

PRODUCTION LOG

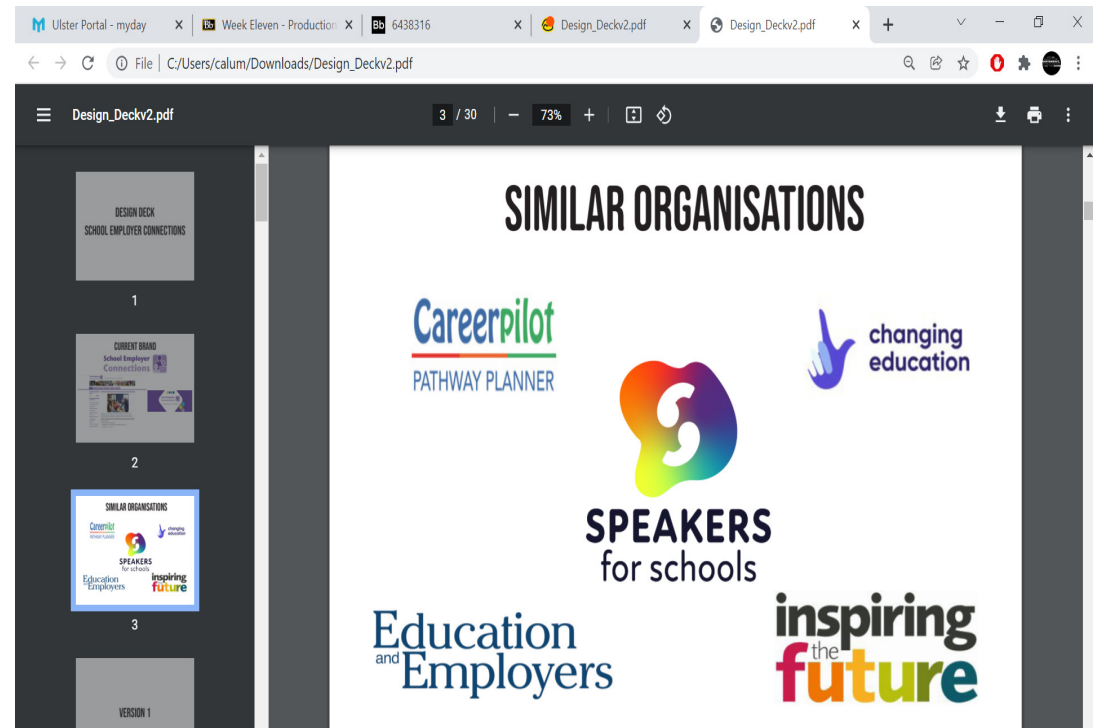
MED526

CALUM MCDONALD



**School
Employer
Connections**

School Employer Connections required a brand new, fresh image. This included a new logo, colour palette, and revamp of their website. Their website was very dated and contained blurry images and pages that would not open. It was our job, first of all, to do research on how similar organisations branded themselves. It was important to research similar organisation for the benchmarking process but also to better understand how they layed out their websites. This was important to look at as the other organisations were catering to the same audiences as us - school children and teachers.



As I was doing research I found that the 14-18 age range was best to focus on as that would be the age of students accessing the website. The logos found above were poor quality and did not do the job they were meant to do in my opinion, catching the eyes of their target audience. It was our job to design a logo that was eye catching.

BENCHMARKING

(Green boxes are the best practice)

Category	Feature	Community Gateway Schools Australia	Inspiring the Future	Education and Employers	Groundworks NI	Speakers for Schools	Career Pilot	School Employer Connections
First Impression	Aesthetics	Use of a header image and different links to split the content up	Good use of header image, facts and simple but effective design	Clean and slick aesthetic, basic at first glance.	Clear colour scheme with clear navigation.	Bright, use their own images to represent their speakers	Good use of colour and layout at first glance	Not very well laid out, very text heavy, some blurry images on the homepage and some images too small to see
	Target Audience	Identifiable on the front page (Students employers & Schools)	Identifiable on the home page, made very clear	School children and School employees.	Slightly less identifiable but young people looking for work.	Schools/ School Children This is identifiable on the home page	identifiable on the home page	identifiable on the home page but not very clear
	Main aims identified?	Shown on the homepage and also About us page	Identified in the about section	Looking to partner potential employees with partners	Clear message on home page of what their aim is	To provide talks and work experience programmes to state schools for free of charge	Can be found in the all info tab	Can be found in the overview (3 clicks to reach here)
	Consistent Colour Scheme?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Look & Feel of the website	Quality of the images used	Mostly HD but some are blurry	good quality images used throughout	Some images are of low quality	All images and logos crisp and HD.	High Quality images used throughout	high quality of graphics and images used	Good quality of images however some blurry and mostly outdated
	Responsive?	Yes	Yes	Yes	Yes	Yes	Yes	No
	Amount of Content	Text Heavy in parts but is spread out well	Text heavy in parts but split well with other content	Scroll down to get the content. Content is slighty	Scroll down to get the content. Content is centralised. Content spread out well	Very well balanced throughout and split with media	Good balance of content throughout	Text heavy in most sections of the website
	Font	San Serif	San serif	San serif	San Serif	San Serif	San Serif	San serif
	Logo placement	Top left in the header	Top left	Top Left Corner	Top Left corner	Header Top Left	Top Left of header	Top left
Technical	Book online option?	No	no booking system	Yes, through the contact page	Yes, through the contact page	No	No	No but have a registration of interest form
	Analytics?	Google analytics	Google analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Fully exposed, Click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar
	Primary Menu Position	Horizontal Top	Horizontal top	Nav Bar below the header	2 Nav bars, one below and one above the header	Horizontal Top above header	Horizontal Top	Horizontal Top

Category	Feature	Community Gateway Schools Australia	Inspiring the Future	Education And Employers	Ground-works NI	Speakers For Schools	Career Pilot	School Employer Connections
	Means of getting to the top of the page	Scroll but has a button at the bottom to navigate	None scroll only	Scroll only	Scroll only but has a sticky nav bar	None, scroll only	None, scroll only	None, scroll only
	Contact Us?	Located in the primary header	located in the about section	"Contact" section in header. Doesn't stand out	"Contact" in nav bar below header. Have to scroll to click it.	Contact information in the footer of the page	None	Located within the navigation bar
	No. of clicks to reach the contact page	One Click	One Click	One Click	One click	No Clicks	One Click	One Click
	Bread Crumbs?	Yes, above header image	Yes, below header image	below the header	None	None	None	Yes, bottom of the page
Content	Explanation of service	Located on the homepage and more detail on the about us page	Located in the about us section	In the about section	At the our service page	In the About us section	In the All Info page	located in the homepage and repeated in the overview
	Outdate or up to date content	Up to date content	up to date content	up to date	Some outdated	Up to date content	Up to date content	Some outdated content, especially images
	Social Media?	Yes, Icons provided (Only Facebook and Instagram)	Social media icons used(LinkedIn, facebook and twitter)	Youtube, Twitter, Flickr & LinkedIn	Facebook, linkin, Twitter & youtube	Instagram, Twitter, Vimeo & LinkedIn	Only twitter	Yes but twitter isn't a company page
	Active social media?	Very Active	Very active on social media	Yes	Yes	Very active	Yes	Not Active
	live feed of socials?	No	yes	No	No	No	No	No
	FAQ Section?	None, only a contact page	None	None	None	Yes, dropdown section in about us	None	None
	Up to date photography?	Yes	No	Yes	Yes	Yes	Yes	No
	Log-in Feature?	Yes	Yes	Yes	No	No	Yes	No
	Privacy Policy?	Yes, identified at the bottom of the home page	Yes, identified at the bottom of the webpage	Yes, in the footer	Yes, in the footer	Yes, data protection in the footer	Yes, data protection in the footer	yes, identified at the bottom of the webpage
Search	Is there a search option?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Type of search	Text	Text/drop-down	Yes, drop-down/text	Yes, drop-down	Text only	Text Only	Text only

Category	Feature	Community Gateway Schools Australia	Inspiring The Future	Education And Employers	Groundwork NI	Speakers For Schools	Career Pilot	School Employer Connections
Functionality	Load Time	3.7 seconds (requires a captcha on first entry to prevent bots)	2.1 seconds	2.4 seconds	1.7 seconds	4.4 seconds	1.2 seconds	1.6 seconds
	Multilingual?	No	Yes	No	no	No	No	No
	Security	Yes (cloudflare)	Yes	Yes	Yes	Yes	Yes	Yes
Accessibility	How many font types?	3	3	3	2	3	3	3
	Clear Headings?	In most cases yes	Simple but not clear	Simple and clear	Simple and clear	Yes	Yes	No
	Links Recognisable	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Hyperlink changes colour when clicked?	No	No	No	No	No	No	No
	Link Underlining?	No	No	No	No	No	Yes	No

BENCHMARKING SUMMARIES

When it came to the benchmarking process, we each picked two of the similar organisations and dissected each of their websites. The two websites I analysed were “Groundworks NI” and “Education and Employers.”

Education And Employers:

The Education and Employers website struck me as the more outdated website. It lost marks due to not having up-to-date, high-definition images and a lack of interactive features, for example only being able to scroll or refresh the page to get back to the top. Education and Employers contact page lacks some key details and is instead very bland and simple.

Groundworks NI:

The Groundworks NI website was an improvement on the Education and Employers website, it included better HD images, good colour scheme, slick feel to the website and included multiple nav bars to further improve user experience and navigation on the website. The Groundworks NI website includes a sticky nav bar which allows the user to navigate to any other page on the website after they have scrolled down on one page. This also allows the user to get back to the top of the page in one click instead of refreshing or scrolling back to the top. A negative to groundworks Website is that their contact page was very lacklustre however a feature we liked about it was their use of the map to show where they were located via Google Maps which then gave an exact location and then directions could be found from your live location.

THE BRIEF

When it came to delivering the brief, we had some important checkpoints that we wanted to hit. First, we wanted to show Owen, Tom and Sheree that we done a lot of research about the organisation. We wanted to demonstrate our knowledge and understanding about what they're about and whilst also showing them what we can bring to SEC. We gave a brief introduction and started describing to them how we saw the organisation and what we thought needed done. Furthermore, we then discussed the deliverables, this is exactly what we were going to be sending them come the end of the project (these had been discussed during our first meeting with them.)

The Deliverables

1. New visual identity
2. Fresh brand
3. Newly developed website
4. Collective Twitter account for the charity
5. Other means of marketing e.g. Posters, t-shirts, water bottles, billboards etc.
6. The development of the brand guidelines and web user guide

THE BRIEF CONT.

The next part of the brief included some information about the tone, message and style. We wanted make sure that we were on the exact same page as School Employer Connections about exactly how they wanted the new visual identity to look. Not only this, but this section was also very important to make sure we knew exactly what features they wanted implemented on to the website.

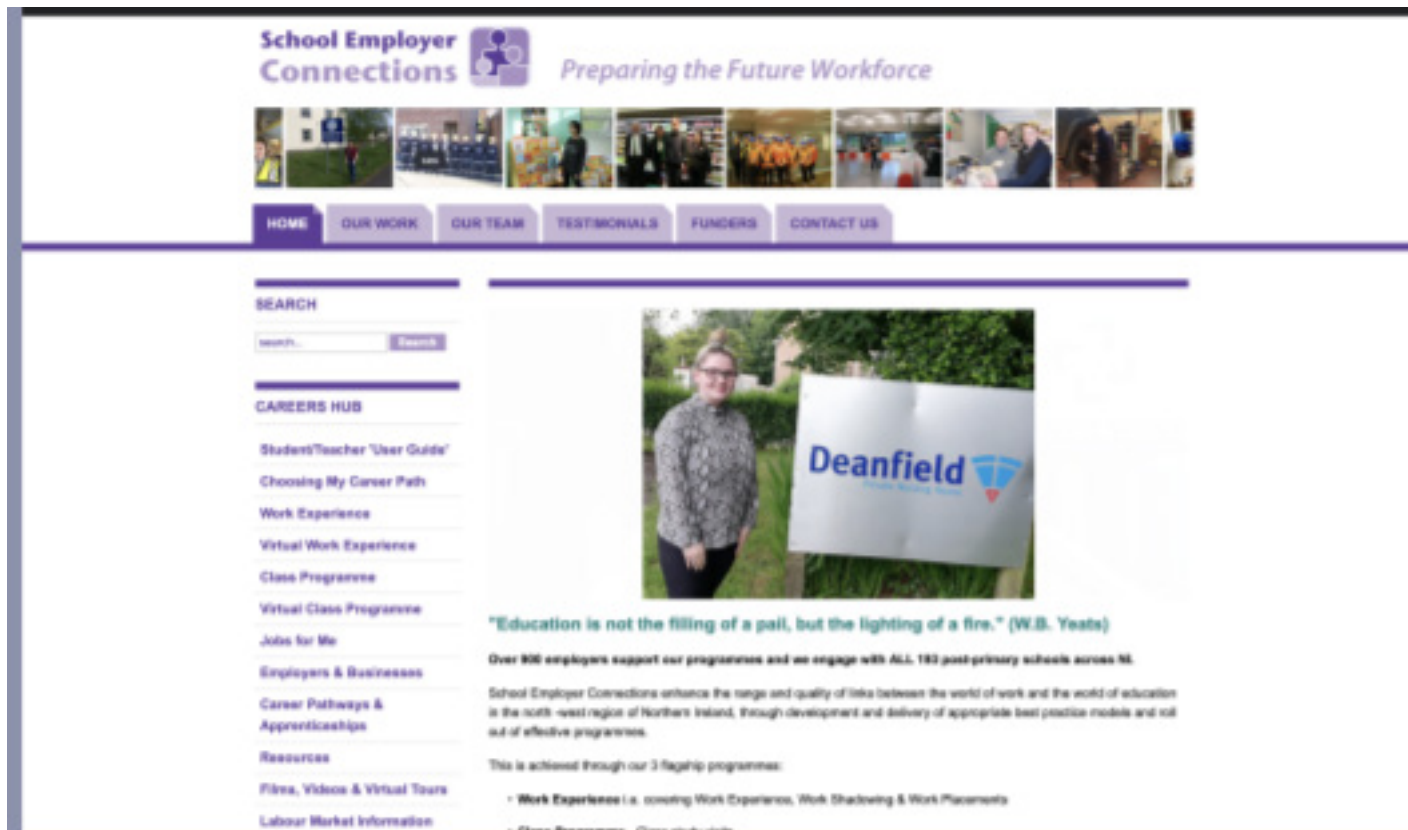
Tone Message Style

After the discussion with the community partner regarding the website, we as a creative team have decided upon a range of features and developments to include within the website, one of the key features was a live social media feed embedded within the website, this helps to create a better feel to the website and it not only shows the user the activity of the organisation but allows for a form of interactivity in which users can communicate and keep up to date with the community partner.

The community partner will be provided with a website guide, this will enable the community partner to change and adapt things as they move into the future and keep their website up to date. We will also create a set of brand guidelines to ensure the community partner uses the visual identity in the right way across a variety of materials and outputs. The main focus of the website will be on the three key features which are the Careers Hub, Work Experience and the Virtual Classes. With further Discussion between the creative team we decided upon cleaning up the layout of the website to make it more appealing to the users as the overall look and aesthetics of a website is vital when trying to attract users and also retaining them. Another development we have discussed as a team is the use of up-to-date images and also some graphics which will help to improve the overall look of the website. We also discussed the alteration of the colour scheme which the community partner is open to, this allows for us to make the website to be more eye-catching and aesthetically pleasing to the users, which can be key especially when dealing with students.

THE DESIGN PHASE

As we entered the design phase, we were tasked with creating three designs each for School Employer Connections. Each receiving feedback from the Creative Director, Adrian, and project manager, Claire. School Employer Connections were very honest and open in their first meeting with us, talking about how outdated their website and even their logo were. It was evident that they wanted big changes. Below is how the website looked:



DESIGN 1



This was my first attempt at a new logo for the organization. I attempted to use a circular design as part of the logo whilst being safe and only using a similar purple to the original organisation logo and website. The feedback I got for this design was exactly what I expected. Too similar to the original. Same colours. Similar basic design. I liked the font I chose for this design but that was about everything I liked about it. I did however see some potential in the circular design as School Employer Connections was all about unity and togetherness I thought a circular design was quite fitting.

DESIGN 2



This attempt ended up being worse than the first design. I stuck with the circle theme but added a bridge to it to symbolise how SEC build bridges between students and work places. The idea was good and had potential but the execution was very poor. I had never designed something like this and struggled branding it with colour. I also went for a more informal font to fit in with the bridge's informal aesthetic, however the lack of colour and lack of design experience in this area made for a poor final design.

DESIGN 3



This was my first design for my third and final logo. Already from the outset it has a much better look than the first two. I used the circle design but filled the circle with small icons of people and duplicated them all the way round in to the circle shape. This was also my first logo that really pushed the boat out, colour - wise. I used a red, yellow and orange grandient for the text as I envisioned SEC wanting a warm and welcomioing feeling to their logo and brand as they would be entrusted with helping to find students work opportunities. I received positive feedback on this logo. At the pitch, School Employer Connections picked this logo, along with some tweaks to the colour as the final design.

FEEDBACK AND COMMUNICATION

Notes from Pitch (they've chosen a logo)



Claire Mulrone · Nov 22 · Notified 4 people

Logo : Calum change the font to Purple (putting up doc that sheree sent)
would like to see black and white version too for mass printing.

Pallet : Calum

Font : Calum

Header : Calum

Web : Jonnie theme for website Photo carousel, online pupil registration form, calendar of events, live feed from social media. must support video content

domain : keep existing domain and hosting

LinkedIn : brand profile

Create a New twitter account

Re brand FB account

Marchandise

3 x Pop ups - logo, web address and one large image

(photos one of pupils, one of teachers and one of an industry partner)

Branded certificate for pupils

Branded plaque for participating schools

Poster template

Social media template

Newsletter template for schools and employers

Bus shelter advertisement

Letterhead

Business card (Calums)

Compliment slip

Report cover

Note Book A5

Pen

Pencils

Cotton shopper bag

Stress ball

Pen drive

Purple polo shirt

Purple zipped sweat shirt

Lanyard

Name badge

Hope this helps you navigate what the partner needs.

Well done on the pitch, you all presented well and your narratives were delivered with confidence. Sheree and the rest of the team was really impressed with what you created.

Claire

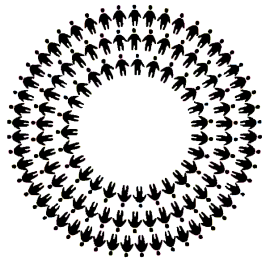
WHAT DID I DO WITH THIS FEEDBACK?

Upon receiving this feedback, myself and Caitlin started working on the revised design. We undertook this part of the project while Jonnie began work on the website. We split the designs in to different sections and focussed on these one at a time. A large part of this was the merchandise that we designed for them. We wanted to give them many options to bring their organisation to life. Along with the merchandise designs, Caitlin and I also focussed on the social media side of things as well. We designed new profile pictures, changed headers and supplied SEC with a set of social media guidelines which included some tips on how to post, frequency of posts and even some templates. After everything was signed off on, Caitlin and myself began creating the final designs.

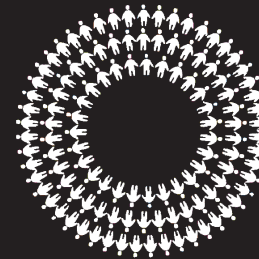
FINAL DESIGNS



**School
Employer
Connections**



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For this design, SEC wanted slight changes made. I had originally put the coloured logo on to the black business card, however, Owen Sheree and Tom let us know that they wanted a white version of the logo used on it.





For this bus shelter design, we had originally used images of young people engaging in some of the activities. However, we were told that due to child protection laws we couldn't use that image. We swapped it out for an image of adults working.





We had originally designed branded t shirts for the organisation. They got back to us and said if we could mock up some zipped hoodies as well they would often be out at places engaging in work.



CERTIFICATE OF ACHIEVEMENT

SCHOOL EMPLOYER CONNECTIONS
AWARDS

BRADLEY MCAVOY

for demonstrating excellence in completion of
activities

OWEN CROZIER
MANAGER





They specifically asked for a newsletter design which we happily provided. As we did not know what they wanted to include in the newsletter, we provided them with a template they can use in the future.



SEC also specified that they would like designs for pens and USB devices. This is a good idea as they could use these in the future to pass out to school children. We believed it was important to include the logo branding on these as they are something that the school children would see everyday.







This stationery design required some changes that the guys at SEC asked for. I, first of all, had to ensure that none of the logos on the stationery was stretched, per the request from our creative director. I then had to add the black business cards at the top left, the compliments sheet at the bottom left and ensure that all the other books were up to standard.





School Employer Connections

 schoolemployerconnections.org


 028 71 867700




Preparing the Future Workforce





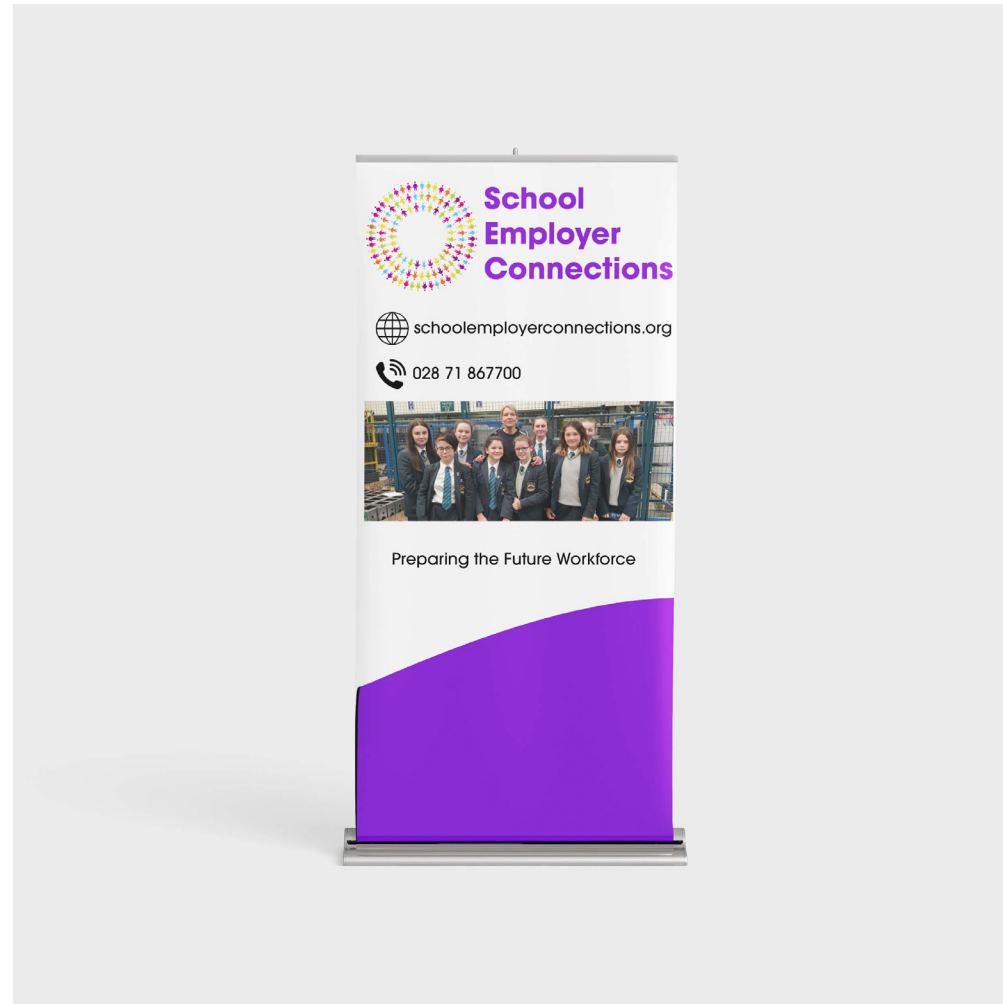
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Preparing the Future Workforce





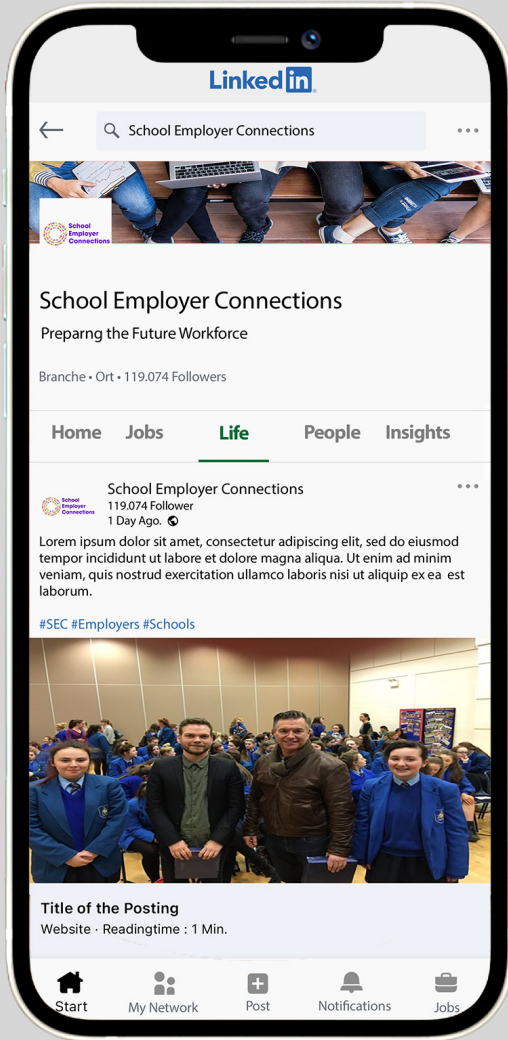
For the roll up banner designs, I had originally only created one. SEC got back to us and asked us if we could make three different ones. They wanted one with emphasis on the the students, one with emphasis on the students carrying out tasks, and one with emphasis on the companies they work with. They wanted very little text and Claire gave us ffeedback saying that there should be no text near the bottom as it might not be visible at events.

SOCIAL MEDIA

When it came to revamping their social media, we wanted to put as much emphasis as possible on branding the new logo. We made it so that the new Facebook account that Tom at SEC created had the logo as the profile picture. We made this the same on the organisations LinkedIn page too. Caitlin created a new Twitter account for SEC and as we had our window to update the social media platforms, we branded it with the new logo as well. For each platform we decided it would be best to use the new high resolution images that SEC provided for us. These would give the pages a warmer feel, instead of having more branding above the already branded profile pictures.



Twitter, Facebook and
LinkedIn profile picture.



Social Media Guidelines

Twitter Posts:

According to Hubspot, the best time to Tweet is from noon to 3pm or later at 5pm. This coincides with the lunchtime catch-up, afternoon slump and the time people are on the commute home. Maintaining an active social media presence is of paramount importance to reach the target audience. TweetDeck, a social media dashboard application for management of Twitter accounts, allows users to set up scheduled tweets to be posted at the best time for engagements.



Facebook Posts:

According to studies, the best time to post on Facebook is between 1pm and 3pm during the week and Saturdays. Engagement rates have also been found to be higher on Thursday and Friday. As the School Employer Connections Facebook page is a business page, scheduled posts will be able to be set up at the desired times to maximise interaction and engagements.

Frequency of Posts:

It is best to post on Twitter at least 5 times a day. The more frequent tweets are posted, the better. It has been found that on Facebook it is optimal to post 10 times a week. Studies have shown that on LinkedIn it is best to post once a day.

LinkedIn Posts:

One of the most important things about posting on LinkedIn is including an image along with the post. Images typically result in a 2x higher comment rate. Creating an image collage to include more than one image in the post performs very well for organizations. Statistically, completed pages also draw in more of an audience.



Social Media Guidelines

We have spent time researching the most effective way to engage an audience on social media. These guidelines reflect our research.

Twitter:

It is essential to use an image with every tweet.

Maximum of 2 hashtags per tweet.

Include any links at the end of tweets.

Keep one hashtag consistent through all tweets. (#PreparingTheFutureWorkforce)

Facebook:

Small amount of text followed by an image/images.

Better platform to show outcome of events.

LinkedIn:

Focus on career opportunities and updates on careers events.

Post Templates:

Tweet One:

Head over to our website and check out all the upcoming events in our calendar! (Insert link to website). #PreparingTheFutureWorkforce

Tweet Two:

Check out our #VirtualClass for (insert subject/class) at (specify time). Great opportunity to find out important information on your desired career! (insert link to virtual class on website). #PreparingTheFutureWorkforce

Tweet Three:

Hey! Sign up to our #WeeklyBulletin and receive updates for new career opportunities. It contains the latest information on employment near you! (insert link to bulletin sign up). #PreparingTheFutureWorkforce

Tweet Four:

Huge thank you to the people at (insert company name) for a very inspiring talk about a wide range of future possibilities! Great feedback from all the pupils at (insert school name). #CareersAdvice #PreparingTheFutureWorkforce

Tweet Five:

We are pleased to announce that on (insert date) we will be joined by (insert company) as they share their experience and provide insight in to magical world of (insert subject)! Book in now and don't miss out! (insert link to talk). #VirtualLearning #PreparingTheFutureWorkforce

Facebook Post:

Inspiring talk from (insert company name), speaking to the eager pupils at (insert school name). Here are some pictures of the activities throughout the day! (insert pictures)

LinkedIn Post:

Great new career opportunity at (insert company) check it out on our website for more details! (link to website) (include relevant image).

CONCLUSIONS...

Time and work load management:

In hindsight, I believe that our time management could have been much better. There were some external factors that played apart in this (sickness from me being absent around week 6, Caitlin having Covid) but I ultimately think that we could have stayed on track better throughout the whole process. We started the project off well, getting the benchmarking and brief done and out of the way around week 5 and 6. However after that things got slightly thrown off. We were trying to focus on other work too at that time and also received slow feedback from School Employer Connections. I feel that if we had made more use of basecamp and used the reminders/to do lists section of the website then we maybe could have stayed on task better.

How did I contribute?

When it came to the work load, we had an idea early on about who was doing specific jobs. Myself and Caitlin undertook a lot of the design work and all the social media work, whilst Jonnie focussed primarily on the website. I also sorted through all the files at the end, renaming them and uploaded them to basecamp in an organized manner. One file for handover and one where changes could be made to the adobe documents. We wanted to utilise each others strengths and ensure that what everyone was doing was comfortable for them. As SEC chose my design for the final logo, I was very comfortable going back to the files I was using and making any necessary changes and tweaks that they wanted. Even though Caitlin and I were doing the design work, Jonnie had a strong influence on our designs, this came in the form of helping us choose mockups, placements of logos, colours etc. We also had input on the layout of the website, we were able to give Jonnie ideas on layout and page designs. Looking back I believe the work load was distributed very fairly and everyone did a very good job with what they had been entrusted to do.

TIME LOG

Research: 6 hours

Benchmarking: 7 hours

Brief: 10 hours

Design: 50 hours

Pitch: 12 hours

Guidelines: 3.5 hours

Socials: 6.5 hours

Meetings: 12 hours

Client Management: 20 hours

Production Log: 10 hours

Total hours spent: 137 hours



**School
Employer
Connections**

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