

Production Log



Joel Greene

Contents:

Introduction	3
Client Research & Meeting	4-6
The Brief	7-11
The Pitch	12-21
Leftover Designs	22
Final Designs	23-29
Comm in the Group	30-33
Timesheet	34-35
Conclusion & References	36

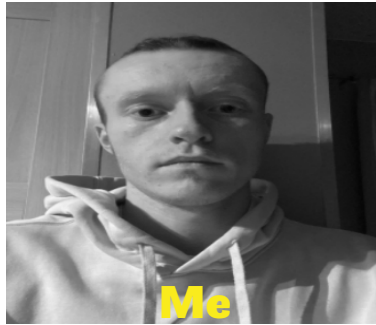
Introduction

Our Community Partner, The Participation and the Practice of Rights (PPR), has tasked us with making social media content for their #123GP campaign, which seeks changes to the services to mental health to make sure those who are experiencing emotional distress pain, or trauma accessing to timely and right support and help. The main aim of this major project is to re-purpose these testimonials given to the campaign #123GP into appealing digital media formats, and to utilize them on several communications channels to boost greater awareness and influence decision makers to improve services.

Our team needed to make visual content using the testimonials such as Graphic Designs and Motion Graphics content and to have them formatted to the suitable social media platforms such as Facebook, Twitter and Instagram. The target audience for this visual content is anyone over the age of eighteen so that we can harness the power of social media to help PPR gather momentum for the #123GP campaign.

Meet The Team

Graphic Designer
- Photoshop



Social Media
Strategy

Graphic Designer
- Photoshop



Social Media
Strategy

Graphic Designer
- Photoshop



Motion Graphics
- After Effects

Client Research

To carry out our initial client research our group had a scheduled meeting with our client. Before attending this meeting I chose to carry out some initial research and document it on a Word document. I found that the overall aim of the campaign #123GP is to make sure that GPs are equipped with mental health expertise.

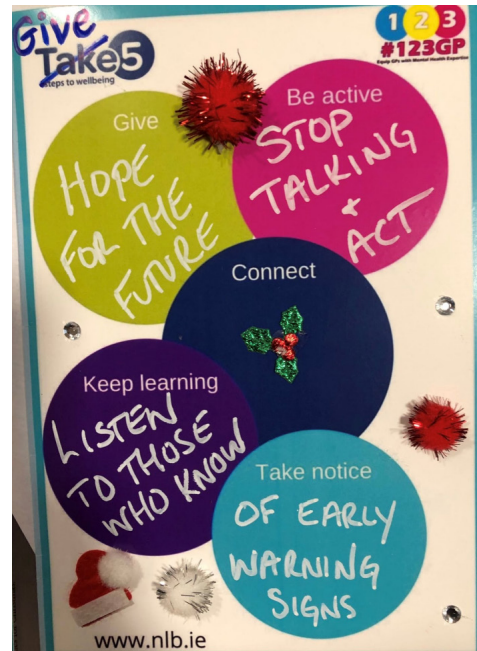
The 3 particular changes the campaign is calling for are:

1. All GP practices to issue patients with timely access to a practice based counsellor.
2. All trainee GPs must begin community based mental health placements, and all practicing GPs must undergo compulsory professional mental health and suicide prevention training.
3. Mental Health professionals e.g. mental health workers or CPNs must be based in GP Practices and need to be part of the primary care team.

All information gathered from: <https://www.cause.org.uk/news/123-gp-campaign>

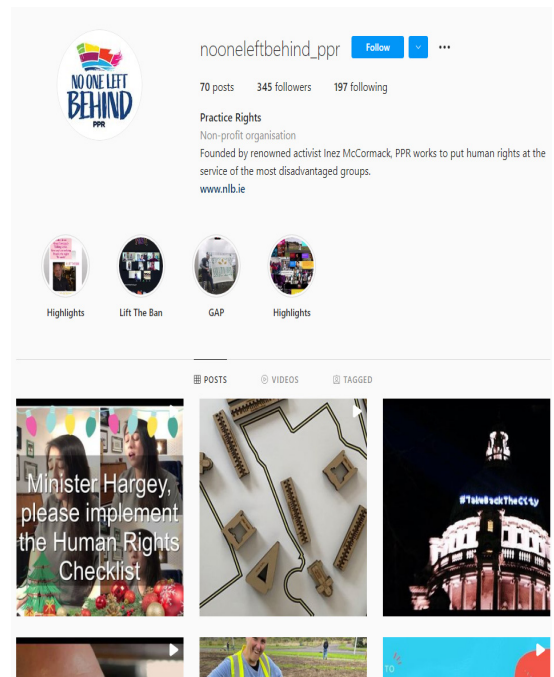
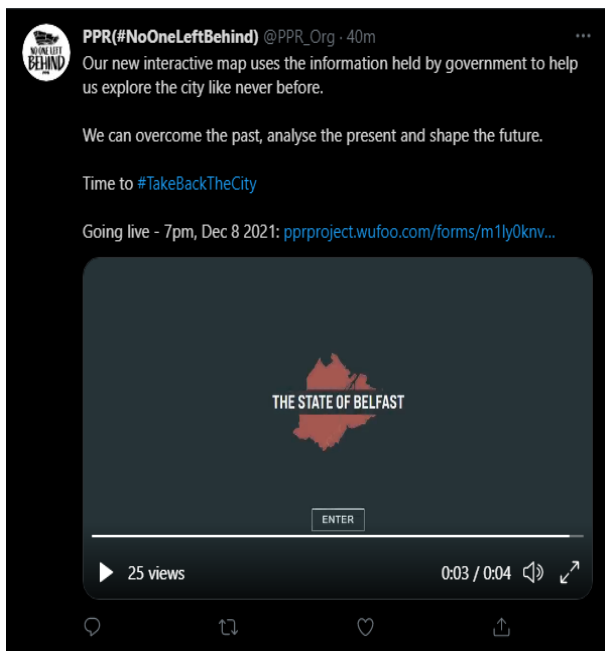
I was confident that our group, no matter the task will help to further achieve these goals.





PPR was founded by renowned activist Inez McCormack.

*Images were gathered from PPR's social media platforms Facebook, Twitter and Instagram.



Client Meeting

We had our first official meeting with our community partner Sara Boyce. During the meeting we went through the #123GP briefing paper PPR had provided us.

The briefing paper explains what the campaign is, the goal they are trying to achieve and draws on a three-year campaign led by #123GP campaigners, for timely access to counselling for everyone who needs it. It provides information and analysis in relation to accessing counselling via the two main referral routes open to GPs in-house counselling and primary care talking therapy hubs. It details the support built for #123GP campaign's proposals and the response from governmental bodies and agencies. Lastly, it also proposes realistic solutions in the context of the development of a 10-year mental health strategy, including some that have emerged in response to the COVID-19 pandemic.

Overall, Sara went over the brief and told us what she would like to see from us by producing more social media content such as Graphic Designs and Motion Graphics for several platforms such as Facebook, Twitter and Instagram for the #123GP campaign.



The Brief

We began the process of creating our brief which was to be finalised and approved by Project Manager/Creative Director Adrian Hickey and Project Supervisor Claire Mulrone before we sent it off to our community partner Sara. The purpose of this document was to help outline our production brief for PPR's #123GP campaign. This is a campaign to help raise awareness for when it comes to finding GP's that offer support for issues when it comes to mental health called #123GP.

We discussed the brief and how we would approach it. During class, we assigned ourselves with individual tasks for each of us to complete fairly to ease the workload for the brief.

I was in charge of the following:

1. Outlining the Deliverables
2. Tone, Message & Style
3. Identify the Competitors/Similar Agencies
4. Research and evaluate a similar website for the benchmarking process.

We all agreed to research and evaluate a similar website each that was relevant to our community partner PPR for the #123GP campaign. I was responsible for benchmarking the website called Civil Society Futures.



Deliverables

We will deliver a series of promotional motion graphics videos and graphic design poster formats on Instagram and Twitter's social websites to the community partners. The motion graphic videos will be in the style of an infographic, which will relay the information about the GP practices and the current state of the policies and systems used for the mental health services for which the #123GP campaign is looking to try and improve.

The purpose of this project is to re-purpose testimonials collected by PPR and transform into a range of engaging content for use in a social media campaign. With the aim of creating three pieces of infographics and motion graphics content to showcase the data gathered ten pieces of graphic designs of the testimonials and two pieces of augment reality that people can post onto their Instagram stories. This will showcase the people who have sought mental health counselling and their experiences.

Tone, Message & Style

We aim to deliver a project to help people get the support they need for their mental health issues and most importantly give them a sense of easy access to counselling services. We are focusing more on social media promotions to improve people's counselling further and have our designs to be visually striking and direct to the point of what we are raising awareness of. Therefore, we want our social media campaign to be impactful and informative for those who require counselling for their mental health which we can do by showcasing the testimonials in a motion graphics video where each one will be animated and narrated by a selected member of the project or if allowed, the people who provided the testimonials themselves.

Identify the Competitors/Similar Agencies

Civil Society Futures, Mindwise and Amnesty International are examples of similar agencies that were benchmarked. They promote on different social media platforms such as Twitter and Facebook. We want to mainly focus on social media promotion by providing more ways to access counselling for people with mental health issues.

Benchmarking Civil Society Futures

Civil Society Futures social media used the social platforms of Facebook, Twitter and Instagram to deliver their enquiry of how to best maximise the positive effects of civic action and to deliver change until it was finished in December 2018. We will be talking about their Facebook and Twitter platforms as their Instagram account has long since been removed.

For Twitter they use their hashtag #civilsocietyfutures for their posts and for other companies or accounts in relation to their work to use it to promote their activities and events about the enquiry. They have also posted about the panels they have attended via Zoom, for example Local Trust about community.

Their Facebook was mainly posting updates in the form of posts, videos and news about their findings and links to other topics on their website such as “Is the third sector sexist?”.

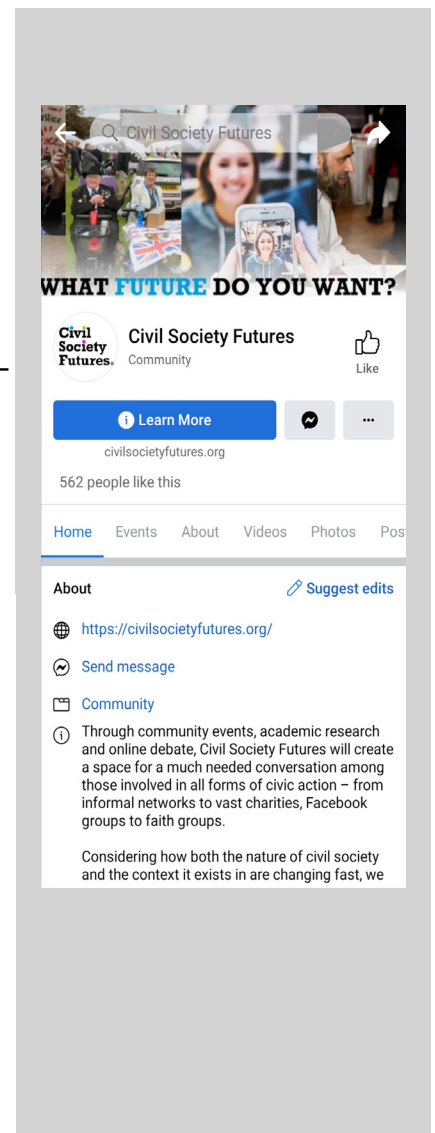
OVERALL SCORE: 53%



Link to Benchmark Excel Spreadsheet:

<https://docs.google.com/spreadsheets/d/1-y0i0rki9yuvRHIG8pwTeEM-QhYVHR4FO6YIJIQp0kLM/edit?usp=sharing>

**Civil
Society
Futures.**



Brief Changes & Approval



Claire Mulrone

Thanks for making the changes I outlined last week. this is definitely more focused

If Adrian is happy with the brief I am happy for you to send this to Sara. please ensure you cc me and Adrian into the email.

here's her email address

Sara Boyce <sara@pprproject.org>



Adrian Hickey, Senior Lecturer in Interactive Media

Yes. Please forward it to Sara and put a note asking for feedback or changes. Please CC Claire and I in.

Thanks

Adrian

There were changes to be made to our first brief draft that we forwarded to Claire and Adrian. Documented below are the updated changes to Basecamp that we were asked to make before forwarding it onto our community partner Sara. We then sent in the new version of our brief and got the approval from both Adrian and Claire and got it sent over to Sara using Microsoft Outlook.



Feedback from Community Partner & Completed Brief

We got feedback from our community partner Sara which was the following:

Hi Robert and all

Thanks for the work you have done on revising this production brief – we really appreciate it.

I think it would still be helpful to **nail down the deliverables a bit more** just so we are all clear what we are aiming for.

I think its good to be clear that your **objective** is to produce the social media content, rather than working up a full social media campaign as such, which would be a bigger piece of work.

On page 13 you say you will deliver a series of promotional motion graphic videos and graphic design poster formats on Instagram and Twitter.

You say the motion graphic videos will be in the style of an infographic that will relay the info about GP practices and the current state of policies and systems used for mental health services, with appropriate pieces being created for social media.

At the bottom of page 13 you mention showcasing the testimonials in motion graphic video where each one will be animated and narrated by a selected member of the project or if allowed , by the people who provided the testimony.

So – it would be good to get a **clear picture of how many infographics and motion graphic videos you plan to create.**

We want to ensure that the most interesting/compelling stories (currently in text based format) are repurposed so we can use them on social media.

We were thinking a series of short videos with testimonies from a range of different people. The infographics sound good for presenting the quantitative data and key policies.

We don't have access to the people who provided the testimonies as it was provided anonymously through a portal, but we do have **campaign members who would be up for narrating testimonies** no bother.

You also mentioned **campaign logos** – are you planning to create new one/s?

The only other question I had was about Instagram. We don't use it very much in PPR and our target audience is older in the main- politicians, civil servants, other influencers, so I'm not sure about Instagram. What about Facebook? Happy to chat about this as I'm sure you have good reasons for identifying Instagram as a social media platform for getting the content out.

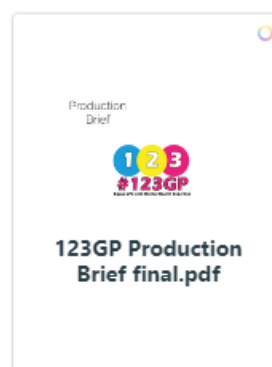
Again, if its helpful to get a chat we can do that no problem. I'm around all of next week apart from Friday. I'm actually going on leave for December but if you need to get me after next week that's not a problem as I'm about . my number is 07864074235. Otherwise I'll be back in work on 4 Jan.

Thanks very much.

Sara

We received an email back from our community partner and overall what we had sent through was mostly positive, we just had to make a few changes and be more clear about certain things.

We made the changes provided by Sara, completed our official brief and proceeded on to the next task.



Design Research for The Pitch

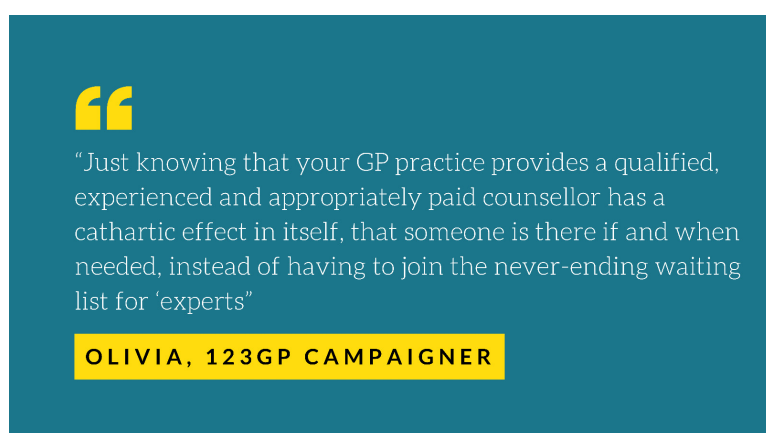
After having looked at previous social media content produced on PPR's social media platforms Facebook, Twitter and Instagram, Aaron recommended two websites to me which are called Canva and Adobe Spark:

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content (en.wikipedia.org, 2021).

Adobe Spark is a free online and mobile graphic design app including post, page and video. It allows the easy creation of beautiful images, videos and web pages within minutes. It is said to truly empower everyone to be creative and share (support.tlt.utah.edu, 2021).

Overall, both of these websites came in very useful and inspired me along the way when I was coming up with design ideas. **We also made sure that any materials used from any websites was 100% copyright free.**

When I was browsing through Canva, Adobe Spark and across the internet for potential design ideas, I came across a unique design that I have never seen before which I found on Canva:



I really liked this design mockup as it looked professional and clean but I wanted to change the colours to the #123GP logo to represent the campaign, change the typeface from its current one above to Maple which is a free Adobe typeface and add my own idea to this design.

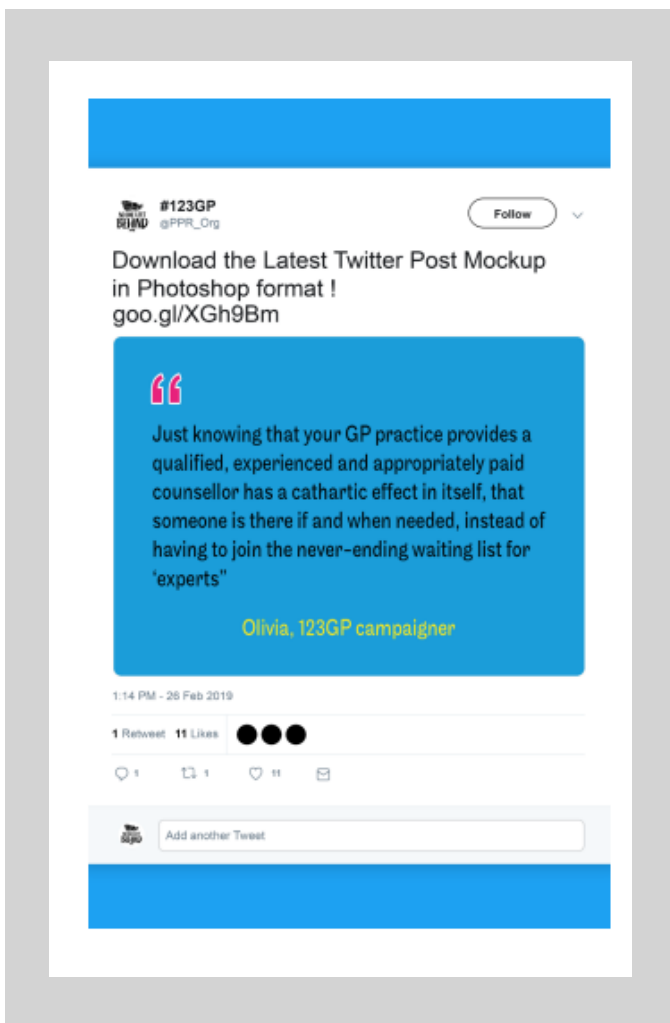
I have made several designs to help get the message across for people to recognise that several GP's throughout various communities are not offering support for those who are suffering from mental health issues. Each design that I have made for the #123GP campaign will help to appeal to the public and lawmakers by making members of the public aware that there is not sufficient or adequate amount of support for people who are suffering from mental health issues across Northern Ireland.

Twitter Design 1:



Just knowing that your GP practice provides a qualified, experienced and appropriately paid counsellor has a cathartic effect in itself, that someone is there if and when needed, instead of having to join the never-ending waiting list for 'experts'

Olivia, 123GP campaigner

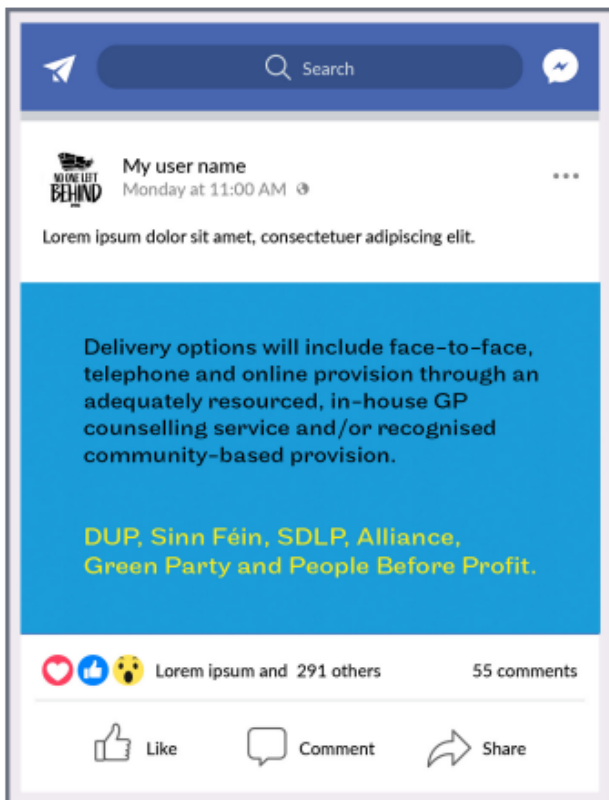


To the left is an example of how this design would look on Twitter.

Facebook Design 1:

Delivery options will include face-to-face, telephone and online provision through an adequately resourced, in-house GP counselling service and/or recognised community-based provision.

DUP, Sinn Féin, SDLP, Alliance, Green Party and People Before Profit.



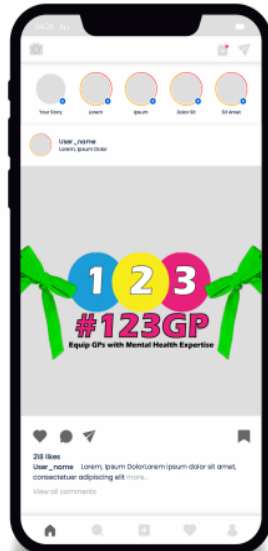
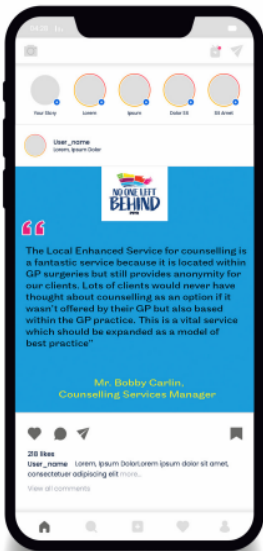
To the left is an example of how this design would look on Facebook.

Instagram Designs 1:



This is a very valuable service that helps GPs to provide better services locally.”

Dr. David Johnston FRCGP



The phone on the left shows a vertical image ad of how it would look like on Instagram. This time around, I decided to include the PPR logo at the top as an add on to make it more eye catching to the members of the public.

The phone on the right shows an example design based on using the #123GP logo to represent the campaign, along with green ribbons at each end to represent mental health awareness.

Every Design for Pitch



Just knowing that your GP practice provides a qualified, experienced and appropriately paid counsellor has a cathartic effect in itself, that someone is there if and when needed, instead of having to join the never-ending waiting list for 'experts'

Olivia, 123GP campaigner

Delivery options will include face-to-face, telephone and online provision through an adequately resourced, in-house GP counselling service and/or recognised community-based provision.

DUP, Sinn Féin, SDLP, Alliance, Green Party and People Before Profit.



The Local Enhanced Service for counselling is a fantastic service because it is located within GP surgeries but still provides anonymity for our clients. Lots of clients would never have thought about counselling as an option if it wasn't offered by their GP but also based within the GP practice. This is a vital service which should be expanded as a model of best practice"

Mr. Bobby Carlin,
Counselling Services Manager



This is a very valuable service that helps GPs to provide better services locally."

Dr. David Johnston FRCGP

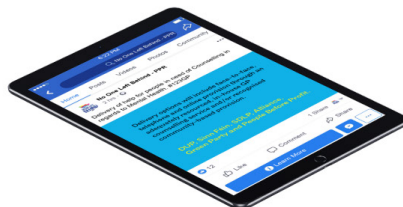
Pitch Feedback & Changes

The feedback received from Adrian and Claire during class was to show how each design would look on several electronic devices such as a laptop, an iPad and not only on mobile phones. Not only that, even though I am not responsible for creating the motion graphics, I still had to make my own motion graphics storyboard which Robert could potentially have to make as the final piece for the #123GP campaign.

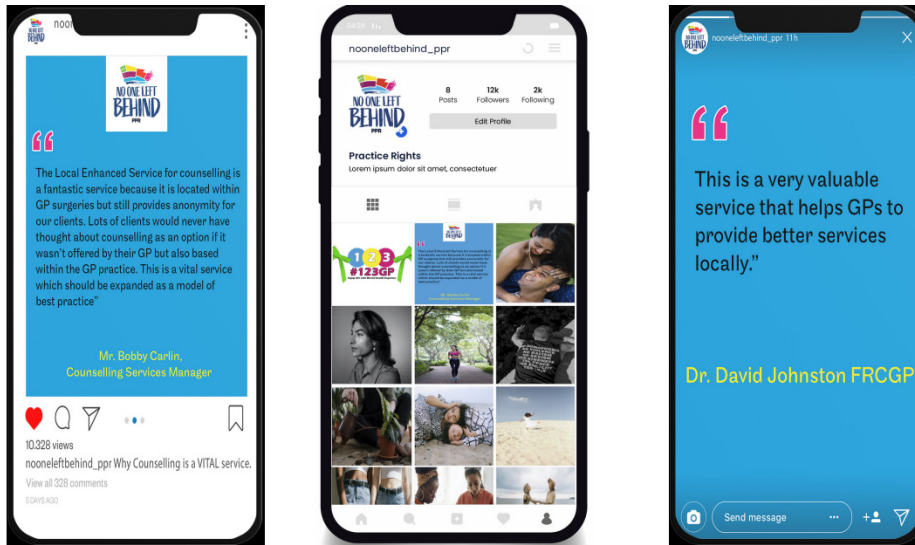
Twitter Design 2:



Facebook Design 2:



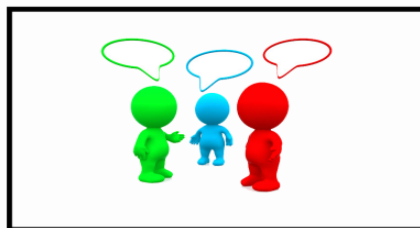
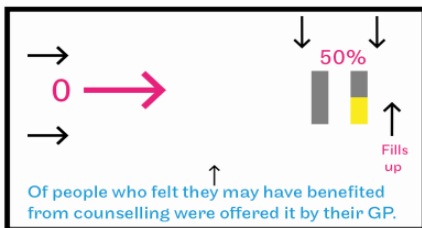
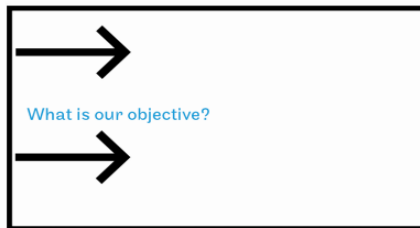
Instagram Designs 2:



Motion Graphics Storyboard:

Title #123GP Campaign

Page



More Feedback & Changes



Adrian Hickey, Senior Lecturer in Interactive Media

Once again, can I ask that you please share resources.

Can you all use the phones on P4? - Everyone use these for all platforms.

Can you all use the Mac on P6

Everyone Drop the iPad. It cannot be read.

I dont know who owns what so can you please label them.

Set 1 - I think it is Aaron - Can you please look at using the same font throughout all of your images?

Set 2 - Joel? These are so stretched - can you layout the type without stretching it please?

Set 3 - Can you use more than one stat Robert across all devices? Can you lay it all out without stretching it please?



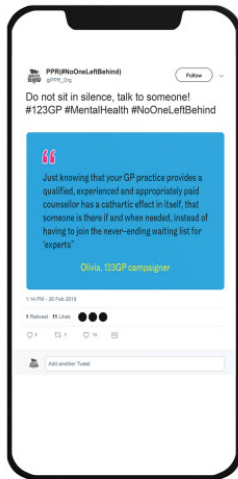
Claire Mulrone

Is this a combined design deck, which of you owns which bit, it's important to distinguish between each of the three social media campaign. I think some of the imagery is stretched. could you review this before Adrian signs off . I want the pitch sorted out tomorrow.

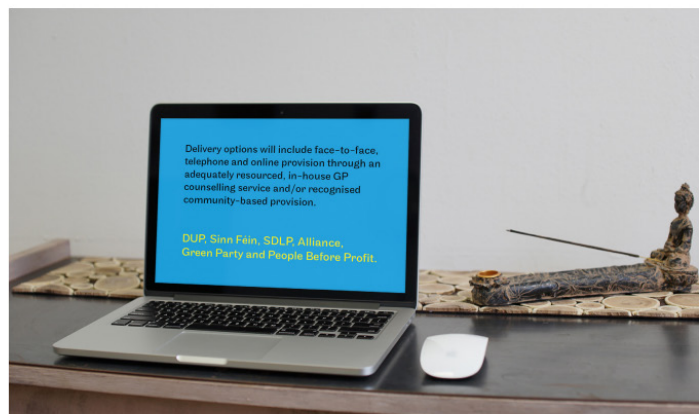
Claire

The feedback received from Adrian and Claire on Basecamp was straight forward but sloppy on our behalf. We knew that whenever we read the feedback and went back to look at our Pitch document. We made sure that it would not happen again and got our act together as a group and made sure this time around.

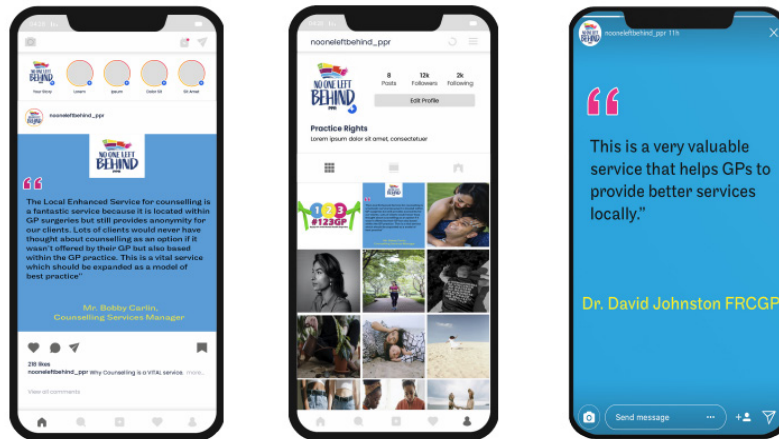
Twitter Design 3:



Facebook Design 3:



Instagram Designs 3:



Final Feedback leading to Final Designs:

After our final pitch got approved by Adrian and Claire, we then had to discuss with each other which one of our designs that we would choose individually to put forward as our final design. We had a look through each other's designs and discussed as a group which one we would go with that would be most suitable for the #123GP campaign.

We chose to go with Aaron's social media design as his background image is more appealing with either the #123GP logo or PPR logo included with the design.

We decided to go with Robert's motion graphics storyboard as it was more suited as it was plain and simple and to the point for the #123GP campaign.

Aaron and I had to produce several designs between us that showed consistency throughout the Twitter, Facebook and Instagram designs and include each design on mobile phones and laptops as well.

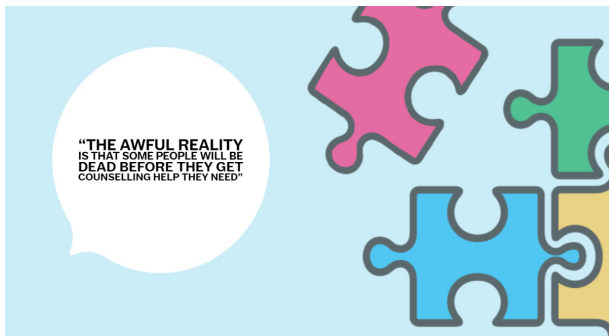
I was also made aware that due to permission and or GDPR regulations that the personnel that said the quotes in the graphic designs above may not be able to be used until permission is granted. This had an impact on myself and Aaron's final design decision in the end up.



Leftover Designs:

In my spare time, I decided to make more designs which could potentially still be used if the community partner would like to do so, even though these will not be apart of the final designs for the #123GP campaign.

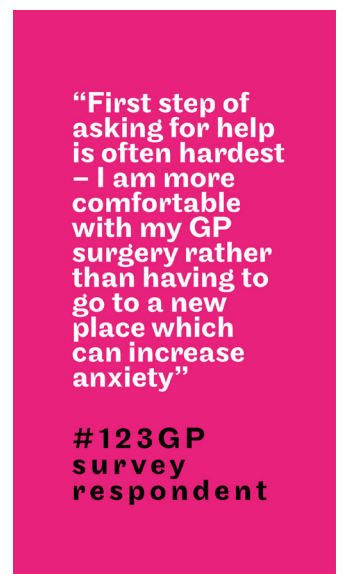
Twitter:



Facebook:



Instagram:





FINAL DESIGNS FOR THE #123GP CAMPAIGN


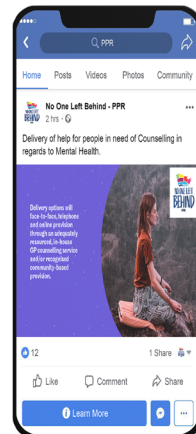
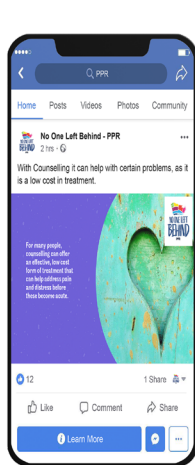


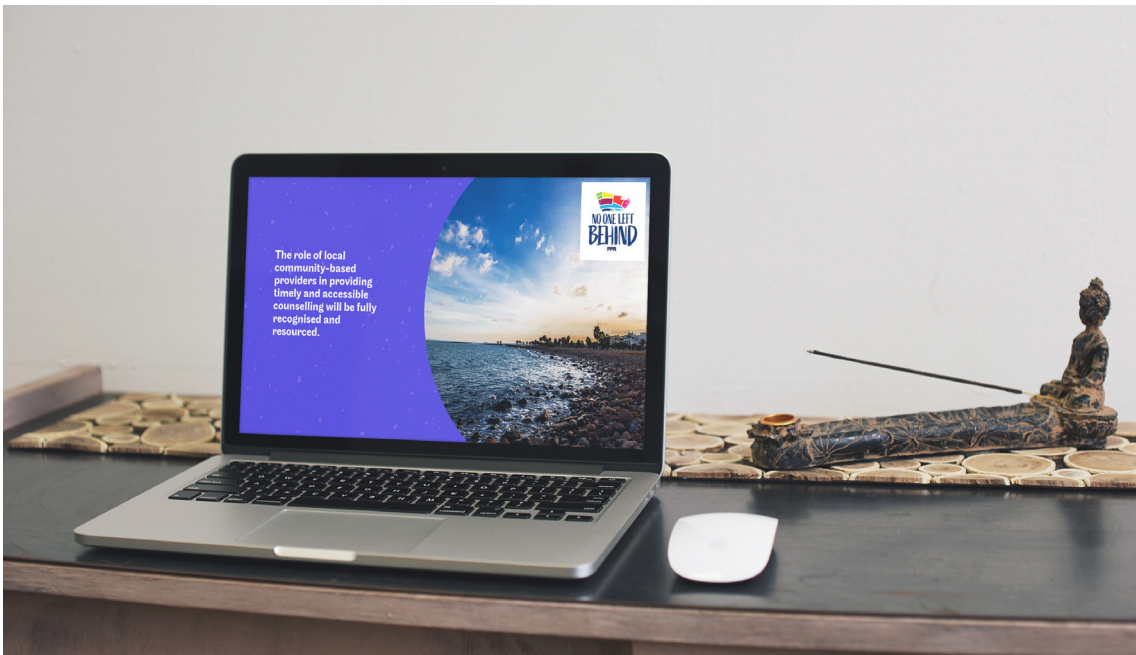
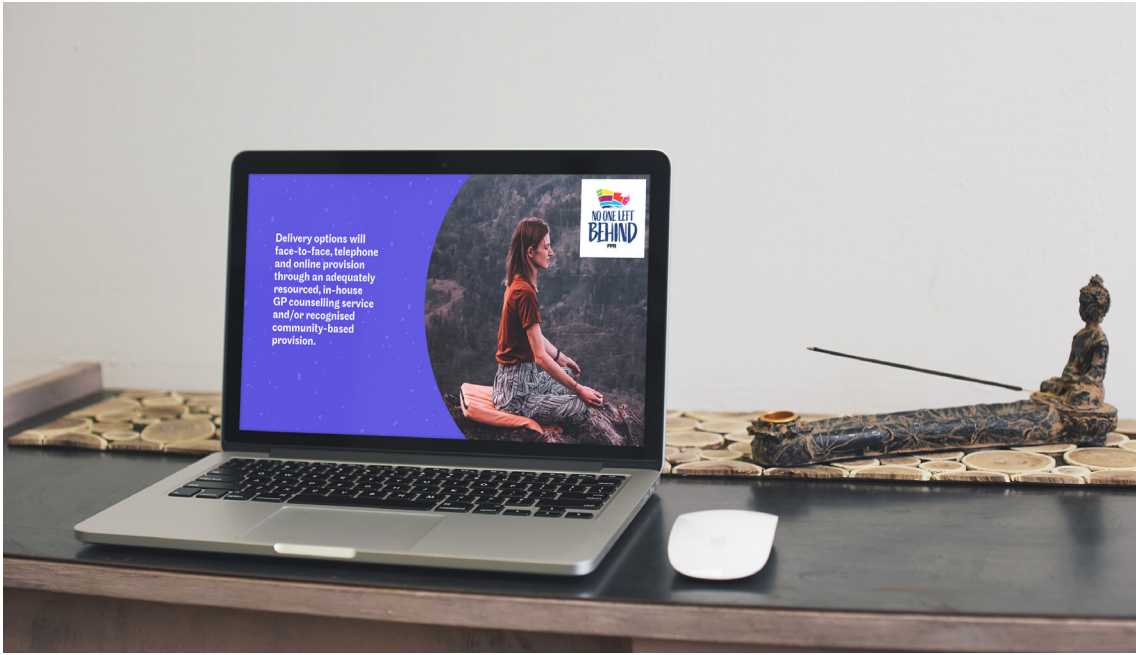
Facebook:

Delivery options will face-to-face, telephone and online provision through an adequately resourced, in-house GP counselling service and/or recognised community-based provision.

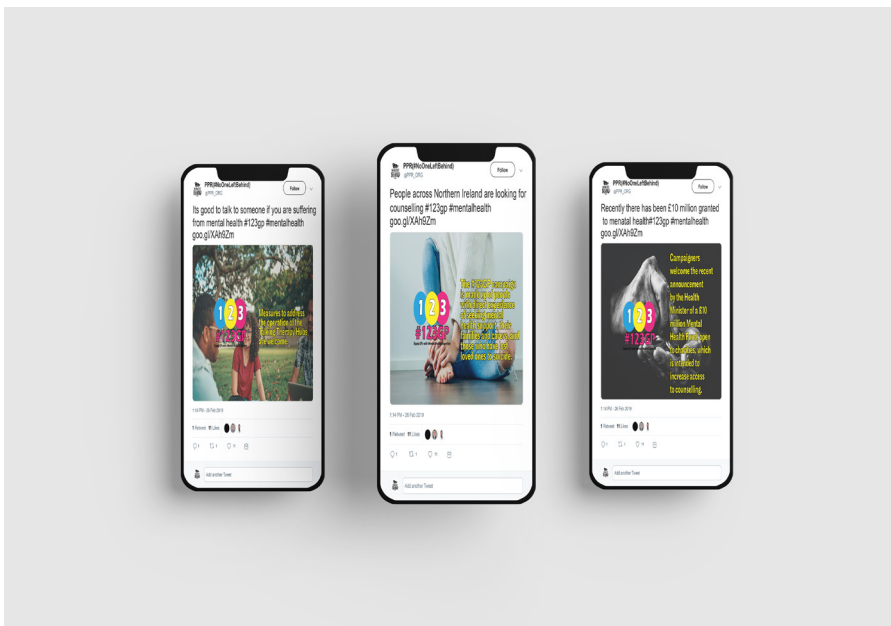
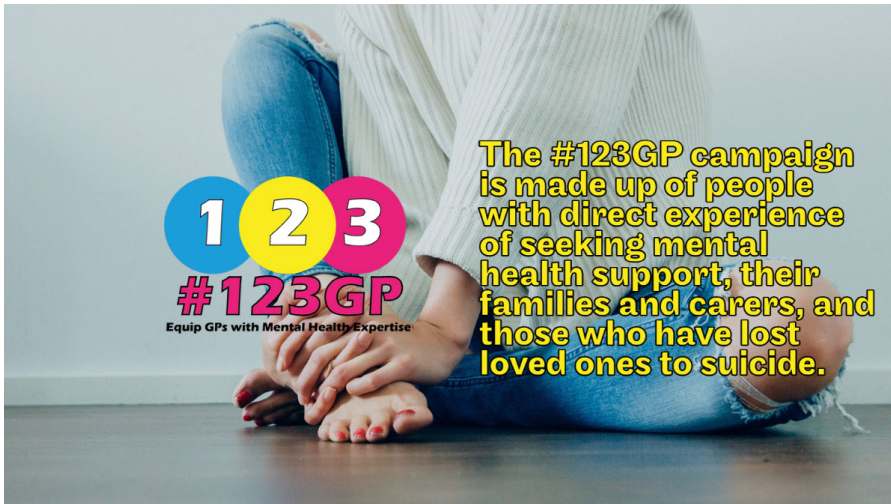


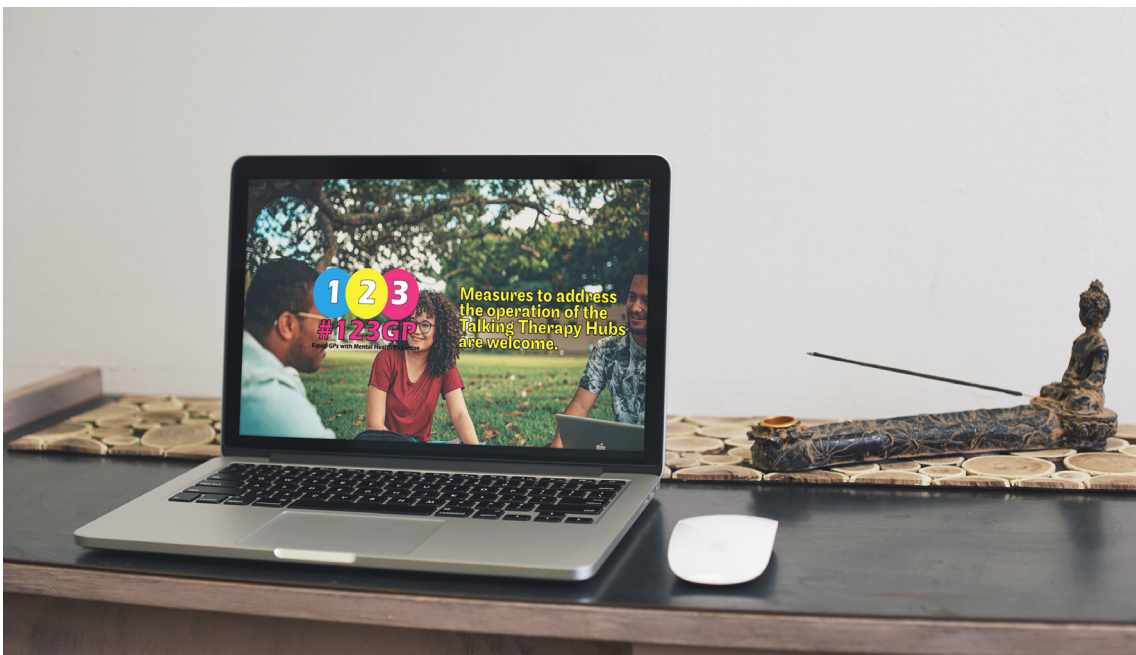
The role of local community-based providers in providing timely and accessible counselling will be fully recognised and resourced.

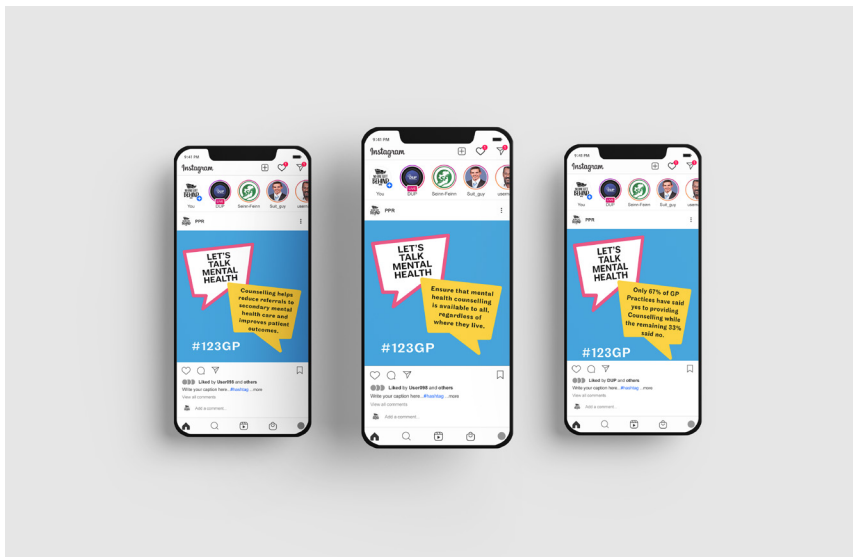


Twitter:



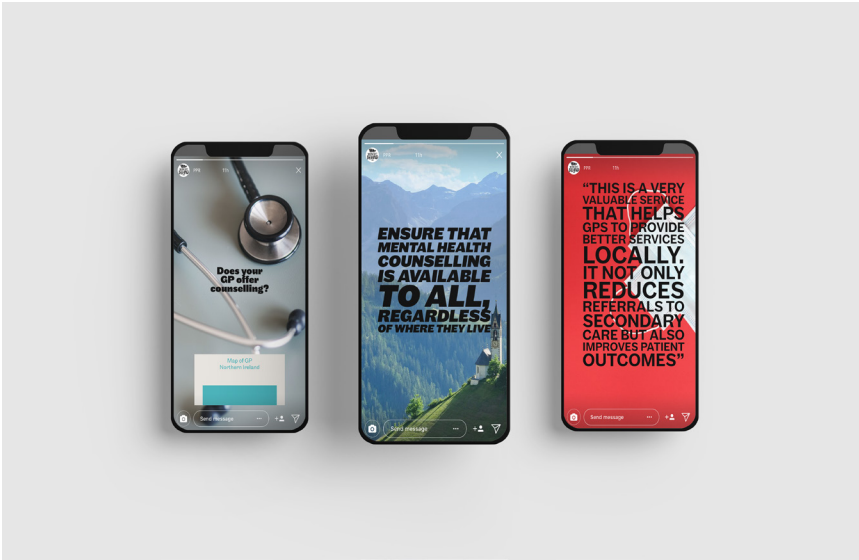


Instagram:



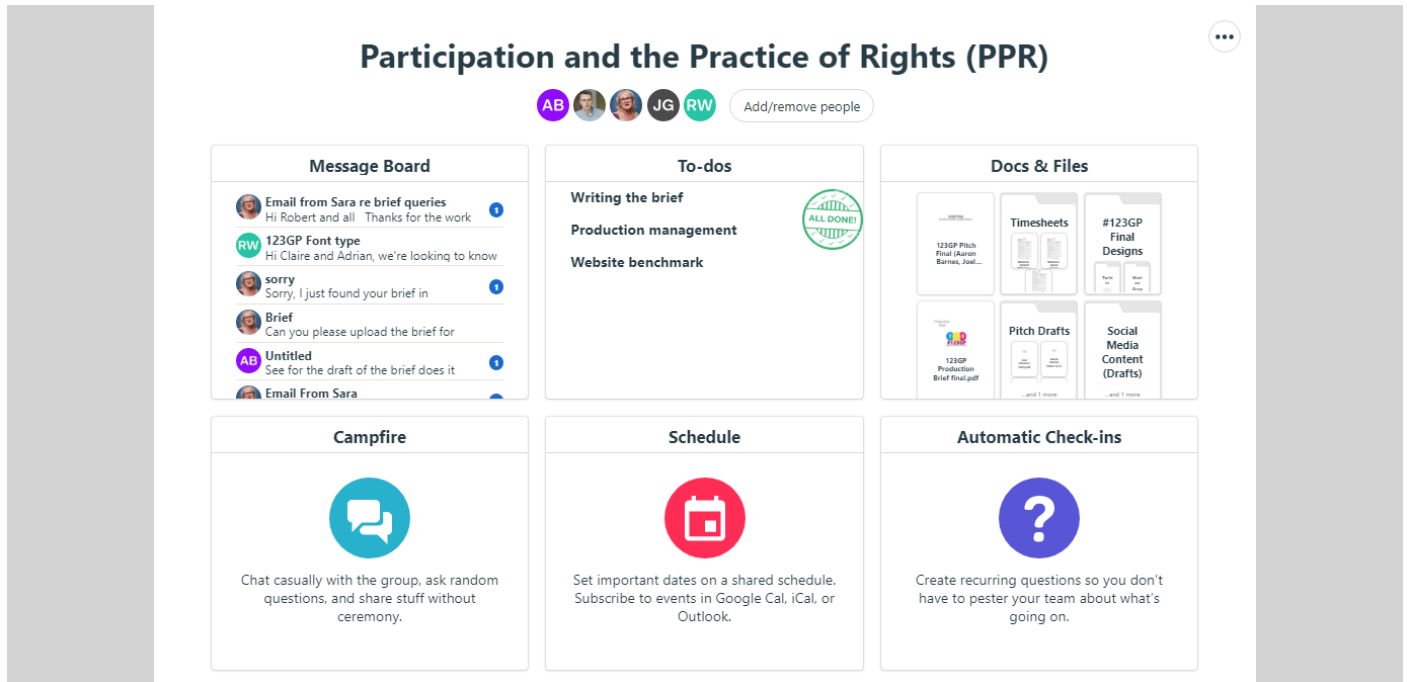
“THIS IS A VERY VALUABLE SERVICE THAT HELPS GPs TO PROVIDE BETTER SERVICES **LOCALLY.** IT NOT ONLY **REDUCES** REFERRALS TO **SECONDARY** CARE BUT ALSO IMPROVES PATIENT **OUTCOMES**”

ENSURE THAT MENTAL HEALTH COUNSELLING IS AVAILABLE TO ALL, REGARDLESS OF WHERE THEY LIVE



Communication in the Group:

Basecamp:



Basecamp is about getting tasks completed. It is an application that is practical for projects of many sizes. It lets users set up several groups where they can set tasks, communicate with others, and display their work. It was right for our project as we were allowed to upload all of our files, so that everyone can download it from any location at anytime. We also used other communicative applications e.g. WhatsApp, Discord and Outlook (Email). Basecamp was primarily used in our group for sharing of files and setting to-do lists to make sure that we are keeping track of our work.

Message Board:

This can be used to message anyone in the group usually in an informal manner. Overall, our group did not use this feature a whole lot as we much preferred to use other applications e.g WhatsApp and Discord to communicate with each other as we found it a lot quicker and more handy to use.

To-dos:

This was the feature we used a little bit at the start, as it was handy to keep track of when deadlines are due and to let you know when someone in the group has completed a particular task.









Docs & Files:

This was the feature which our group used the most on Basecamp, as it was most handy for everyone in the group to check on work, edit or download work that has been uploaded.

+ New message

Message Board













-  **Email from Sara re brief queries**
Claire Mulrone • Nov 24 — Hi Robert and all Thanks for the work you have done on revising this production brief – we really appreciate it. I think it would still be helpful to nail down the deliverables a bit more just so we 1
-  **123GP Font type**
Robert Williamson • Nov 1 — Hi Claire and Adrian, we're looking to know if there's any info about which font type was used for the 123gp logo. We've tried to find the font that's most similar but we want the original font used if
-  **sorry**
Claire Mulrone • Oct 22 — Sorry, I just found your brief in yesterday's activity. I'll review it now. C 1
-  **Brief**
Claire Mulrone • Oct 22 — Can you please upload the brief for approval by Adrian and I. We need to see this review this before you get the final Brief out to the partner today. I know you are all keen to move into the
-  **Untitled**
Aaron Barnes • Oct 13 — See for the draft of the brief does it have to be posted as a InDesign document converted to a PDF or can the draft be a word document? 1
-  **Email From Sara**
Claire Mulrone • Sep 28 — Good morning team See this email. she has been the briefing document and the logos. I will upload them to your documents/files Claire Hi Claire Great to meet with you and Aaron and Robert 2
-  **Meeting**
Claire Mulrone • Sep 27 — Good morning team Are you available today at 2.00pm to meet your PPR partner? I would like to set up a Teams meeting for an hour. let me know as soon as you can. Thanks C 10
-  **Hello**
Claire Mulrone • Sep 24 — I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live

+ New list

To-dos All done!

View as...

- 3/3 completed - [Archive list](#)
Writing the brief
Add a to-do
 - ✓ Writing 1,3,5 and 9  Thu, Oct 14  Robert W.
 - ✓ Writing Brief - 6, 7 and 8
 - ✓ Writing 2, 4 & 10  Thu, Oct 14  Aaron B.
- 2/2 completed - [Archive list](#)
Production management 1
Add a to-do
 - ✓ Sign up to clockify  Joel G.  Robert W.
 - ✓ Create a group on clockify  Aaron B.
- 3/3 completed - [Archive list](#)
Website benchmark 1
Add a to-do
 - ✓ <https://www.rethink.org/>  Aaron B.
 - ✓ <https://www.amh.org.uk/>  Joel G.
 - ✓ <https://www.mindwisenv.org/>  Robert W.

+ New...

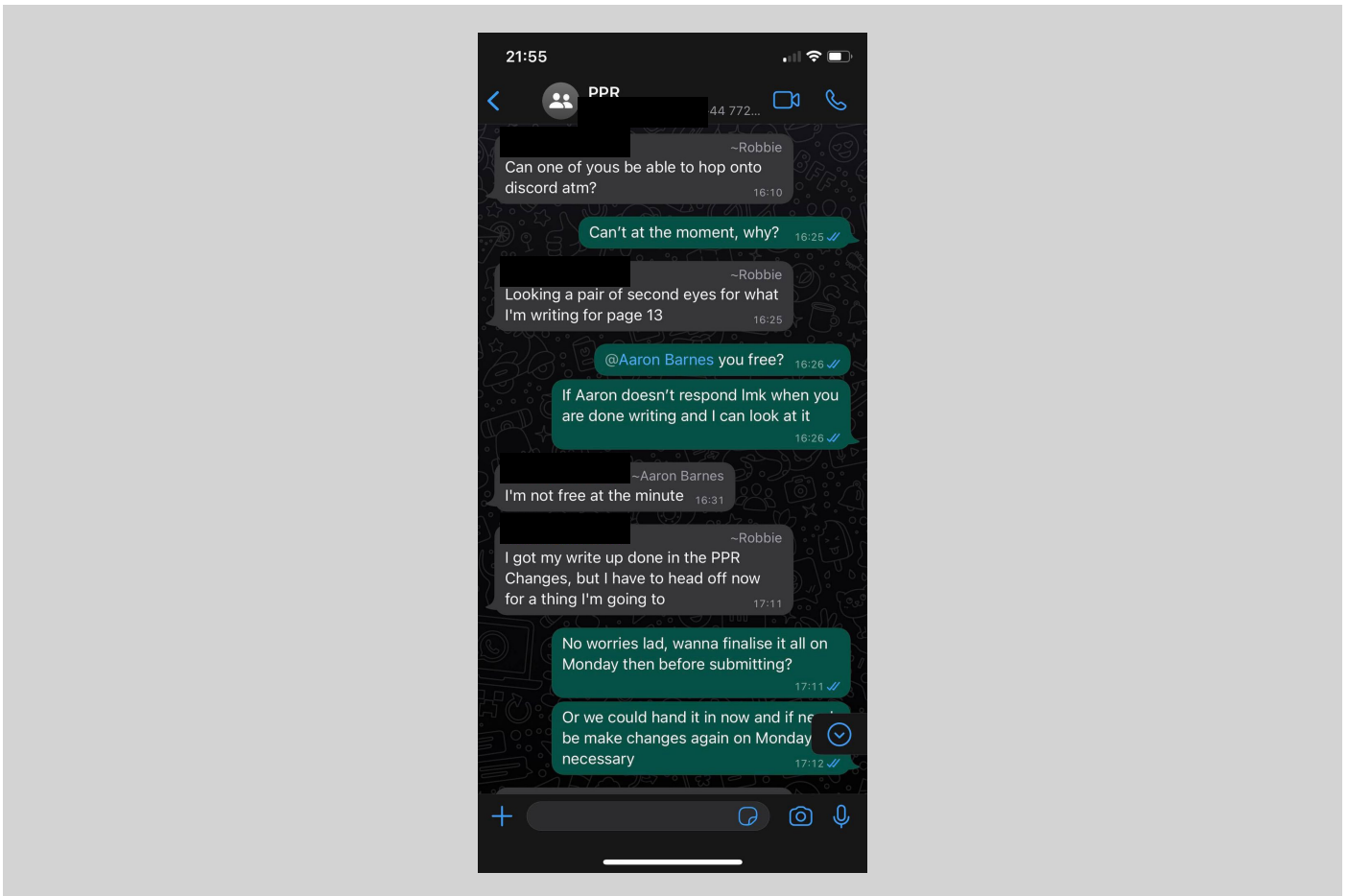
Docs & Files

Unsorted

The 'Docs & Files' section displays a grid of document thumbnails. Each thumbnail shows a preview of the document's content, such as spreadsheets, design layouts, and text documents. The thumbnails are arranged in a grid and include titles like '123GP Pitch Final', 'Timesheets', '#123GP Final Designs', 'Pitch Drafts', 'Social Media Content (Drafts)', '#123GP Campaign.xd', 'Basecamp Download (4).zip', 'Social Media mock up examples', 'Effervescent Style Guide Layout (template).ind', 'Storyboard.jpg', 'PPR Production Briefs (Drafts)', 'Website Benchmark Sheet + Summaries.pdf', and 'Docs from PPR'. Some thumbnails also show small icons for social media or other related content.

Communication in the Group:

WhatsApp:

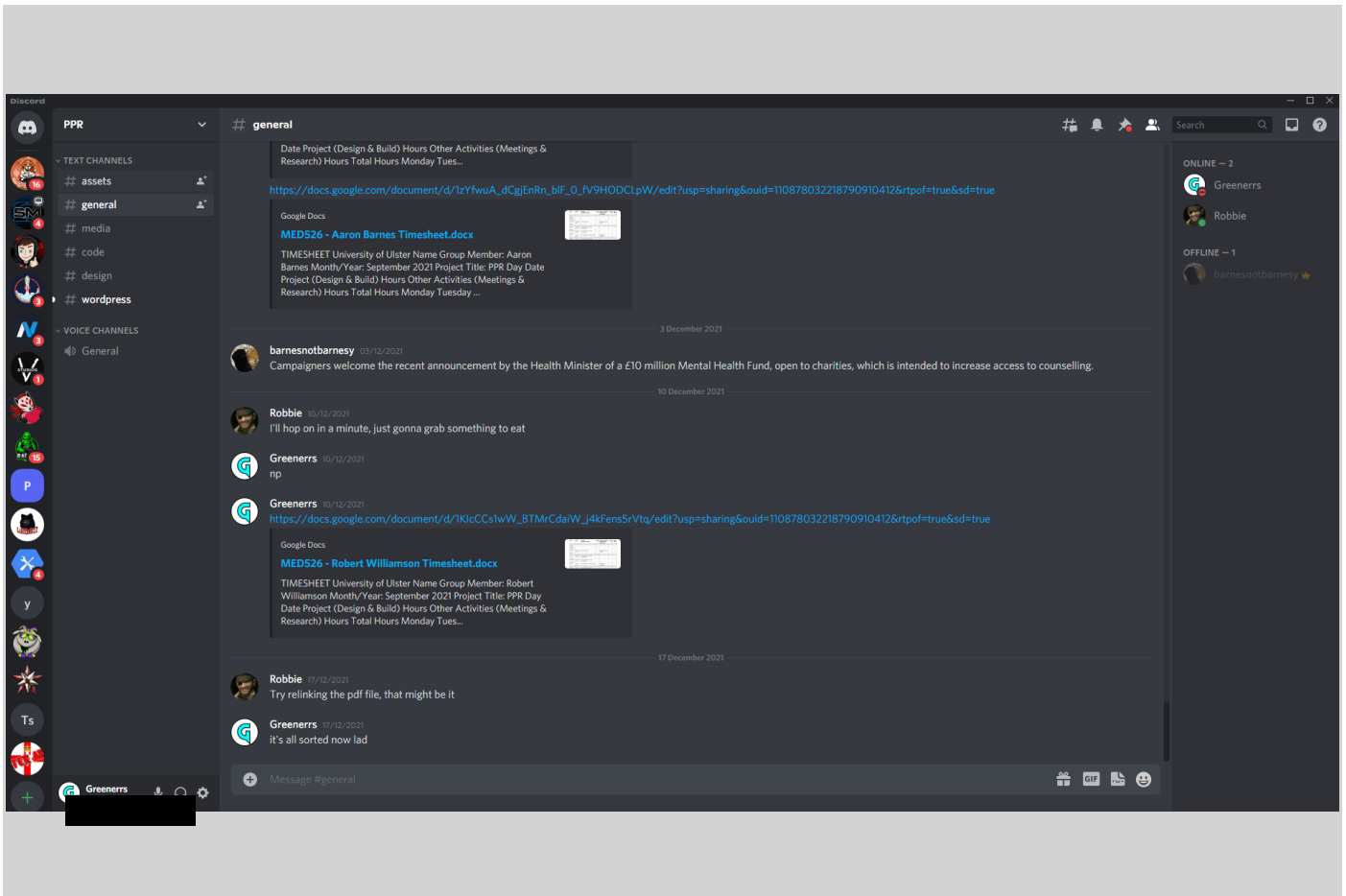


WhatsApp is what we primarily used to communicate with each other via text. It is a cross-platform instant messaging application that lets iPhone, Android, Windows Phone, Blackberry and Nokia smartphone users to exchange text, image, video and audio messages for no cost at all (searchmobilecomputing.techtarget.com, 2013).



Communication in the Group:

Discord:



Discord is what we primarily used to talk over voice and video (sharing screens) when discussing the group project, we also used it to communicate via text but not as much as we did on WhatsApp. It is the easiest way to talk over voice, text and video. Talk, chat, hang out, and stay close with your friends and communities (discord.com, 2021).

Email (Outlook):

Microsoft Outlook is what we primarily used to communicate with our community partner. This was the perfect way as with email we could send attachments of our work and make any arrangements if required. Overall, we never had any problems sending emails to our community partner as it worked perfectly fine with no problems and we were allowed to send files between us as a group and the community partner in a professional manner.

Timesheet:

TIMESHEET

University of Ulster

Name Group Member:

Month/Year:

Project Title:

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	23rd Sept 2021	Production Brief	4	Meeting with Client (Sara)	2	6
Friday						
Monday	27th Sept 2021	Production Brief - Content (Continued)	4			4
Tuesday						
Wednesday	29th Sept 2021	Production Brief - Content (Continued)	4			4
Thursday						
Friday	1st Oct 2021	Production Brief - Benchmarking	2	Research of Websites	2	4
Monday	4th Oct 2021	Production Brief - Content (Continued)	4			4
Tuesday						
Wednesday	6th Oct 2021	Production Brief - Content (Continued)	2	Research of Websites	4	6
Thursday						
Friday						
Monday	11th Oct 2021	Finalising Production Brief	4			4
Tuesday						
Wednesday						
Thursday	14th Oct 2021	Revising Production Brief	5			5
Friday						

Monday						
Tuesday						
Wednesday						
Thursday	21st Oct 2021	Finalising Revised Production Brief - Input from Client (Sara)	4	Research for Design Ideas (Social Media content and Motion Graphics)	3	7

Friday	22nd Oct 2021	Fixing corrections in Production Brief	2			2
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Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	25th Oct 2021	Research for Design Ideas (Social Media content and Motion Graphics)	4			4
Tuesday						
Wednesday						
Thursday	28th Oct 2021	Showcased Mock-ups for Designs	4			4
Friday						
Monday						
Tuesday						
Wednesday	3rd Nov 2021	Developing Social Media content	3	Researching Social Media accounts for inspiration	2	5
Thursday	4th Nov 2021	Showcased Social Media content and Motion Graphics Draft	4	Organising of Developing Pitch	2	6
Friday						
Monday	8th Nov 2021	Working on Pitch for #123GP	3	Developing content for Pitch	2	5
Tuesday						
Wednesday						
Thursday	11th Nov 2021	Working on final version of Revised Production Brief	4	Developing content for Pitch	1	5
Friday						

Monday	22nd Nov 2021	Reworking Pitches	4			4
Tuesday						
Wednesday						
Thursday	25th Nov 2021	Submitted Pitch	2	Working on Social Media content and Motion Graphics	2.5	4.5
Friday	26th Nov 2021	Working on Social Media content	3	Choosing which Pitch to use	1	4

Monday	29th Nov 2021	Social Media designs completed	2			2
Tuesday						
Wednesday						
Thursday	2nd Dec 2021	Finalising Social Media content	4			4
Friday						

Total Hours Design & Build **78** **Total Meetings & Research** **24.5**

Signature Group Member: Joel Greene

+ Production Log...

Total Hours Design & Build:

102 hours

Total Meetings & Research:

24.5 hours

=

126.5 hours

Conclusion:

I have thoroughly enjoyed this group project and getting to work with talented people to complete this major project. I would also like to thank Adrian, Claire and Sara (Community Partner) with providing us the opportunity to partake in this project for my University Degree. It was definitely a fun experience to be in this kind of work environment and to create graphic designs for the #123GP campaign, as I have liked making graphics of some sort ever since I first started before I even went to Ulster University.

Overall, I personally believe that we have delivered everything that was required in order to complete the tasks which we were given. I also feel that we have all as a group contributed fairly and equally to this major project and I am happy with the efforts we put into this as a whole.

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