Followers | 20k |
| | Evidence of Updated Content | Daily/Weekly |

BEST PRACTICE!!!

OVERALL OPINION

Let's Go Hydro's Instagram page is very clean, clear and professional. All the images featured on their posts are of high quality and showcases all they have to offer effectively. Their highlights are clear and it is easy to find information about their organisation.



CATEGORY

FEATURE



AVON
TYRRELL

First Impressions

Aesthetic

Use of both graphic designs and images of activities

Identifiable Target Audience

In their posts

Identifiable Chief Aim

In their posts

The Look & Feel

Image Quality

High HD quality

Video Content

IGTV

Colour Palette

Red, pink, orange, blue and purple

Highlights

Colourful graphics

IGTV

2 minute video on a hard hitting and personal story

Reels

Activities they offer and their team

Content

Explanation of Service

Bio

Likes

5 - 23

Followers

886

Evidence of Updated Content

Twice a week

OVERALL OPINION

Avon Tyrrell's Instagram page is colourful. Their images are all professional and of good quality but there is a lack of a consistent aesthetic throughout their posts. They do have really nice highlight icon graphics which show all their facilities.

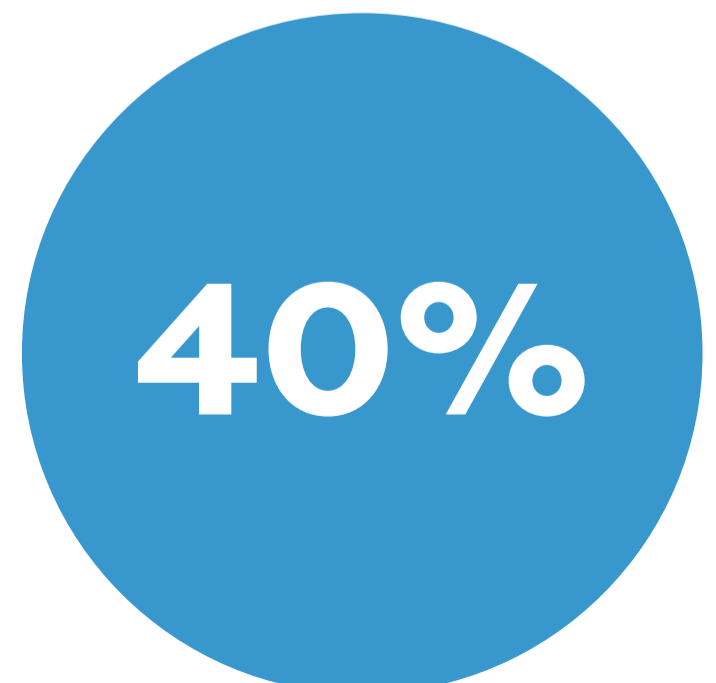
60%



| CATEGORY | FEATURE | |
|-----------------------------|------------------------------|--|
| First Impressions | Aesthetic | Use 'Experience' images to represent activities, showcase facilities and upcoming events |
| | Identifiable Target Audience | Through 'Experience' images |
| | Identifiable Chief Aim | Hashtags under posts |
| The Look & Feel | Image Quality | HD quality and phone |
| | Video Content | Feed and IGTV |
| | Colour Palette | Green/blue earthy tones as well as seasonal |
| | Highlights | Activity images |
| | IGTV | Promotional videos |
| | Reels | None |
| | Content | Explanation of Service |
| Likes | | 20 - 250 |
| Followers | | 1,246 |
| Evidence of Updated Content | | Weekly |

OVERALL OPINION

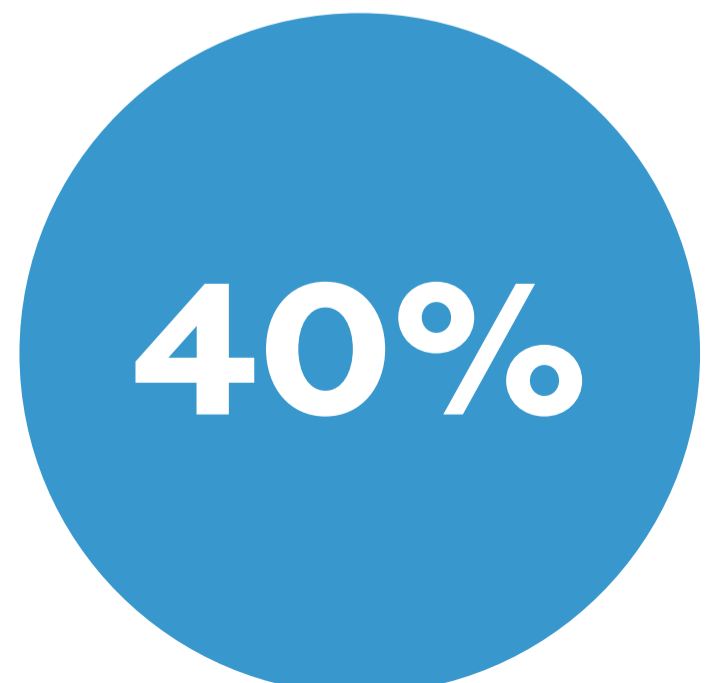
Limitless Adventure Centre's Instagram page is very cluttered, their images on their posts have no clear aesthetic. Although they have a few professional images, their posts largely consist of phone taken images, which do not look great. They do have their activities shown in their highlights.



| CATEGORY | FEATURE | |
|-----------------------------|------------------------------|--|
| First Impressions | Aesthetic | Use 'Experience' images to represent activities and poster campaigns |
| | Identifiable Target Audience | Through 'Experience' images |
| | Identifiable Chief Aim | Bio |
| The Look & Feel | Image Quality | HD quality and phone |
| | Video Content | Feed and IGTV |
| | Colour Palette | Red/orange/black |
| | Highlights | Colourful icons |
| | IGTV | Promotional videos |
| | Reels | None |
| | Content | Explanation of Service |
| Likes | | 15 - 150 |
| Followers | | 2,841 |
| Evidence of Updated Content | | Weekly |

OVERALL OPINION

Todds Leap's Instagram page has a mixture of professional images and phone taken images, this lack of consistency makes the feed appear cluttered. They do have really visually appealing highlight icons that showcase all their facilities, this is the best thing about their Instagram page.



| CATEGORY | FEATURE | |
|-------------------|------------------------------|--|
| First Impressions | Aesthetic | Use of both 'landscape' and 'activity' images represent what they offer and their location |
| | Identifiable Target Audience | Bio |
| | Identifiable Chief Aim | In the caption of their first post |
| The Look & Feel | Image Quality | High HD quality |
| | Video Content | IGTV and posts |
| | Colour Palette | Green and blue with earthy tones |
| | Highlights | Green and blue with earthy tones Some team members and images of activities |
| | IGTV | Trends, hashtags and movements |
| | Reels | None |
| Content | Explanation of Service | In the captions of their posts |
| | Likes | 14 - 138 |
| | Followers | 1,884 |
| | Evidence of Updated Content | 2 -3 posts per month |

OVERALL OPINION

Tollymore Outdoor Centre's Instagram page features high quality images that looks visually appealing. They do however lack in their highlights.





| CATEGORY | FEATURE | |
|-------------------|------------------------------|--|
| First Impressions | Aesthetic | Use 'experience' images to represent activities. Also, upcoming events |
| | Identifiable Target Audience | Through experience photos |
| | Identifiable Chief Aim | Bio |
| The Look & Feel | Image Quality | Phone and some HD |
| | Video Content | Reels and phone quality – swipe across |
| | Colour Palette | Blues, reds – water and earthy tones |
| | Highlights | Reshares of their posts on their feed |
| | IGTV | Experience videos and competitions |
| | Reels | None |
| Content | Explanation of Service | Bio |
| | Likes | 10 – 100 |
| | Followers | 2,506 |
| | Evidence of Updated Content | Daily/Weekly |

OVERALL OPINION

Strangford Lough Activity Centre's Instagram page is has a mixture of professional and phone taken images, although majority of the phone taken images are good quality. They have a few instagram highlights but they are not very visually appealing.



COMMUNITY PARTNER BRIEF

By using the research best practice from the benchmarking, we then started to create our first draft of the brief, after a few small adjustments this is finalised and confirmed by Adrian and Claire. The reasoning for creating the brief was to show Share that we understood their organisation and to make sure that our deliverables were appropriate. I spoke with the girls in class and assigned roles for all of us that they agreed with in class that they were happy to do.

In the brief, I oversaw the following:

- Target Audience
- Tone, Style and Message
- The Deliverables



10/10 completed

Brief

Who is doing what for the brief

Add a to-do

- ✓ Style the brief - PDF Caragh O.
- ✓ Budget Caragh O.
- ✓ Meet The Team Caragh O.
- ✓ Similar Organisations Caragh O.
- ✓ Tone, Message and Style Erin G.
- ✓ The Deliverables Erin G.
- ✓ The Project Lauren M.
- ✓ Community Partner Lauren M.
- ✓ Time Frame Lauren M.
- ✓ Target Audience Erin G.

Target Audience

The target audience for this new Instagram Campaign for Share Discovery Village are largely community or sports groups who want to stay for residential adventures or groups of friends and families, therefore both male and females that are within the audience age demographic of 8 – 25 years old. The target audience psychographic are explorers, those who seek discovery and value difference and adventure. Share Discovery Village have a large variety of activities, appealing to all those who are looking for a taste of adventure and to experience something new.

A core value that Share Discovery Village brand, is that they want those of all abilities to attend their residential activity centre and share the same experience as those who are not physically challenged. During our meeting with Share Discovery Village, there was discussion about targeting new audiences, targeting the Village's boarder location beside Cavan, Monaghan, Leitrim and Donegal to attract visitors from the Republic of Ireland. SDV explained that their Instagram social media page was not as strong or successful as their Facebook page and from 'Instagram Insight' we found that 75% of their audience viewing their Instagram were women in the audience age demographic of 35 – 44 year olds. As a creative team we're exploring ways in which we can harness Instagram to access new primary target audience of groups of friends and families and the disabled creating bespoke content, building a coherent brand across all SDV social media pages, and showcasing their amazing and unique water park facilities which are uniquely available to those living with a disability.

Emerging out of a global pandemic, Northern Irish attractions are finding more trade from local people due to the lack of travel as people still being wary about travelling internationally. People still want that well deserved break away after being locked in for such a long period of time, so Staycations are on the rise. This provide a prime opportunity for SDV to expand its market reach to provide an accessible and local opportunity to reconnect with the nature and spend time outdoors with family and friends.

“

There is Only One Winning Strategy. It is to Carefully Define the Target Market and Direct a Superior Offering to that Target Market

- PHILIP KETLER

”

Tone, Style and Message

The overall message of this project is to promote the facilities that Share Discovery Village has to offer, showcasing their activities whilst targeting a new and expanded audience through revamped social media, specifically Instagram. The tone and style of this new Instagram presence will appear as professional combined with creative, fun elements captured through high quality photography and video footage.

Share Discovery Village Instagram will have a fun and adventurous theme whilst maintaining this sense of professionalism that is so important to consistently meet the expectations of the media consumed by their target audience. We plan to create an overall tone that will reinforce Share Discovery Village's key message but will also bring something different and unique that will stand out from other similar organisations.

“

Define what your Brand Stands for, its core values and tone of voice, and then communicate consistently in those terms

-SIMONMAINWARING

”

The Deliverables

1. Instagram campaign with rollout plan
2. New social media graphics
3. Social Media showcase activities and facilities
4. Refresh Brand
5. Hashtags
6. Instagram giveaways
7. Future marketing and promotional materials, e.g. event advertisements, expanding to TikTok
8. Identifying influencers and partners to connect the campaign with.

The Brief



Content

Community Partner

The Project

Target Audience

The Deliverables

Tone, Message and Style

Similar Organisations

Budget

Time Frame

Meet The Team



Share Discovery Village

Share Discovery Village (SDV) is the largest residential activity centre on the shores of Upper Lough Erne outside Lisnaskea, Northern Ireland. It is a fully accessible holiday village where individuals can create unforgettable memories through a range of different activities, including a range of arts, land, and water activities. Not only do Share Discovery Village offer a wide variety of activities for children, families, groups, and clubs but they also are fully accessible for those with disabilities.

Share Discovery Village have recently invested in a range of water sport activities, including a water park, paddle boarding and spineria. They want these activities to be featured as a campaign across their social media platforms and in particular their Instagram. Through speaking directly to Share Discovery Village, as a team, we discovered they want the business to highlight that they are COVID secure and open for business providing

The Project

The aim of this project is to create an Instagram Campaign using existing professionally commissioned photography that has been provided to us from Share Discovery Village. we will also create new graphics that capture and showcase the wide range of adventure activities and the facilities that are available. As a team, we will create a campaign that will launch in the Spring of 2022 to raise the profile of the unforgettable experiences and memories to be had at Share Discovery Village. With Covid restrictions lifting, Share Discovery Village want to increase their capacity and target audience to include a wider range of people, using a targeted Instagram campaign. Share Discovery Village have asked us to explore the use of TikTok and how we could embrace its use through the Instagram campaign. During our online meeting with Share Discovery Village they identified that they are happy to use their current branding and happy to allow use to refresh and update it for the Instagram campaign we will create.



Target Audience:

The target audience for this new Instagram Campaign for Share Discovery Village are largely community or youth groups who want to stay for residential adventures or groups of friends and families and family staycation, therefore both male and females that are within the audience age demographic of 8 - 25 years old. The target audience psychographic are explorers, those who seek discovery and value difference and adventure. Share Discovery Village have a large variety of activities, appealing to all those who are looking for a taste of adventure and to experience something new. A core value that Share Discovery Village brand, is that they want those of all abilities to attend their residential activity centre and share the same experience as those who are not physically challenged. During our meeting with Share Discovery Village, there was discussion about targeting new audiences, targeting the Village's boarder location beside Cavan, Monaghan, Leitrim and Donegal to attract visitors from the Republic of Ireland. SDV explained that their Instagram social media page was not as strong or successful as their Facebook page and from 'Instagram Insight' we found that 75% of their audience viewing their Instagram were women in the audience age demographic of 35 - 44 year olds. As a creative team we're exploring ways in which we can harness Instagram to access new primary target audience of groups of friends and families and the disabled creating bespoke content, building a coherent brand across all SDV social media pages, and showcasing their amazing and unique water park facilities which are **uniquely available to those living with a disability.**

Emerging out of a global pandemic, Northern Irish attractions are finding more trade from local people due to the lack of travel as people still being wary about travelling internationally. People still want that well deserved break away after being locked in for such a long period of time, so Staycations are on the rise. This provide a prime opportunity for SDV to expand its market reach to provide an accessible and local opportunity to reconnect with the nature and spend time outdoors with family and friends.



The Deliverables:

1. Instagram campaign with rollout plan
2. New social media graphics
3. Social Media showcase activities and facilities
4. Refresh Brand
5. Hashtags
6. Instagram giveaways
7. Future marketing and promotional materials, e.g. event advertisements, expanding to TikTok
8. Identifying influencers and partners to connect the campaign with.

Tone, Message and Style:

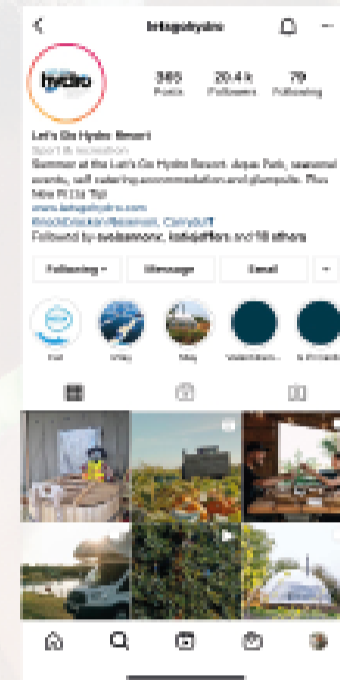
The overall message of this project is to promote the facilities that Share Discovery Village has to offer, showcasing their activities whilst targeting a new and expanded audience through revamped social media, specifically Instagram. The tone and style of this new Instagram presence will appear as professional combined with creative, fun elements captured through high quality photography and video footage. Share Discovery Village Instagram will have a fun and adventurous theme whilst maintaining this sense of professionalism that is so important to consistently meet the expectations of the media consumed by their target audience. We plan to create an overall tone that will reinforce Share Discovery Village's key message but will also bring something different and unique that will stand out from other similar organisations.



Similar organisations

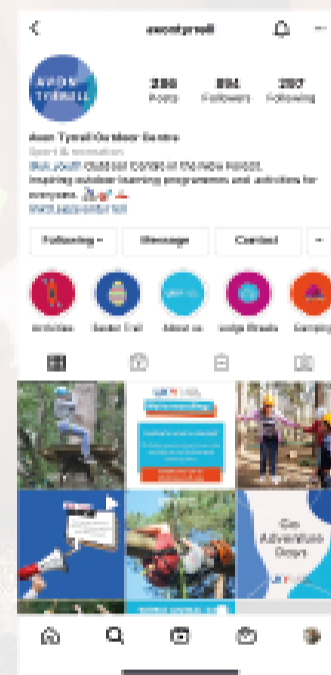
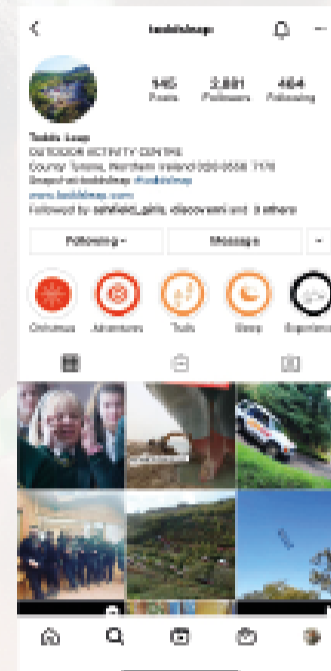
During the development stage of our project, we carried out a benchmarking looking at similar organisations to Share Discovery Village. We researched the social media profiles of similar organisations located in Northern Ireland and Nationally. In doing so we were able to place ourselves in the perspective of the users to see what works well and what doesn't. This will help us ensure we choose the best possible direction for Share Discovery Village.

We found that Let's Go Hydro (https://www.instagram.com/letsgohydro/?utm_medium) had a very contemporary and professional aesthetic and overall look. Let's Go Hydro is a Northern Irish waterpark based in Carryduff. Their Instagram page has given us inspiration on the direction in which we can develop Share Village's Instagram. Hydro has a very polished and professional overall style and look to their Instagram page, through the use of professional photos, with high quality work that creates the overall polished look. The overall colour palette used for their posts reinforces the outdoor aspect of their organisation, with the iconic blue colours that they are known for in their branding. We have chosen Let's Go Hydro as our best practice social media page.



We found that Todds Leap (<https://www.instagram.com/toddsleap/?hl=en>) another Northern Irish based adventure centre uses a more realism style to their Instagram, a grounded and very Northern Irish tone. Todds Leap also uses a colour palette that sticks on brand. The use of the colours and graphics used in the highlight section is a great way of keeping the page professional, easy to navigate and fun. By organising the highlight section this makes it easier for user to navigate their way to find out certain information that they are looking for. We plan to use inspiration from their page such as the use of graphics in the highlights. For the overall tone of the page, it is a lot more relaxed, with some of their posts being jokes and funny photographs from staff or customers.

We found that Avon Tyrrell Outdoor Centre (<https://www.instagram.com/avontyrrell/?hl=en>) an organisation based in England, has a contemporary Instagram page that is modern and visually aesthetic to look at. Through the use of colourful and fun graphics that stand out in-between the use of user experience photography. The highlights on their Instagram page stands out first, through the use of graphic icons it makes it easy to navigate to any section that the user is specifically looking for. They have a consistent colour palette, style, and layout which they use

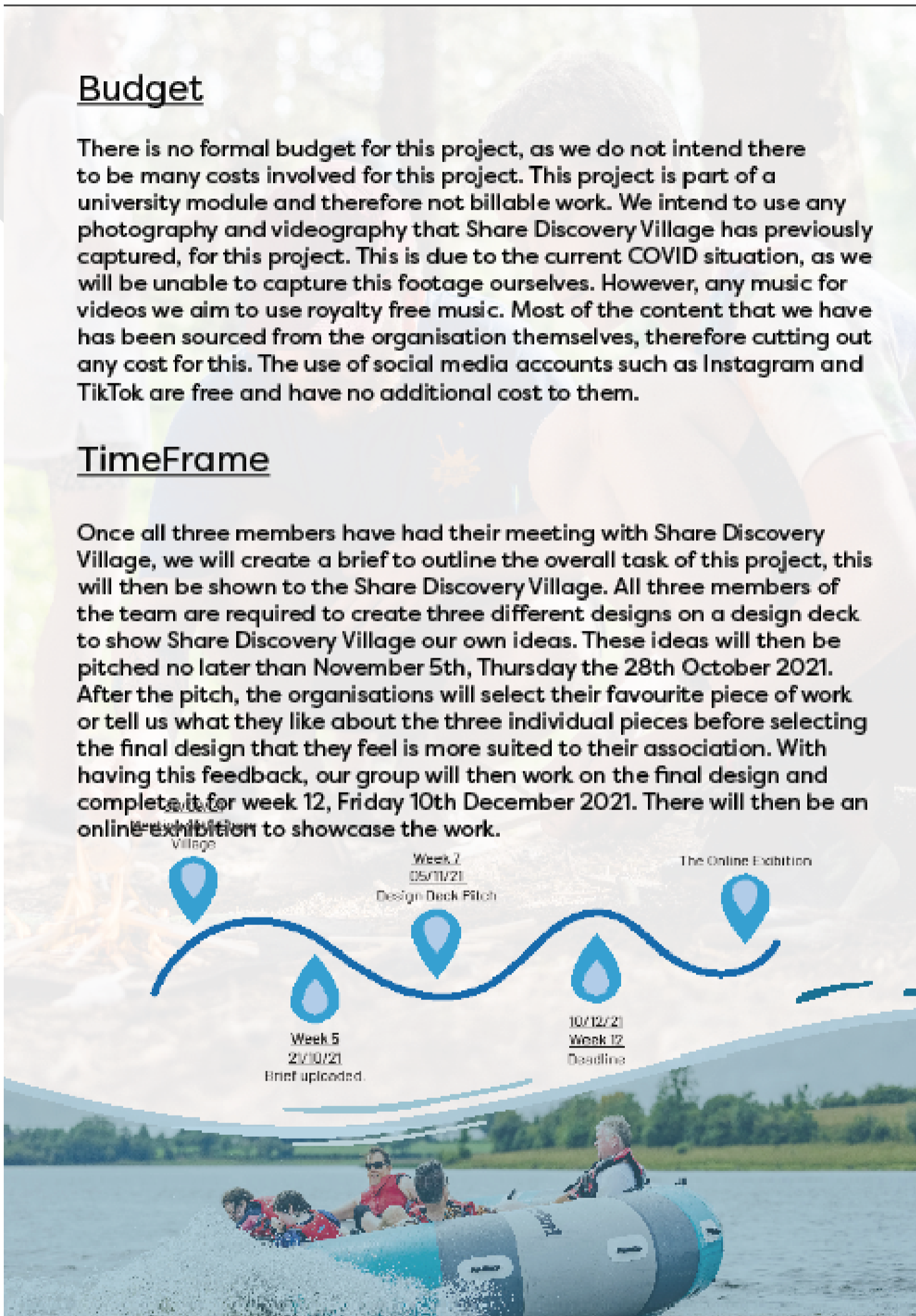
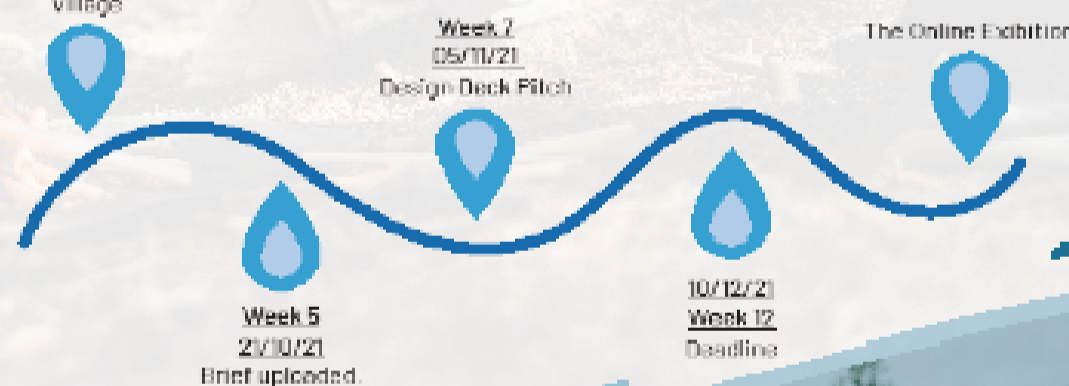


Budget

There is no formal budget for this project, as we do not intend there to be many costs involved for this project. This project is part of a university module and therefore not billable work. We intend to use any photography and videography that Share Discovery Village has previously captured, for this project. This is due to the current COVID situation, as we will be unable to capture this footage ourselves. However, any music for videos we aim to use royalty free music. Most of the content that we have has been sourced from the organisation themselves, therefore cutting out any cost for this. The use of social media accounts such as Instagram and TikTok are free and have no additional cost to them.

TimeFrame

Once all three members have had their meeting with Share Discovery Village, we will create a brief to outline the overall task of this project, this will then be shown to the Share Discovery Village. All three members of the team are required to create three different designs on a design deck to show Share Discovery Village our own ideas. These ideas will then be pitched no later than November 5th, Thursday the 28th October 2021. After the pitch, the organisations will select their favourite piece of work or tell us what they like about the three individual pieces before selecting the final design that they feel is more suited to their association. With having this feedback, our group will then work on the final design and complete it for week 12, Friday 10th December 2021. There will then be an online exhibition to showcase the work.



Meet the Team

The team consists of Caragh Orr, Erin Greer and Lauren McMullan. Each of us have different roles throughout this project as we each have unique skills and experience that we have developed over the past few years in our course, Interactive Media. We also have a range of skills that we learnt outside our course that has abled us to bring our own unique perspective and skillset to this project.

Erin's strengths include Graphic Design, Illustrator and After Effects.

Lauren's strengths are Illustrator, Social Media and Content Creating.

Caragh's strengths include Illustrator, Content Creation and Brand Growth.



Lauren McMullan



Erin Greer



Caragh Orr

We will be supervised by Claire Mulrone, Project Manager and Adrian Hickey, Creative Director.



After The Brief...

With the brief being agreed by Adrian and Claire and now sent off to Daragh and Claire at Share on Thursday 21st October (yes we have two Claires!) – we now awaited for that all important feedback, which we didn't receive until 28th October with a friendly push from our Claire.

We felt that we had achieved what Share Discovery Village had wanted in our brief and that they were happy with where the project was going to go. This response then enabled us to move onto the next stage...

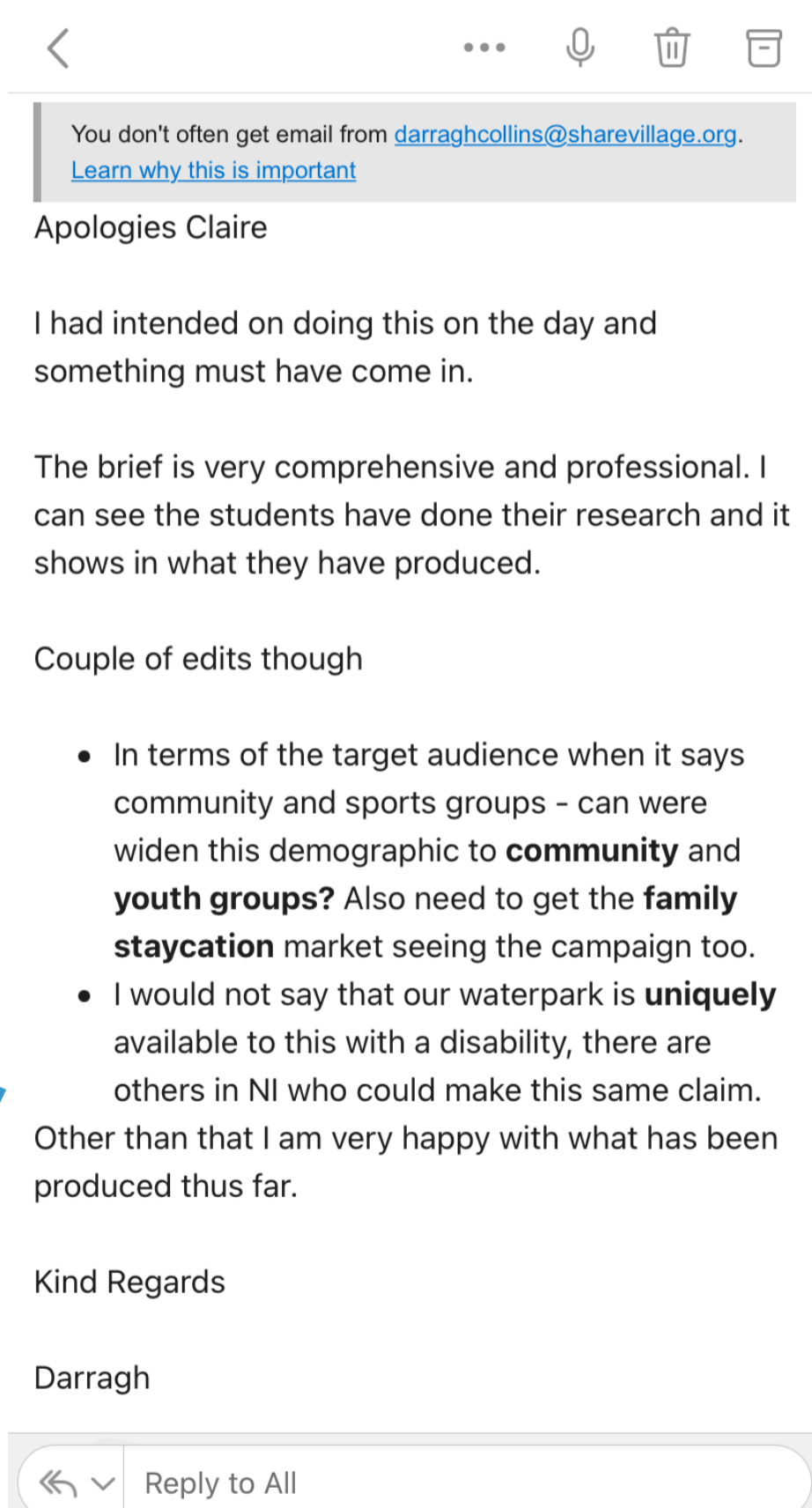
“

The brief is very comprehensive and professional. I can see the students have done their research and it shows in what they have produced

- DARRAGH COLLINS

”

We did make these changes that Daragh asked for in the Brief



INITIAL DESIGN IDEAS

I reviewed Share's colour palette which we had initially not got the full extent of. We saw that they had three main colours to represent different facilities that they offered, red for the arts, blue for water activities and green for land activities. While at first this was okay, we soon realised that they had an individual shade of that colour for every facility/activity that fell into that category. I proposed to the group that this was a lot for Share to manage and that we should create one colour for each category that represents all the facilities/activities in it before we started our individual ideas – this was agreed by the girls and Adrian!

I also decided to add another category for their accommodation as I felt that it was not getting enough recognition and felt that by promoting accommodation that this was a good way to attract the new target audience (this was done in my final pitch). The Girls and I then split to work on our individual ideas that we were going to pitch to Daragh and Claire from Share.

Individual Pitch...

The Share wanting their brand to be refreshed but not stray away totally from what they had regarding the logo, this made us a bit limited to what we could change about it – so time to get creative!





Share Discovery Village had their iconic splash as their logo, I felt that this was a core part of the brand and I didn't want to change this so I decided that a slight adjustment by refining their current logo at the time, removing some of the stray away droplets from the splash could be an effective way of refreshing the brand and staying close to home. Another initial thought I had about the logo was changing the typography and fixing the kerning of the lettering between the 'a' and 'r' which were too close together.

Ironically none of these initial ideas made it to my final pitch, the process and growth of the concept can clearly be seen through where I started and where I ended. I took all criticism constructively and in the end, I achieved a design I was proud of and reflected Share well.

With previous theory from Fundamentals of Digital Design and previous experience with clients outside of the course, I created these designs in Adobe Illustrator and Photoshop - Enjoy!



CONCEPT ONE

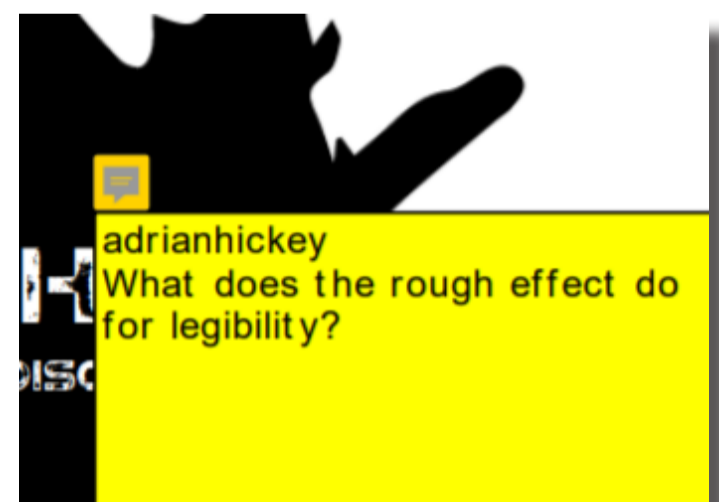
This design is the most vibrant out of the three initial designs. I wanted it to have a fun look and appeal to the young audience that Share want to welcome.



My Comments When It Was First Made:

The new typeface has equal kerning between the lettering. This is a strong typeface with a rough effect, this makes it fitting to the company, suggesting action. The capitalised lettering alongside the aesthetic of the typeface is fitting to the genre of the company. The typeface also accompanies the splash behind well. Typeface name: Good Times Bad Times

Adrian's Feedback:



My Comments After Feedback:

The typography for this was 'Good Times Bad Times' from Adobe Fonts. I picked this font as it was a rough font typically used for places of adventure. Although I wanted to express the adventurous side of Share, through feedback from Adrian, he suggested that the rough typeface may not be the best for the liability of the Share brand. This did put me back to square one with typography as my second concept had some variation of a rough typeface also. After Adrian's comment, I sat back and evaluated my design, he was completely right! I was caught in this adventurous mindset and put it before the family friendly aesthetic that Share wanted. We learn and move forward from making mistakes and I was glad to have the opportunity to alter the typography for my final pitch.

Similar Brands



My Comments When It Was First Made:

These are some examples of similar companies across the UK that are within the same genre of trade as Share Discover Village. These companies all use a 'rough' typeface.



Adrian's Feedback:



#F7A83E

This bright orange is the perfect shade to connote fun, action and adventure. It is also represents excitement and often used in advertising of family days out activities.

#9BC439

This light green shade is perfect to represent the outdoors as well as land. This shade is aesthetically pleasing and compliments the other two shades. This green provides earthy tones whilst still being bright.

#62BCEB

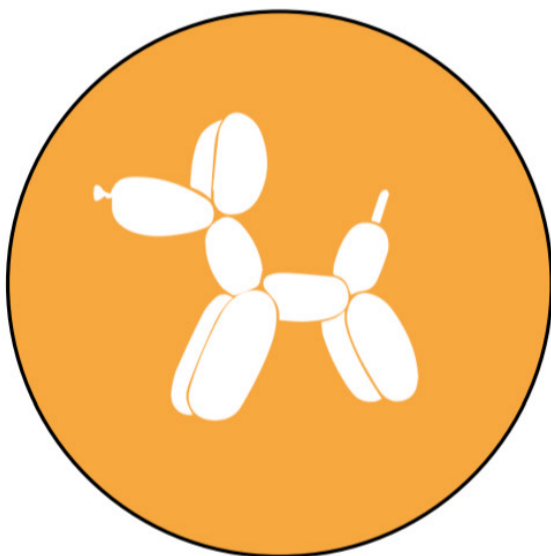
This bright light blue is very eye catching and often used by brands to connote trust. This shade of blue is great to represent the water activities as well as attracting a younger audience's attention.

Colour Palette

New Logos



Icons



Balloon Modeling

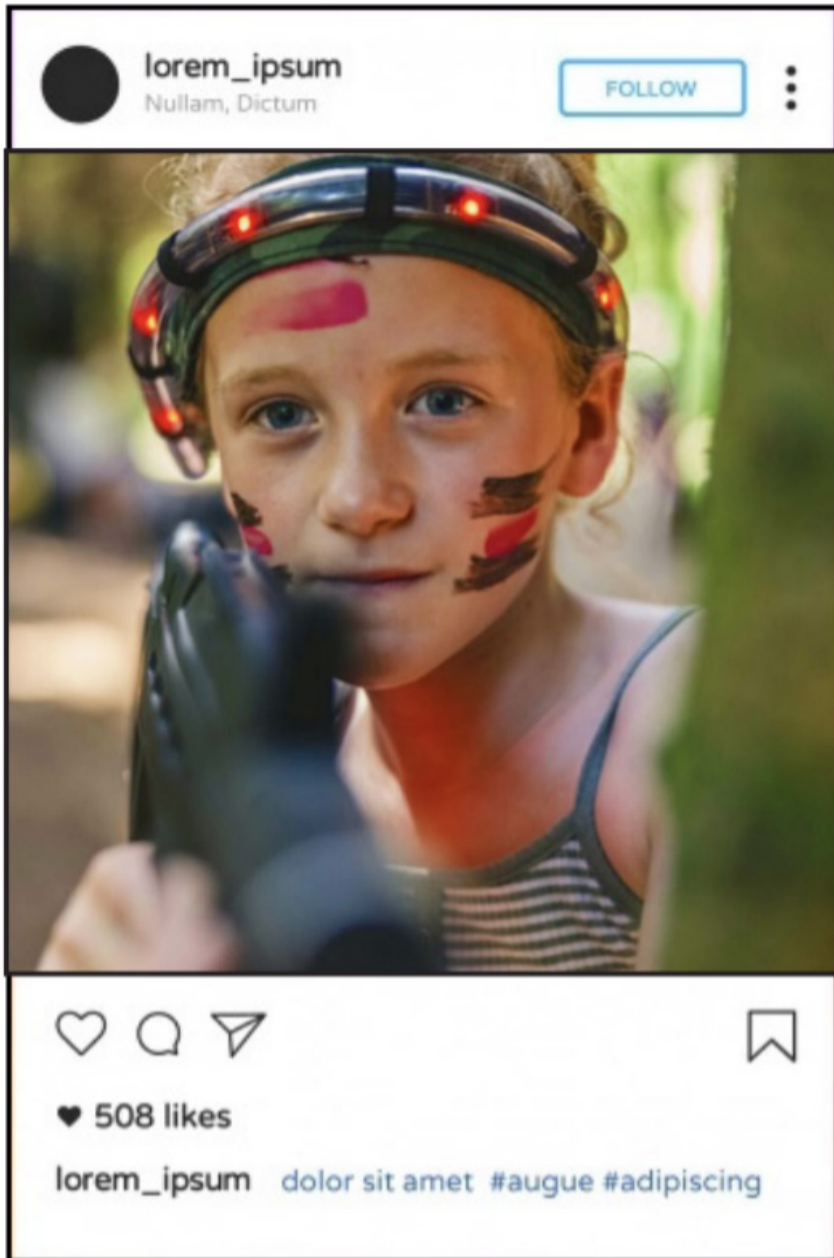


Canoeing



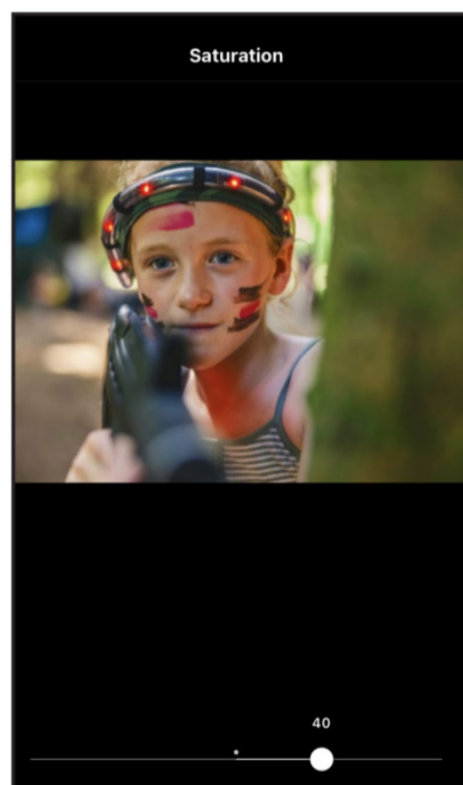
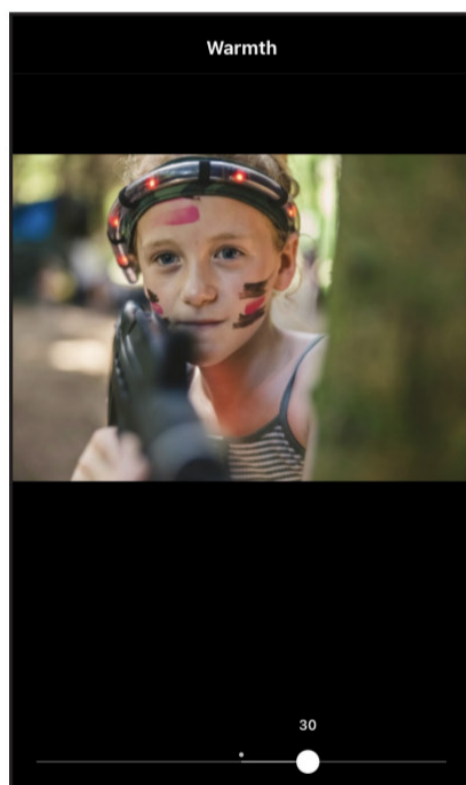
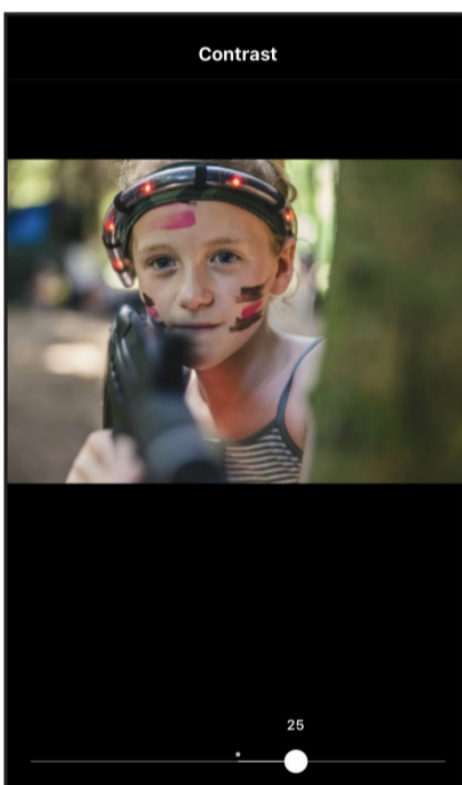
Mountain Biking

Instagram



My Comments When It Was First Made:

For this design, images have been edited in order to appear more vibrant whilst still looing professional. Posts that are vibrant fit the colour palette more appropriately and help reinforce the fun, exciting and adventerous vibe that this design aims to achieve. This more vibrante look can be achieved by altering image contrast, warmth and saturation, with the shapen tool to help maintain image quailty. All these editing tools are within the Instagram functions.



Summary Of The Design

Personally, I really liked the colour palette for this design. After Adrian's feedback I realised that I had made a mistake with my choice of font. In class Adrian did say he liked the idea of the image treatments to make the images more vibrant, which I was glad to hear as I really feel like this helps to make the images eye catching and will help to create a consistent aesthetic in Share's Instagram feed.

The icons for this design I personally felt was its strong point. A simple white drawing of the activity was feature with the colour of the category it was in was the background. I felt like from my three concepts that this was the one I thought was the best, for both aesthetics and overall visual design.

CONCEPT TWO

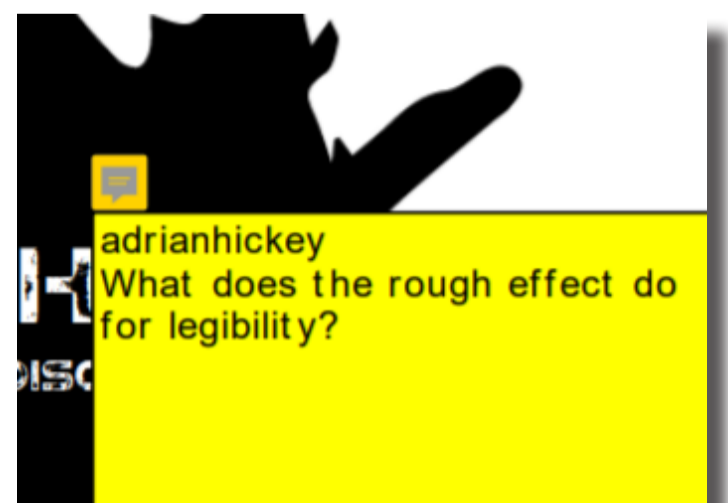
For this design I created a darker more earthy tone aesthetic



My Comments When It Was First Made:

The new typeface has equal kerning between the lettering. This typeface suggests action and matches well with the mature colour palette whilst maintaining the fun and adventurous vibe that the company want to welcome their audience with. This is a very striking typeface that draws attention which is enhanced by capitalized lettering. Typeface name: Octynaz Regular.

Adrian's Feedback:



My Comments After Feedback:

The typography for this was Octynaz Regular from Adobe fonts. Again I had picked this type of font for the rough and adventurous aesthetic that I was trying to create, after Adrian's feedback from this I knew that the rough effect was not the best fit for Share and to think about creating something softer and rounded for my final pitch.

Similar Brands



My Comments When It Was First Made:

These are some examples of similar companies across the UK that are within the same genre of trade as Share Discover Village. These companies all use a bold, strong typeface.

C75E16

This is a shade of burnt orange, red rust like colour. It provides a darker and more earthy tone making it appear mature compared to brighter shades of orange. This orange connotes warmth and comfort.

3AA143

This is a very 'true' shade of green and ties together well with the other two shades in the colour palette. This green connotes nature, linking it to all the land activities that this shade will be used to represent.

Colour Palette

169194

This turquoise, teal blue colour is very complimentary to the orange shade in this colour palette. It is very revitalizing and rejuvenating. By using a darker shade of blue can help to achieve a sophisticated look.

New Logos



Icons



Film Making

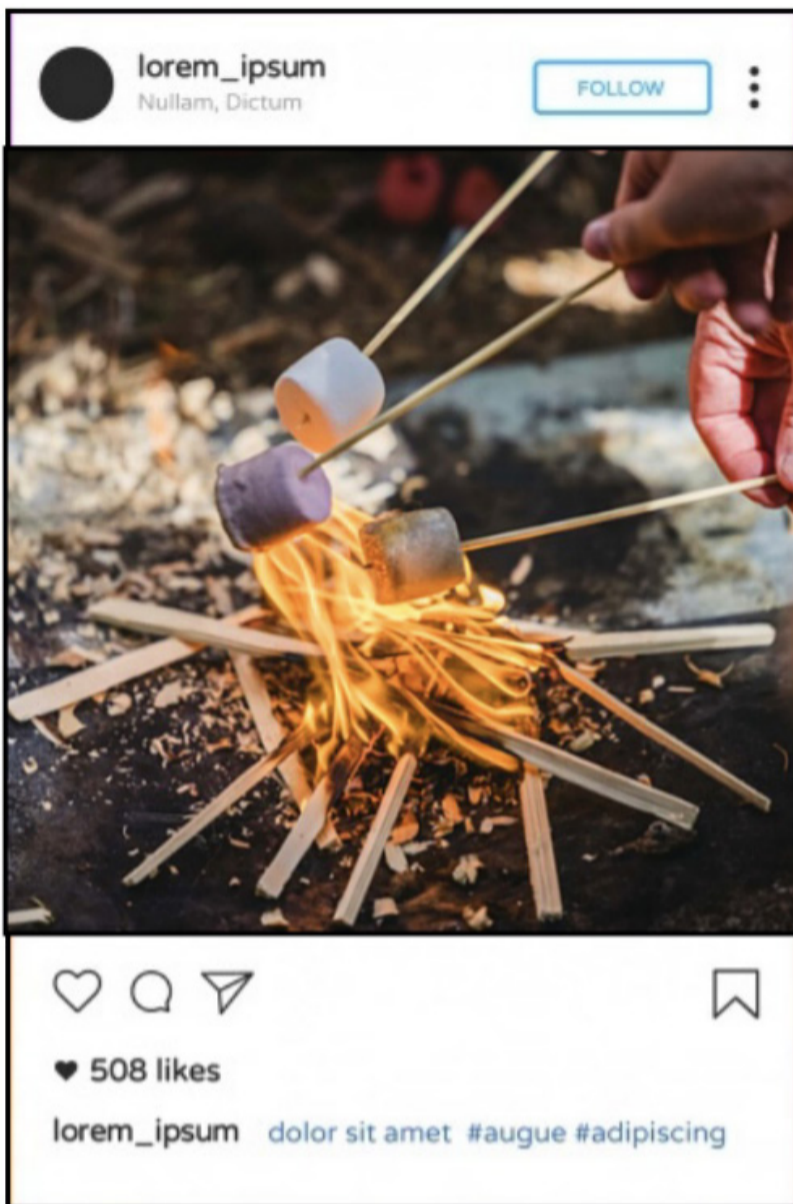


Windsurfing



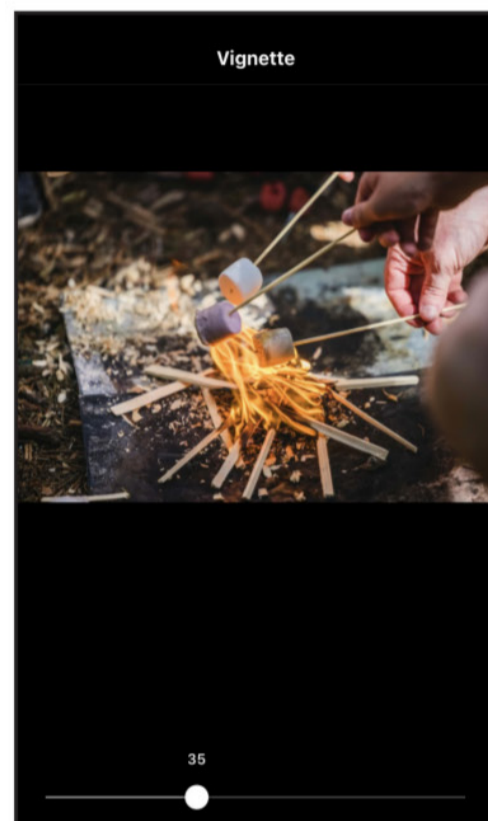
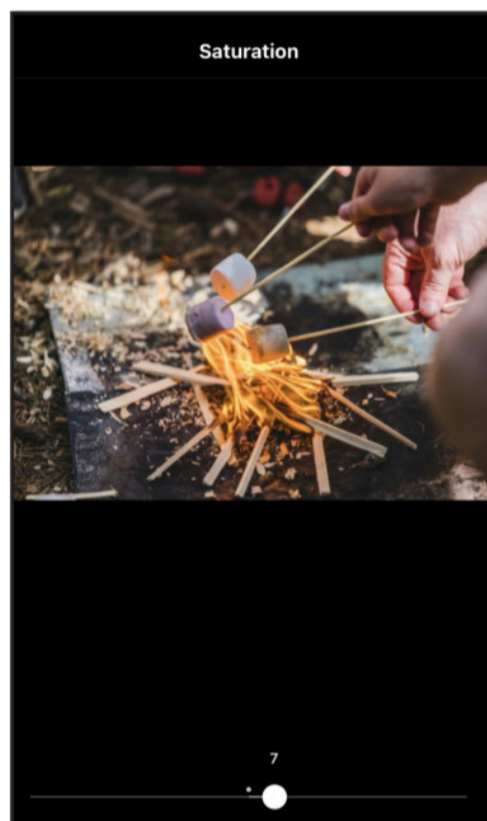
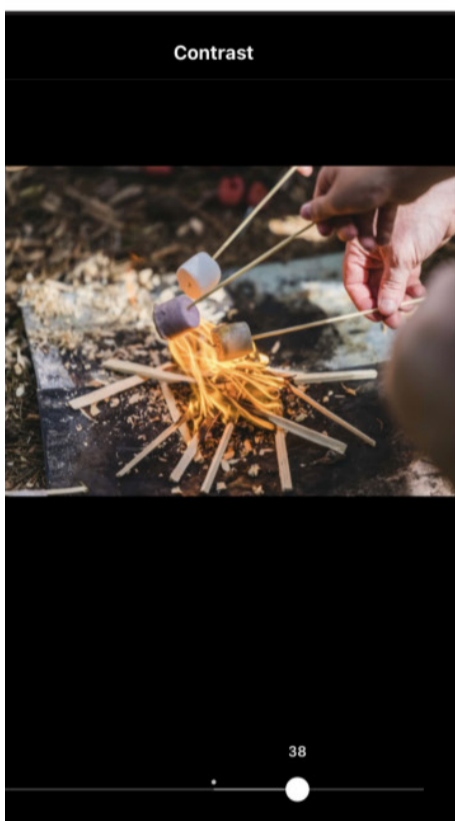
Archery

Instagram



My Comments When It Was First Made:

For this design, images have been edited in order to appear darker whilst still looing professional. The darker vibe of the posts match well with the darker colour palette. This darker look can be achieved by altering image contrast, saturation and vignette, with the shapen tool to help maintain image quailty. All these editing tools are within the Instagram functions.



Summary Of The Design

I liked the concept of this design with its more earthy aesthetic and a sense of connecting with nature. Adrian was not too keen with my blue shade in this palette and said that some people may think it was too close to green rather than blue. So, I took this on board and kept it in mind for when I came to make my final design. The icons in this design were preferred by both Claire and Adrian, so this was also something to think about when it came to redesigning and what I wanted to pitch to Share.

CONCEPT THREE

For this design I created a lighter aesthetic that featured a pastel colour palette.



My Comments When It Was First Made:

The new typeface has equal kerning between the lettering. This typeface has a slight cartoon effect with a shadow making it appear very bold and draws attention from the audience. The typeface is simple and clean whilst remaining effective. The uppercase lettering also helps to grab the attention of the audience. Typeface name: Cheap Pine Regular.

Adrian's Feedback:



My Comments After Feedback:

The typography for this was Cheap Pine Regular from Adobe fonts. This design was different from the other two and didn't have a rough aesthetic as I wanted something softer to match the soft pastel colour palette. I realised that when this font was shrunk down for Instagram logos etc that it may not be seen clearly.

Similar Brands



My Comments When It Was First Made:

These are some examples of similar companies across the UK that are within the same genre of trade as Share Discover Village. These companies all use a simple, clean typeface.



FFC95C

This is a shade of muted, pastel orange. This provides a soft aesthetic and helps to appeal to a younger audience as well as a mature one. Though this orange is pale in colour, it still manages to connote excitement.

99E0A4

This is a shade of mint green, overall the shade provides a calming atmosphere making the audience feel at ease when looking at it. The shade matches well with the two other colours in the palette.

Colour Palette

99BBDD

This is a powder blue, the shade is easy on the eye whilst still being related to water which helps to reinforce in water activities it will be representing. This blue is modern and fits well with the palette.

New Logos



Icons



Pottery



Powerboat



Pedal Go-Karts

Instagram



My Comments When It Was First Made:

For this design, images have been edited in order to appear lighter or white washed like whilst still looing professional. By making the images lighter in colour, this helps to match the muted and pasel colour palette of this design idead. This lighter look can be achieved by adding a filter, altering image brightness and fade, with the shapen tool to help maintain image quailty. All these editing tools are within the Instagram functions.



Summary Of The Design

I liked the simplicity of this design concept. From Adrian's feedback I realised that this colour palette just wasn't bright enough and the pastel colours were not the right fit for the Share brand. Out of the three designs that I produced I think that this one was the weakest, but this is part of the process to finding the right design!

EXPERIMENTATION

With all this feedback from my first three initial designs, I decided to go back to scratch and take the advice Adrian gave to do some experimentation to find the perfect concept to pitch to Share. I worked really hard to incorporate the constructive criticism into this experimentation and was excited to see what would come of it.

Share
Discovery Village

SHARE
DISCOVERY VILLAGE

Share
Discovery Village

First, I started experimenting different typography, I felt that in my initial designs that this was one of my main areas for improvement. I took onboard what Adrian had said and decided to totally move away from the 'rough' typeface as it just didn't fit the Share brand. So instead, I took a look at some clean sans serif fonts.

The first font is 'FatFrank - Heavy', a bold rounded font that would work well when shrunk down for social media logos.

The second font is 'ScriptoramaMarkdownJF - Regular', an almost brush stroke type font that was fun and I thought may appeal to children.

The third font is 'Hobeaux - Bold', I felt like this font was a happy medium between the other two that I also experimented with. It had the clean, bold font that was easily seen when shrunk down but also movement which fit well with Share's identity and their main showcasing activity being their water activities. So I decided to experiment a little further with the 'Hobeaux' typeface and try different weights...

Share
Discovery Village

BLACK

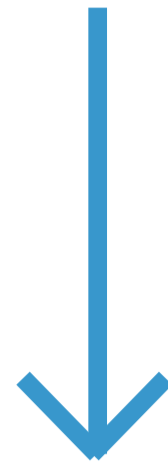
Share
Discovery Village

SEMI - BOLD

Share
Discovery Village

LIGHT

WINNER!!!!



Share
Discovery Village

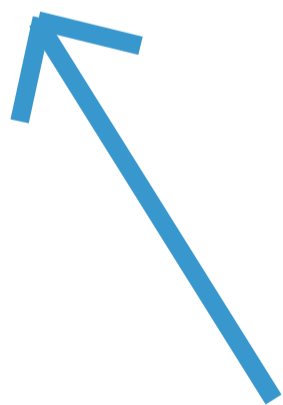
BOLD

Share
Discovery Village

REGULAR

Colour Palette

I then moved on to experiment with colour, the feedback I got suggested looking at creating a brighter colour palette. It was here that I decided to add the fourth shade to the colour palette to represent Share's accommodation, I felt that this would help attract their new younger target audience as well as encourage more people to stay overnight at Share Discovery Village. The colour palettes below show the categories in order of; arts, land, water and accommodation.



WINNER!!!!



Icons

When it came to experimenting with icon design, feedback suggested to try and incorporate the Share brand more. So, two of the experimentations featured the iconic Share Splash in them, the splash is such a core part of Share’s visual identity so I thought that this was the best way to incorporate the brand into the design. One experiment shows the splash in white on a coloured background with the activity name, keeping it simple. The second experiment that featured the splash was a coloured splash on a white background, but here I wanted to do simple and clear linework of the category each was representing – personally this was my favourite icon experiment!

I also received positive feedback from Adrian with one of my previous icon designs, this was the one that featured a banner and activity name. during experimentation I added simple linework behind the banner that was anchored by the activity name.



“

The Only Real
Mistake is the One
in Which We Learn
Nothing

- HENRY FORD

”

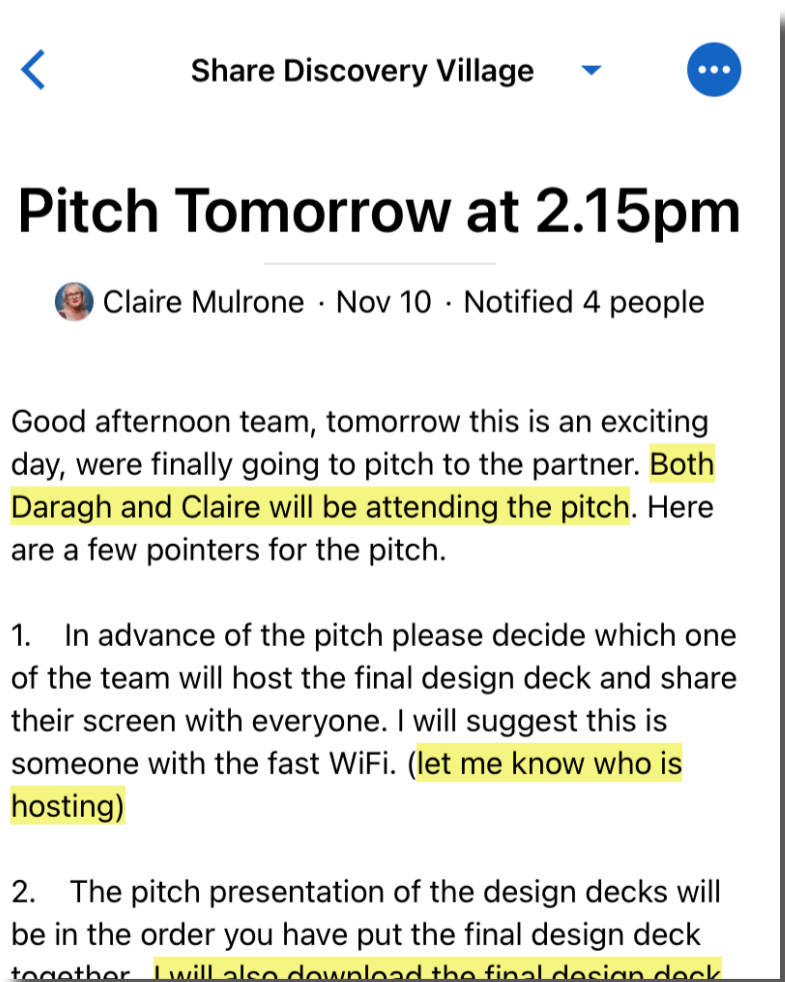
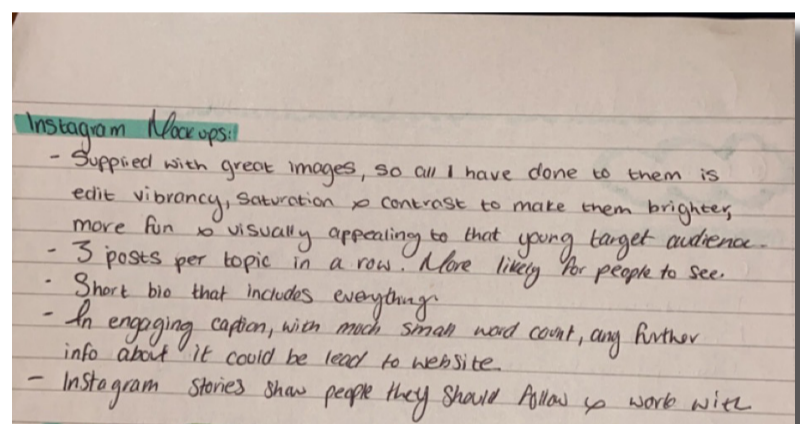
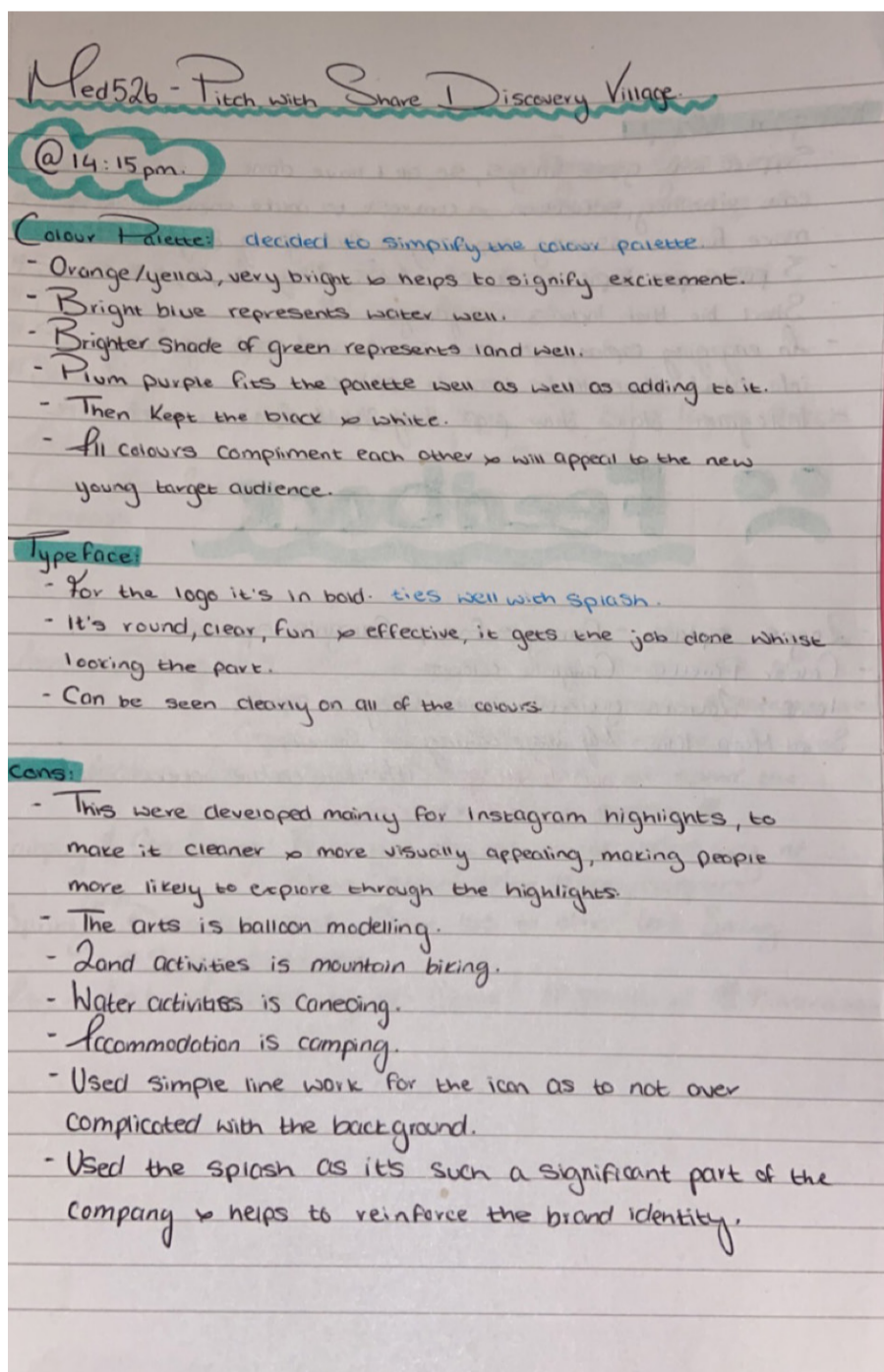


wibit

neo
FLX

THE PITCH

On the 11th of November Lauren, Caragh and I all pitched our ideas to Share. We each put our designs into on document ready to pitch. I offered to go first, I was very nervous but felt I present myself and my design professionally. The night before we were due to pitch, I made most bullet point notes to help structure my pitch and to com prepared, not missing out key ideas. The next pages show my pitch to Share.



Logo





THE ARTS #FFD400



WATER ACTIVITIES #31C4F7

Colour Palette

ACCOMMODATION #951B81

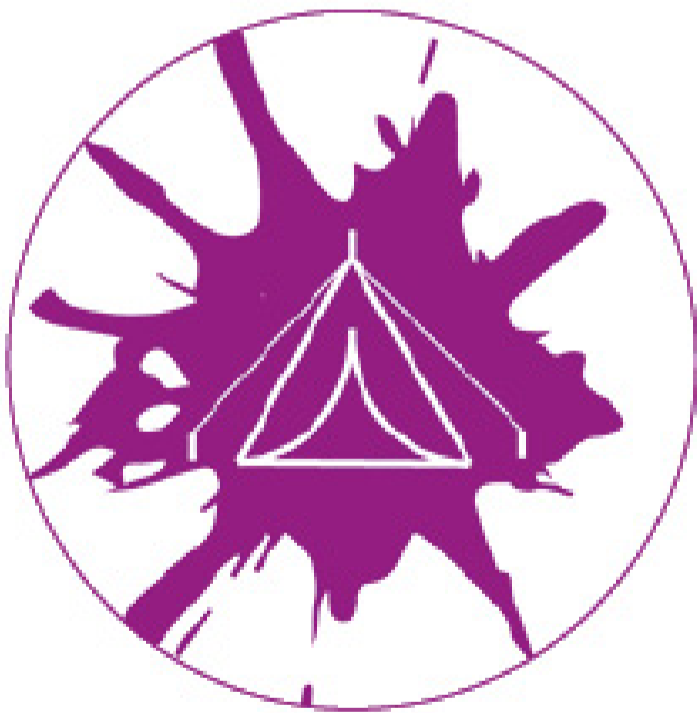


LAND ACTIVITIES #8BD827





Icons



Instagram



FINAL PITCH

After our pitch with Claire and Darragh from Share Discovery Village, they decided that they wanted a combination of all Lauren, Caragh and my work rather than one solo concept design. Share decided that they wanted;

- Logo – both Caragh’s splash and typography
- Colour Palette – Caragh’s
- Icon – Lauren’s
- Social Media Content – a combination of my image treatments and Lauren’s image colour overlay.

Once we agreed this with Share we then made a new pitch that contained all the combined ideas that Share wanted, this was to give them an accurate representation of what their new visual identity and Instagram were going to look like as well as to get final confirmation that it was what we were agreeing to do. From the initial brief we added a few more things wanted, I made Instagram captions as well as hashtags and Lauren and Caragh worked on Instagram Stories. New logos and icons were also made for their winter ice rink next year.

“

**Informed Clients are Better Clients, and They
Make for Better Design**

- KELLYWEARSTLER

”

Design Deck

Share Discovery Village

By Erin Greer, Lauren
McMullan & Caragh Orr

Colour palette



Original Logo



Refreshed Logo



WATER ACTIVITIES

LAND ACTIVITIES

ACCOMODATION

ARTS AND CRAFTS



Chosen Typeface:

Filson Pro

Share
Discovery Village



Share ← Bold
Discovery Village ← Regular
Dare To Do ← Light

Share
Discovery Village



Icons- Land Activities



Icons- Water Activities

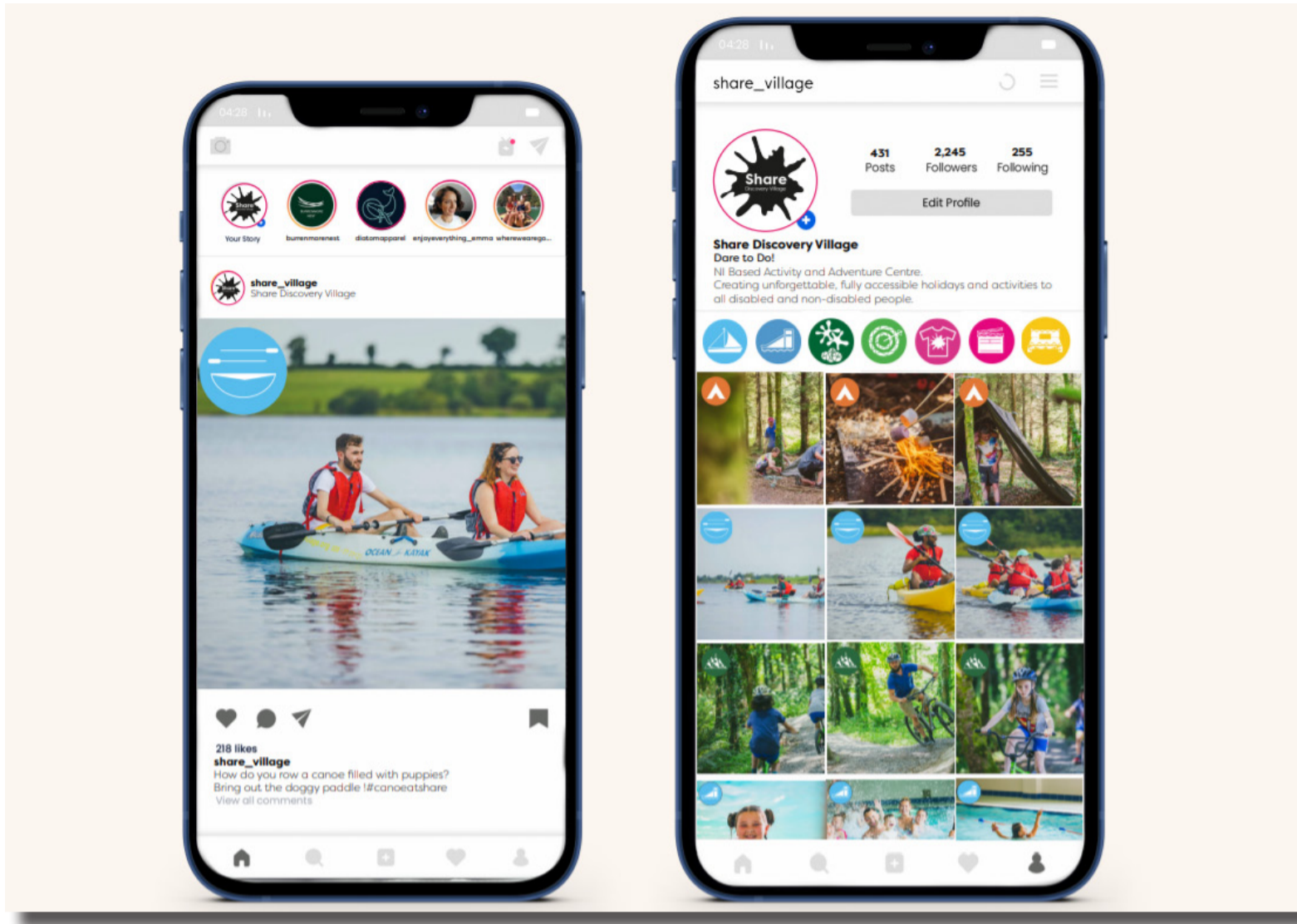


Icons- Accommodation



Icons- Arts and Crafts





#sharediscoveryvillage

#discoveronice

#discoverstaycation

#canoeingatshare

#springintoadventure

#discovershare

#discoveryouradventure

#sharestaycation

#discoveryourinnerartist

#shareyourdiscovery

#shareforall

#innerartist

#sharedadventures

#discoveranewadventure

#itsacolourfulworld

#happycampers

#discoveraplaceforall

#discovercolourrun

#shareexperience

#makewaves

#sharecolourrun

#sharettogether

#makememories

#adventureawaits

It's about drive, it's about power, here at Share we empower.

#shareexperience
#discoveradventure
#sharediscoveryvillage

After an adventure packed day, why not spend the night in our accommodation.

#sharestaycation
#sharediscoveryvillage

Come discover what Share has to offer this Spring!

#springintoadventure
#sharediscoveryvillage

Conquer the day!

#discoveryouradventure
#sharediscoveryvillage

Finish your day off in the perfect way at Share's accommodation.

#happycampers
#sharediscoveryvillage

Embrace creativity at Share!

#shareforall
#innerartist
#sharediscovery

PROJECT MANAGEMENT

Lauren, Caragh and I all worked well together to produce a high-quality outcome for this project. Lauren was responsible for creating the geometric icons for the Instagram highlights and for the images, Instagram stories and and the posting schedule for these. Caragh oversaw creating the logo, colour palette, brand guidelines and the Instagram feed posting schedule as well as influences and similar companies to tag in posts for promotion. I edited all the images that were going to be uploaded in the campaign as well as all 500+ images edited for Share to use themselves after the Spring campaign we have scheduled. I put the images through two different treatments, images edits as well as a colour overlay. I added all the icons created by Lauren on to the correct images that were being used within the campaign as well as then organising these into a word document in the order that they were to be posted for Caragh to add into her posting schedule. I was also responsible for creating hashtags and captions for the Instagram posts.

Caragh managed to get her logos and colour palette done almost immediately as very little alterations were needed from her pitch. Lauren was quick to get her geometric icons complete and pass them on to me so that once I had all the treatments completed, I could add the icons to the images. Once I completed the image treatments, I then passed a basic schedule onto Caragh so she could make the finalised schedule with all elements.

Overall, we worked really well as a team, we all helped each other and provided advice and constructive criticism. The project was a complete team effort and we all worked extremely hard to produce this campaign for Share.

What I Did...

When I was assigned the task of doing the image treatments for Share's Instagram campaign, it was decided by the team that I would do both mine and Lauren's treatments that Share had chosen. Share provided us with 500+ professional images and all of these need to have both treatments, then a selected 90 of these images were picked for the campaign and then Lauren's geometric icons were added to these.

As there were so many images, I had to figure out a way to treat all of them as it was far too much to do each on individually, this is when Adrian suggested to try Photoshop Actions. I initially found this very challenging, after countless YouTube videos I finally got it figured out and began to put the images through the first treatments.

The First Treatment

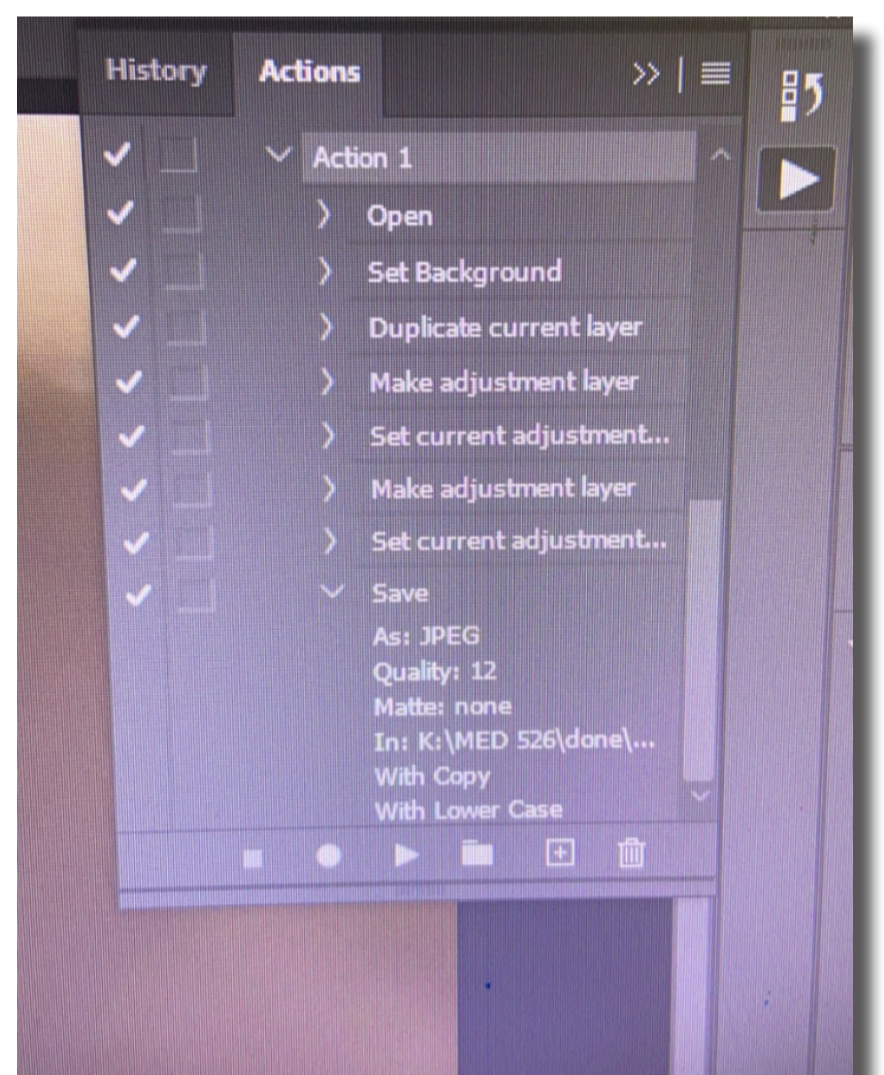
For the first treatment, every image was edited in terms of contrast, vibrancy and saturation:

Contrast +40

Vibrancy +40

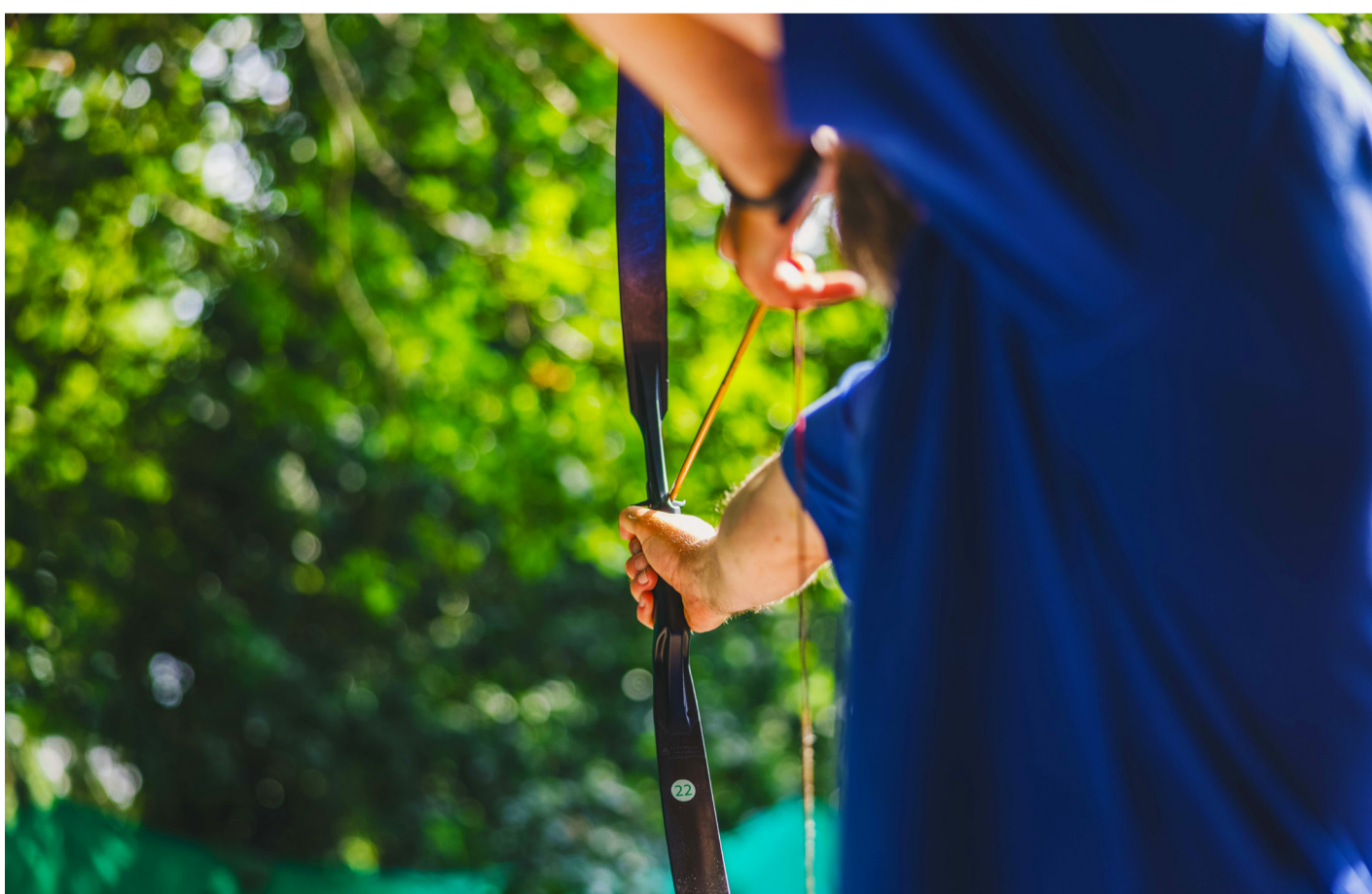
Saturation +15

This was the process for the first treatment and the action that I created. I then batched all 500+ images. I did the same for the second treatment which was a colour overlay...



Example Of First Treatment

This shows the process from the original images sent to the treatment of contrast, vibrancy and saturation edits...



The Second Treatment

The second treatment was a colour overlay, each category had a colour overlay of the colour that was used to represent it. As each category had two colours to represent them, I chose one colour that I thought would be most effective and seen more clearly in the colour overlay. All colour overlays are 10%.

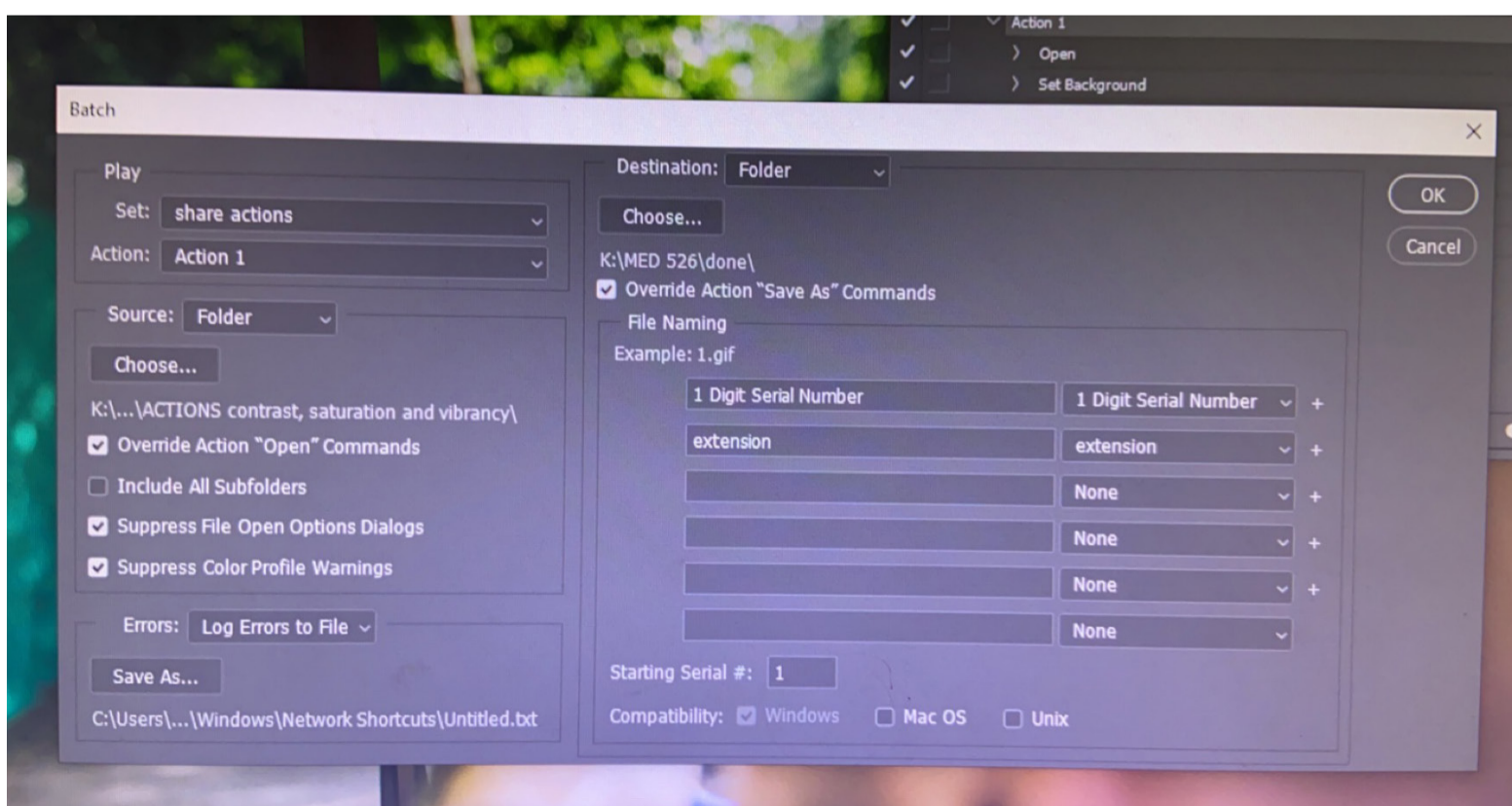
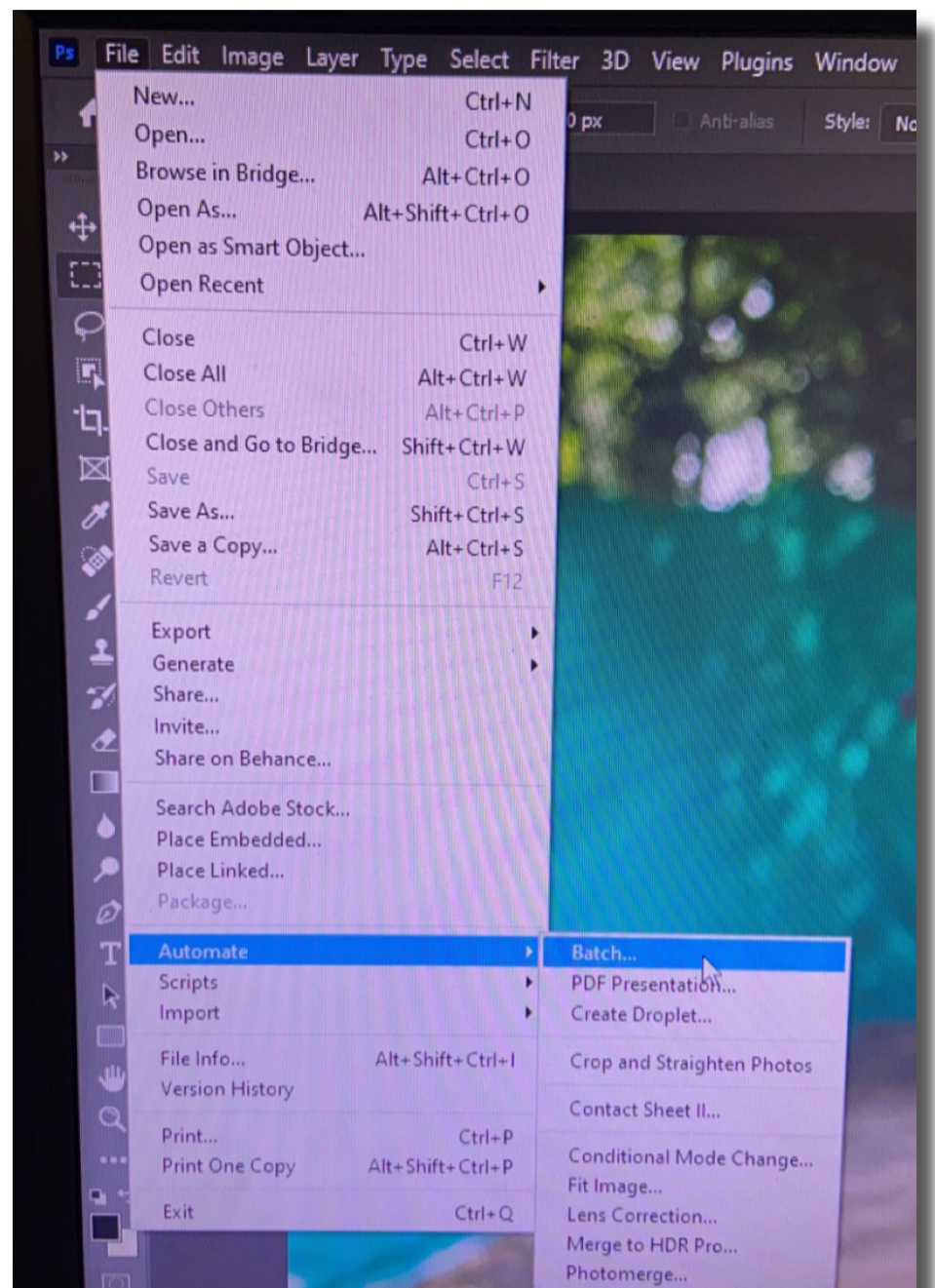
Arts – Pink #e5087e

Water Activities – Light Blue #0bbbf

Land Activities – Light Green #4faf4c

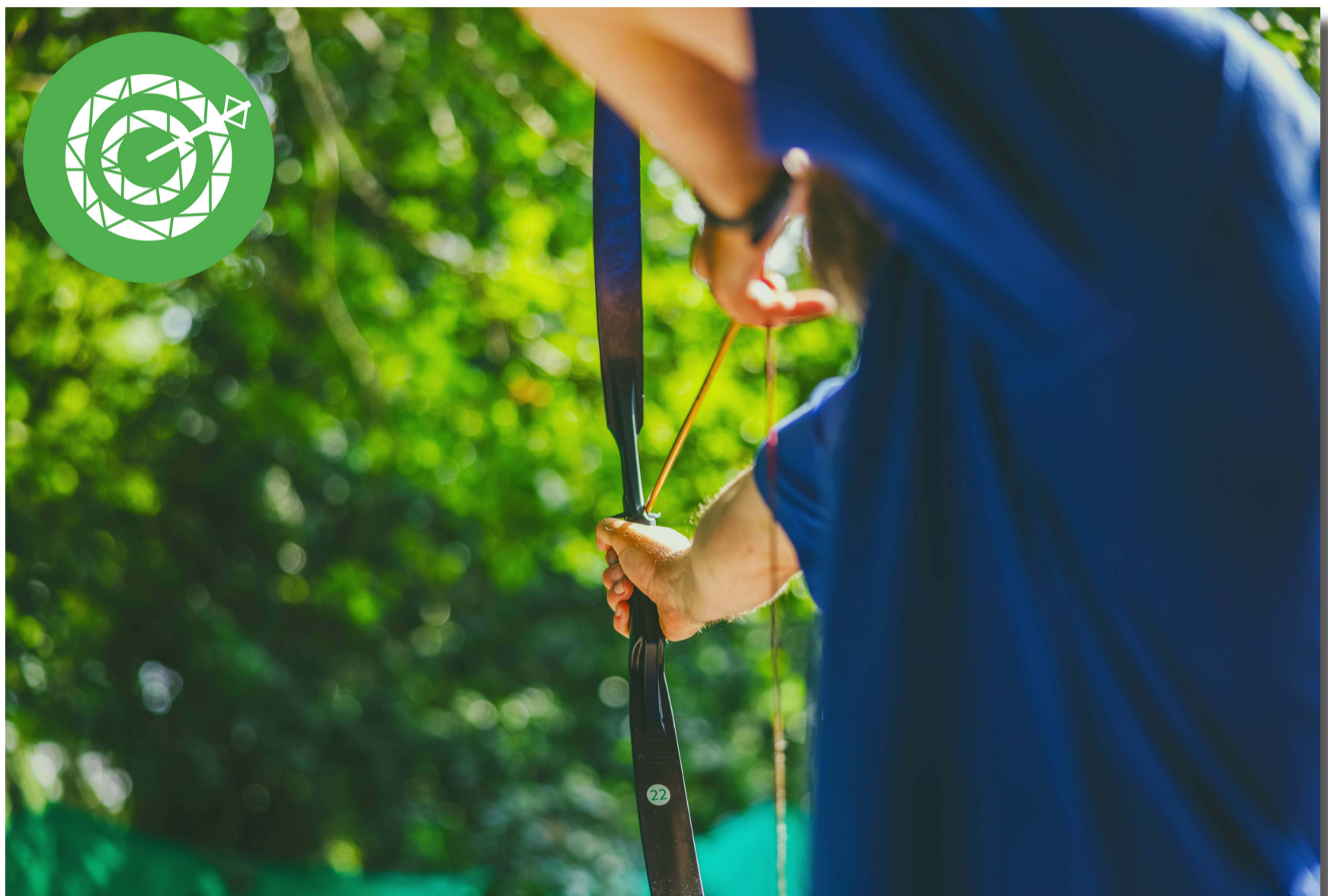
Accommodation – Orange #ec6907

All 500+ images were treated with these 4 different colour overlay actions that I created, I separated them into 4 groups and then batched them.



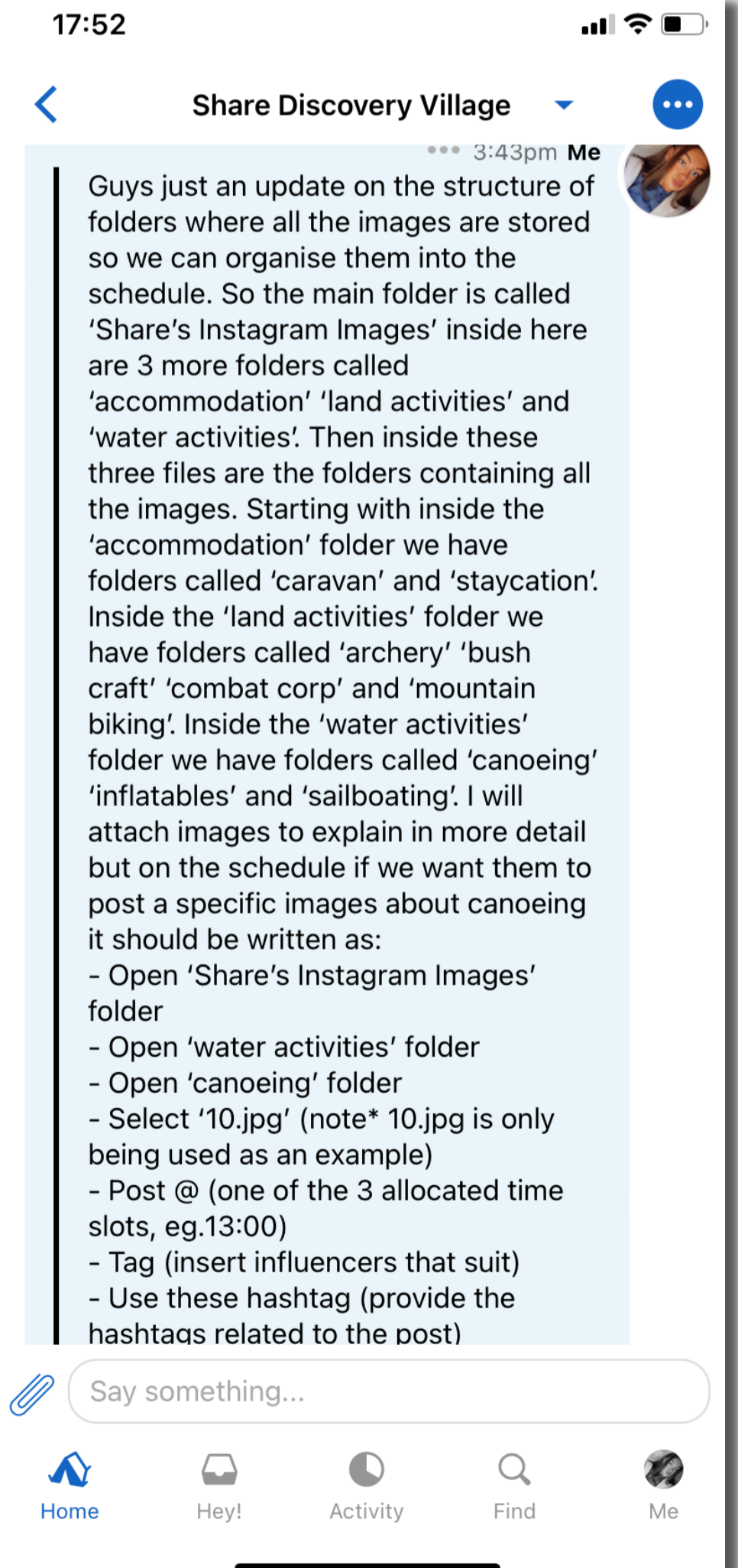
Example Of Second Treatment

This shows the process from the first treatment to the colour overlay (for this example is the light green for land activities) and the addition of the geometric icons. I gave Share the 90 images that the icon was included on as jpg images rather than Photoshop files as this way all the images were smaller in size, taking up less space and the main reason being that they were only needed for their Instagram campaign and not for print such as posters.

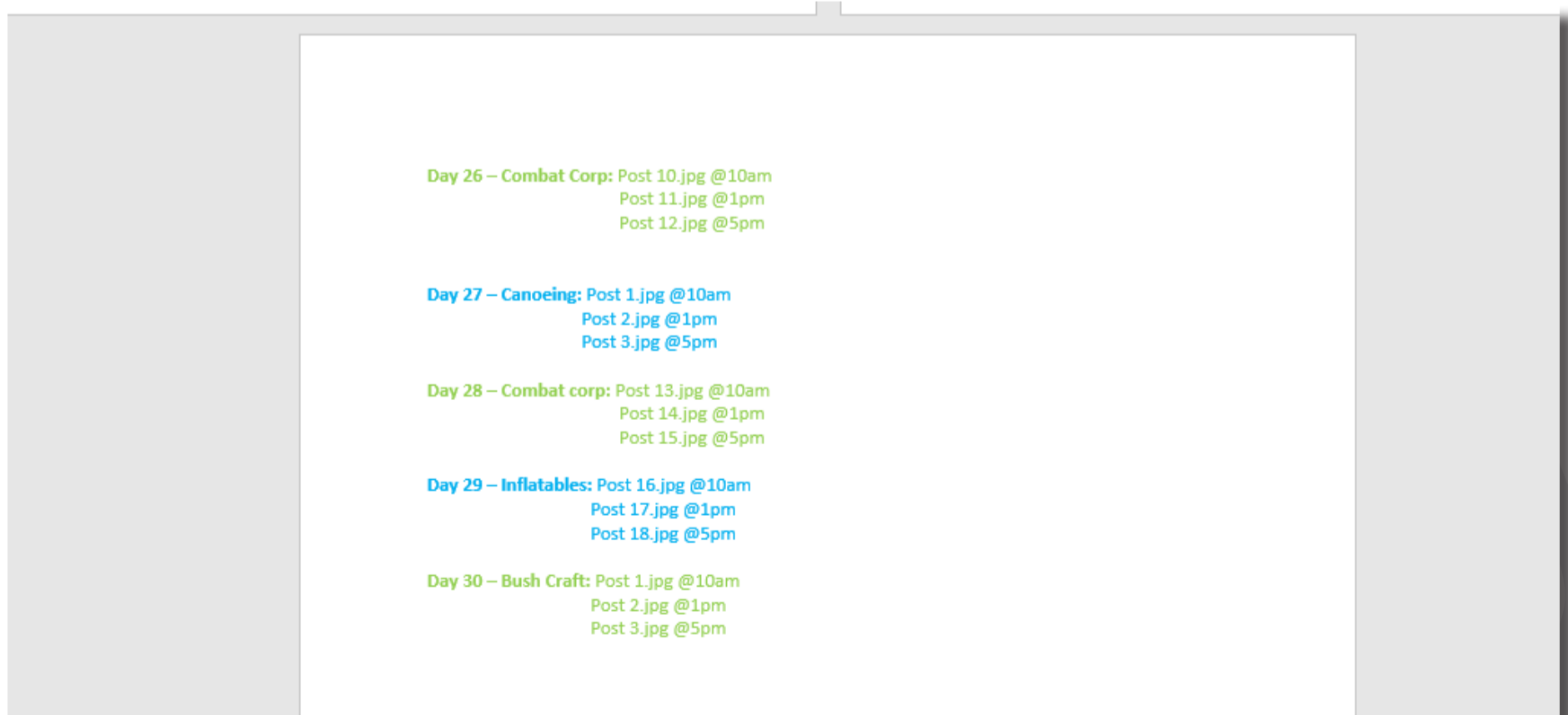
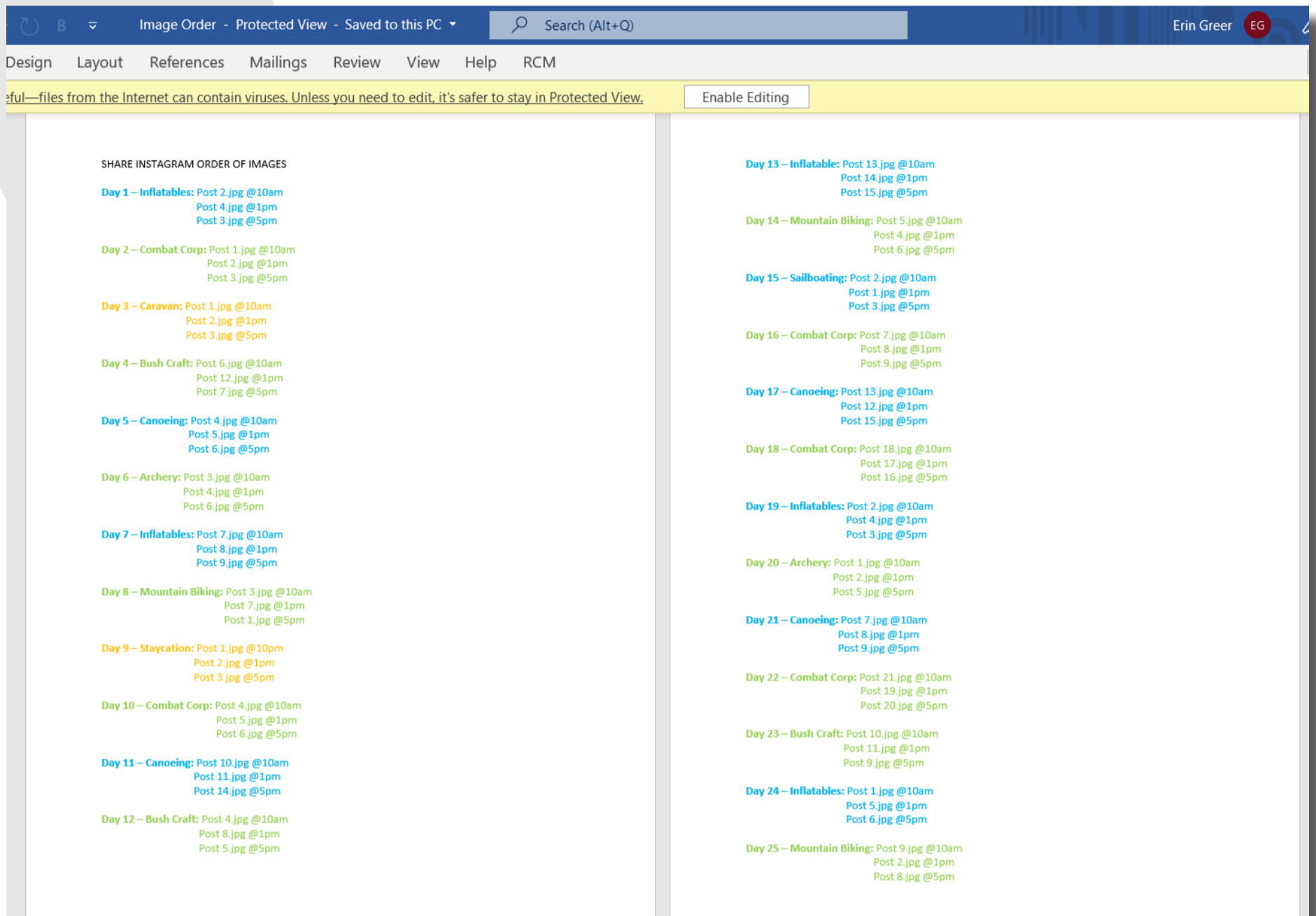


Draft Schedule

This shows the discussion about what time each post would be made every day as well as the suggestion made by myself to made 3 posts per day at the audiences most active times as well as increasing the likelihood of people seeing their post that day, each day focuses on one activity across the three posts. This also shows the draft shedule that I made for Caragh with the order of all the images and I also sent her an explanation to direct Share into the files where the images can be found for her tp also put in the schedule.



Draft Schedule



Hashtags and Captions

#sharediscoveryvillage

#discoveronice

#discoverstaycation

#canoeingatshare

#springintoadventure

#discovershare

#discoveryouradventure

#sharestaycation

#discoveryourinnerartist

#shareyourdiscovery

#shareforall

#innerartist

#sharedadventures

#discoveranewadventure

#itsacolourfulworld

#happycampers

#discoveraplaceforall

#discovercolourrun

#shareexperience

#makewaves

#sharecolourrun

#sharetogether

#makememories

#adventureawaits

It's about drive, it's about power, here at Share we empower.

#shareexperience
#discoveradventure
#sharediscoveryvillage

After an adventure packed day, why not spend the night in our accommodation.

#sharestaycation
#sharediscoveryvillage

Come discover what Share has to offer this Spring!

#springintoadventure
#sharediscoveryvillage

Conquer the day!

#discoveryouradventure
#sharediscoveryvillage

Finish your day off in the perfect way at Share's accommodation.

#happycampers
#sharediscoveryvillage

Embrace creativity at Share!

#shareforall
#innerartist
#sharediscovery

Time Log

| | |
|------------------------|----------------------------|
| Bench Markeing | 5 hours 53 minutes |
| Class Time | 9 hours 12 minutes |
| Client Meetings | 4 hours 22 minutes |
| Design Deck | 62 hours 3 minutes |
| Pitch | 2 hours 36 minutes |
| Image Editing | 34 hours 16 minutes |
| Insta Campaign | 4 hours 7 minutes |
| Production Log | 31 hours 4 minutes |

**Total Time Spent On
The Project**





VOYAGER II

K984 KY-J

REFLECTIONS

Overall, I'm really impressed with how well my group worked together to produce a great Instagram campaign for Share. We did face a few challenges along the way...

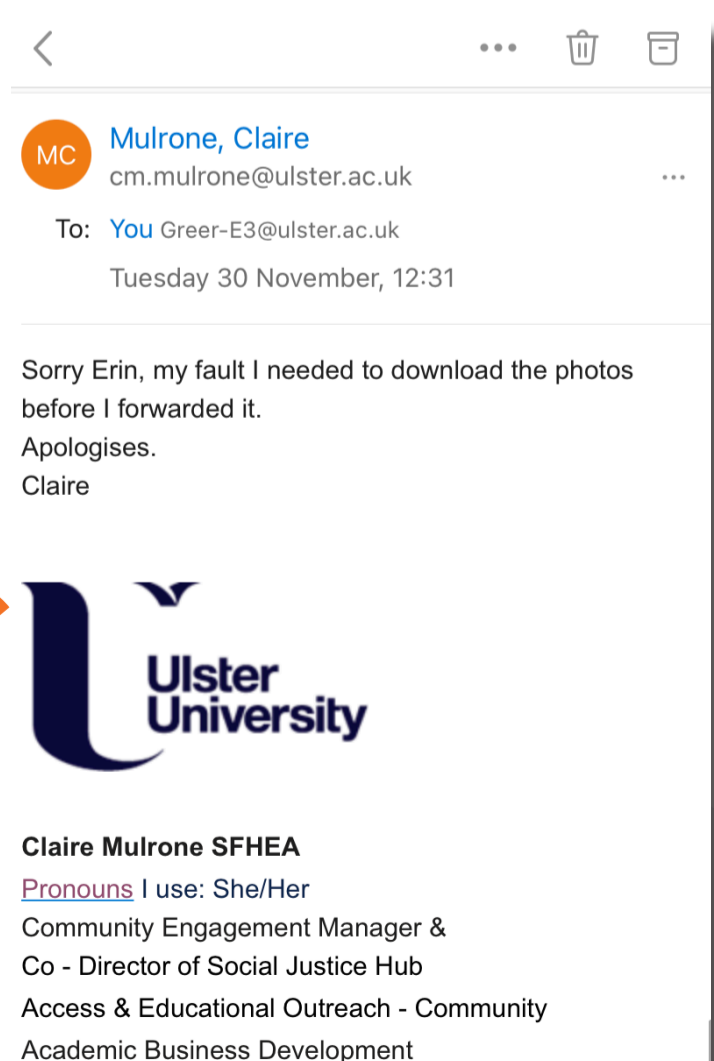
The first issue that we faced was when Share initially sent the links to their images they didn't work, so I emailed Claire to which she then got us new links that did work. Another issue we face was there was little to no communication between our group and Share anytime we emailed them, they only seemed to respond to Claire's emails which did lose us some time. We had to wait over a week for Share to conform our brief as well.

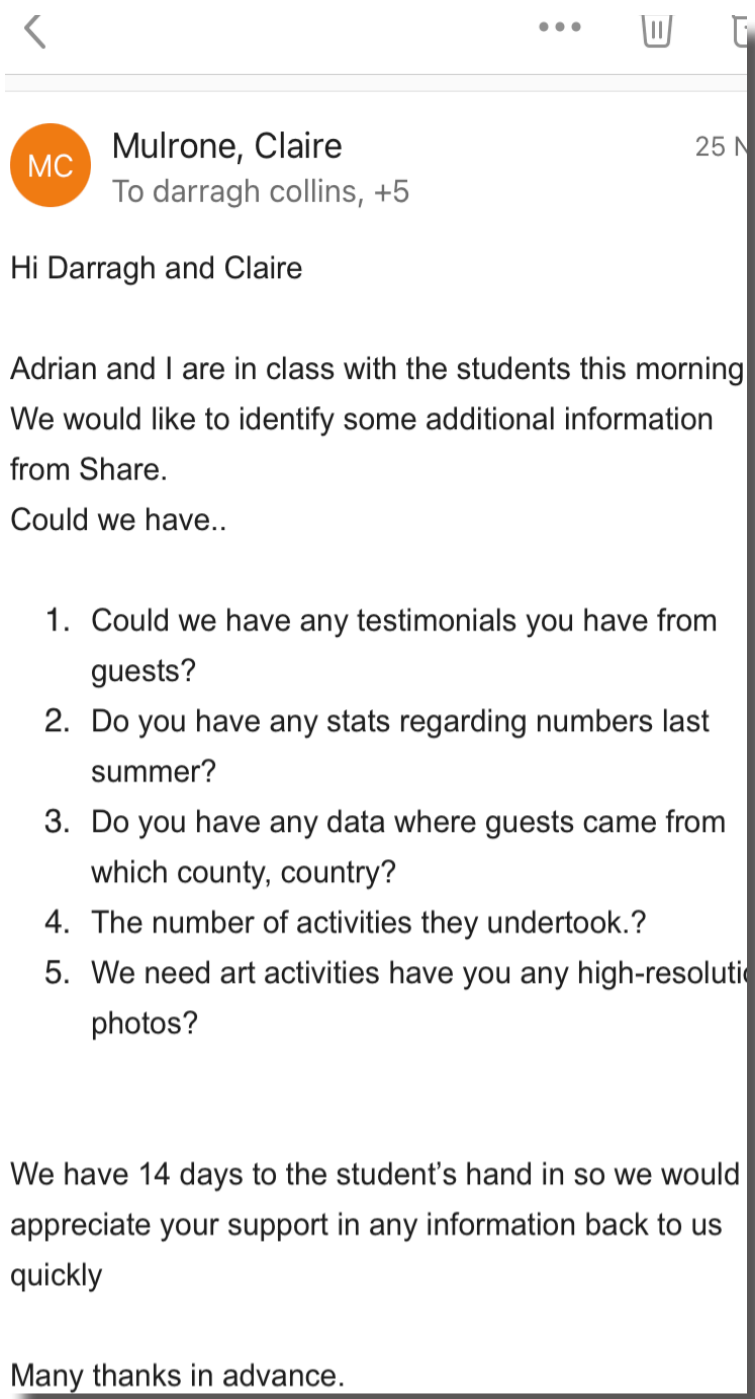
I faced some individual challenges as well. When it came to Photoshop Action, this was all new to me and took a while to get the hang of. Adobe Photoshop on my laptop at home stopped working half way through one of the image treatment batches, this meant I lost some progress and had to finish the rest in the university for a few days. We also had to wait for more resources and information being emailed back to us by Share, this also costed some time. The main for of communication that we used was Snapchat, but here the chat is only there for 24 hours and so we didn't have a lot of evidence of communication.

Here is a few examples of evidence of the issues that the group faced...



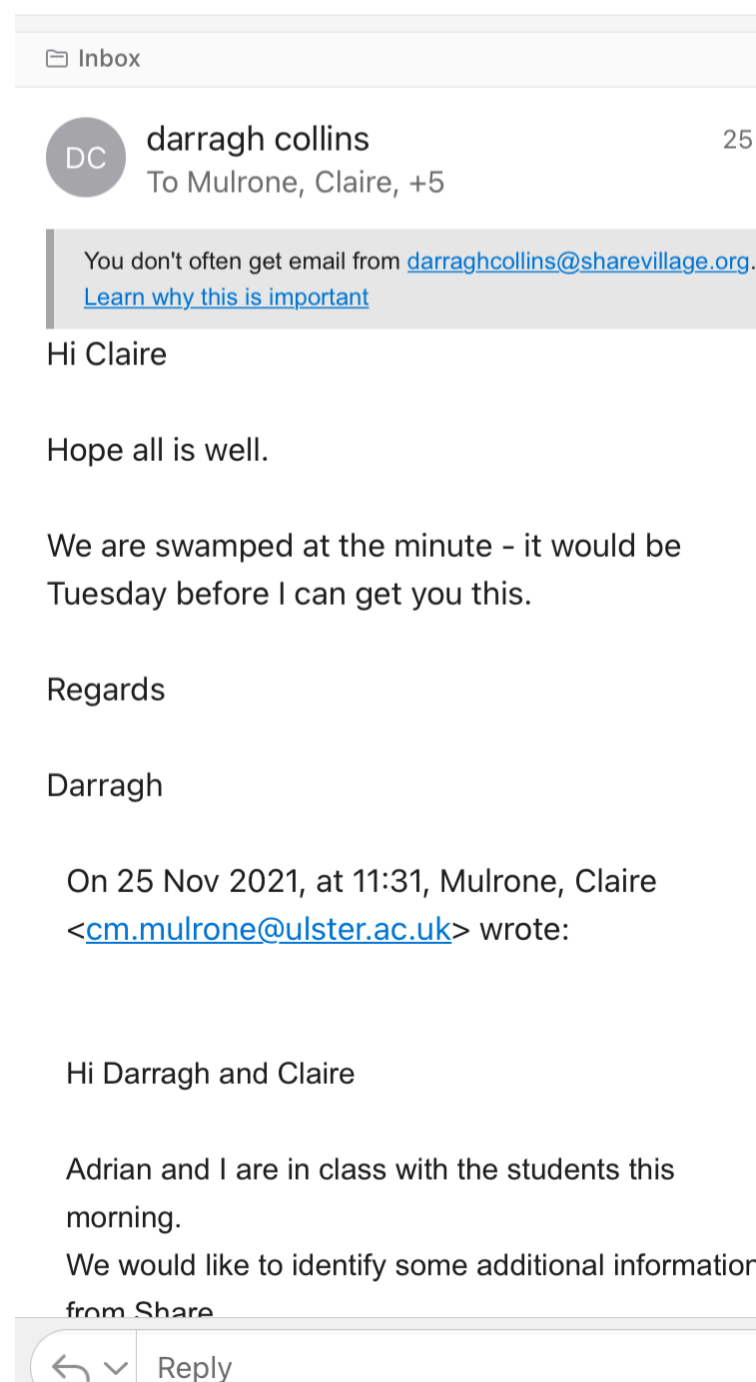
Image Issues





Claire Having to Email for Us for a Response

Waiting for Content





The Science Shop
Knowledge • Ideas • Results