

MED 526

**Project-Social
Production Log**
Caragh Orr



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Introduction

This module is an opportunity to put the skills that I have learnt from the past few years and to develop said skills with a team, back into society. This module has given us an opportunity to work with a community partner using design to enhance and develop their social media platform for better communication to the members of the public and to focus on their new target audience. This module offers me the chance to work with others as a team, to develop and create a group project under the guidance of Adrian Hickey (Course Co-ordinator) and Claire Mulrone.

Our team has been partnered with a Social Enterprise to develop a creative brief that will allow us to create and develop an interactive production. The interactive production will be supplemented, as defined by the needs of the Social Enterprise Community Partner.

The Module Aims:

- Opportunity to work as a team
- Knowledge of Social Enterprise and how to apply this knowledge and interactive media ideas and concepts to this project.
- Opportunity to combine skills and knowledge developed in previous modules and apply these to the project
- Have the ability to develop a sustained interactive production.
- Produce high quality work that demonstrates your skills for the live brief for the client.



Time Log

 **research- 10 hours**

 **benchmark- 6 hours**

 **brief - 12 hours**

 **design- 40 hours**

 **pitch- 3 hours**

 **instagram schedule- 10 hours**

 **guidelines - 9 hours**

 **meetings- 13 hours**

 **documentation- 45 hours**

Total = 148 hours

Project specification

Our community partner is the largest residential activity centre on the shores of the upper Lough Erne outside Lisnaskea, Northern Ireland. They wish to reach a wider group of public, as well as the normal audience. This is due to the current situation and the demand for staycations instead of flying abroad. This is where we as a team come in and help make their goals a reality.

For SHARE, they need a new visual identity and logo, one that refreshes the brand without changing it too much that it becomes unfamiliar and unrecognisable. They also want to update their Instagram account so that it showcases what they offer in a better light and gain new customers as well as their regulars. They also needed us to update their brand guidelines for their logo, colour palette and their ice rink logo. Additionally, they need us to develop Instagram Guidelines for them to follow and keep them on the right track for their spring campaign. This will help them update their social media to reflect the 'new' identity to promote who they are and what they stand for.

Skills Needed:

Illustrator, Photoshop, XD, InDesign, Lightroom and an understanding of Instagram.

The Team

Erin, Lauren, and I thought that we were the best fit for the community partner, with our combined skills and experiences from our recent years on the course.

Erin's skills range from photoshop, InDesign and some Graphic Design work. Through the past 2 years in Interactive Media and her previous experience with Media.

Lauren skills range from photoshop, InDesign and social media managing. With her own small business that she started up during COVID. With her managing both her Instagram and Facebook, alongside the course itself.

I have a range of skills from illustration/graphic design work I do alongside the course, to film and photography work. I currently am working with a start-up company, setting up their social media. I have also worked on some short films and feature films a runner, which has given me skills like determination and teamwork.

Meet The Team



Erin Greer

Photo Editor, Social Media creator and manager

Erin was our photo person. She edited all 500 images with the new look and new graphics for Share's Instagram.

Graphic Designer, Social media creator and manager

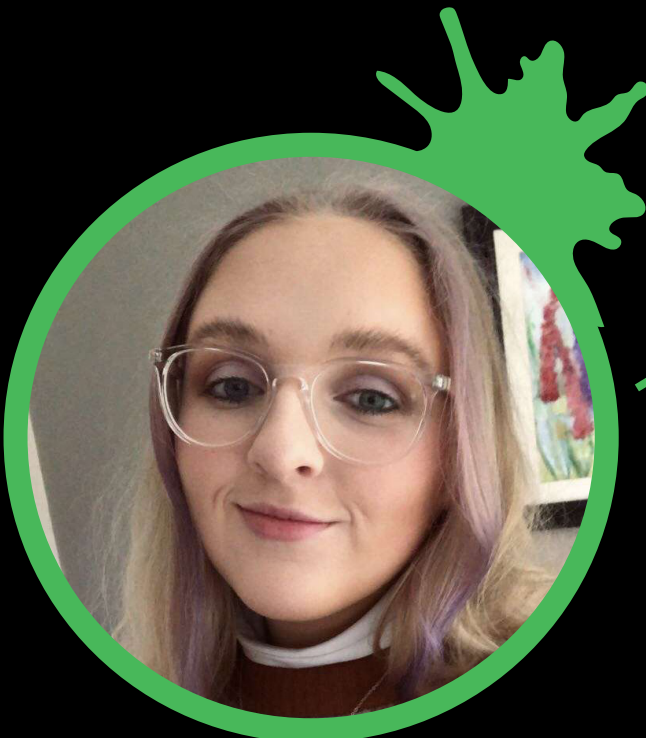
Lauren was in charge of designing the new icons and highlights for the Instagram. She is also pretty creative when it comes to Instagram captions



Lauren McMullan

Brand and Visual Identity, Illustrator
Graphic Designer

I was in charge of the new refreshed identity for Share, through the design of their logo, font, colour palettes and how their schedule for this would look.



Caragh Orr

Community Partner Background

Share Discovery Village had a Facebook page and Instagram Page and a website. Our first impression of SHARE through the visual identity and brand was confusing. Their social media page was unorganised, overbearing and unclear who their target audience was. The overall identity of SHARE was very outdated and in no way stood out from other similar organisations.

First, we were provided with a mission statement from the community partner which outlined what the aims of this project was and what they needed from us.

Mission

To update their social media accounts, through an Instagram campaign using the existing photography, with new graphics to capture and showcase the wide range of activities offered. Increase their target audience and use social media to do so.

Share's Vision

Share wanted to develop their Instagram so that they can range a wider range of their target audience and reinforce what they stand for, that they are a place for everyone, disabled or not, Share welcomes all.

Aims and Objectives

- Create a place where everyone and anyone can have fun, have new

experiences, and spend time with those they love.

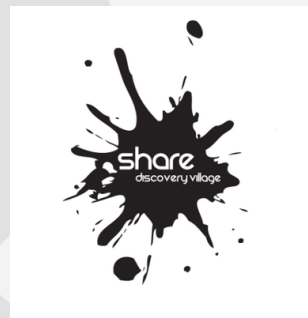
- Have a place where families and friends can make memories.
- Build a community that creates a safe place for everyone and anyone

Key Values

- Fun for all
- Try something new
- Spend time with loved ones
- Have fun together

Demographic

Their current demographic is mainly 75% women, with ages 35-44 on their social media. With groups and families being their main demographic. However, they want to also target a new demographic, younger generation, with families and groups from down South, Ireland. With COVID still being a huge issue, staycations are becoming extremely popular, and they want to use this to their advantage.





Community partner research

30th September 2021

We had our first official meeting with our community partner. This meeting was online and throughout the meeting we discussed their mission statement, their aims and what they needed from our team.

In the meeting I mainly took notes, however, we did have some prepared questions about certain topics; Giveaways, work with influencers and TikTok. These questions allowed us to get a better understanding of what we were able to do with the campaign, due to lack of budget. This would also help us better understand as a team, so that we could best apply this knowledge to the brief.

21st October 2021

This was the date when the official brief for our project with the community partner was sent off via email to them.

28th October 2021

We received the feedback on our brief from the community partner on this date. The brief allowed us to understand what was needed for the project and for the community partner to know what to expect.

11th November 2021

This was the date of the organised meeting with the community partner to pitch our final ideas to them. For this meeting, our team took it in turns to pitch their final design idea for the visual and brand identity for share.

Once everyone had pitched, the community partner went through each section and choose what they wanted for each part of their brand identity.

20th November 2021

The Design Deck with the combined work of the team for the community partner was email to them. This would allow them to go through it in more detail to ensure everything is how they want and to give us any feedback on any changes that they want.

25th November 2021

The final design deck was uploaded with the changes given through the feedback. There was a slight delay due to community partner.



Client Brief

We began our process on the first 'draft brief' which was then checked by Adrian Hickey and Claire Mulnroe and give the odd changes to make. This was then up-dated and finalised and confirmed by both Adrian Hickey and Claire Mulnroe. The purpose of the brief was to allow the community partner, Share Discovery Village, to see that we understood their organisation from research and from the first official meeting with them. It would also allow them to see our ideas for what we thought would be the appropriate deliverables for the organisation.

Before we started on the brief, we had a group meeting to discuss the brief and how best we approach it as a group. We decided that allocating individual tasks to each member would ease the workload and enable each member to put the appropriate time and effort into their tasks.

I oversaw the following:

- Research and evaluate similar organisations for the benchmarking process
- Outline the 'Similar Organisations'
- Outline the 'Budget' and what we can achieve with it
- Outline the section 'Meet the Team', so the community partner knows who they are working with.
- Style the brief, so it is professional and represents the community partner.

Share Discovery Village Similar Organisations:

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

The Project

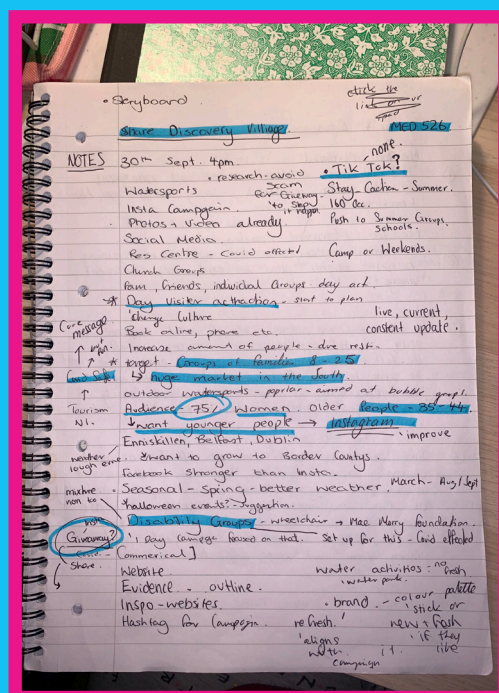
Our Project.

The aim for our project and for the community partner was to create a re-brand of their current logo and Instagram account. However, the re-brand was to refresh their visual identity, without changing it into something different, as they were unable to do a full re-brand.

The client themselves are an activity centre that is for anyone and everyone. They offer a range of different activities for all. From water to land, to arts and crafts to even accommodation, you name it!

They wanted to refresh their look and Instagram so that they could keep up with the times and other similar organisations. At the moment there are quite a lot of similar organisations, a few different ones based in Northern Ireland. The client wanted to use the new style and social media style to stand out from the others, but to also convey their message, that Share Discovery Village is for everyone.

The project should be created through the use of a variety of software, mainly Adobe. From Illustrator, Photoshop, XD, to InDesign.



Tone, Message and Style

Overall, we should incorporate a new modern, fresh, fun and professional style to the visual identity.

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.

We want to keep the visual identity personal to the audience and to update and refresh the identity in a way that doesn't completely change it so that it becomes unrecognisable. In a way that bring that modern and fun style that audiences will have a sense of the community. We should aim to use everyday language which will be simple and easier to understand, but to ensure to keep it light and fun through jokes and puns. We should also use catchy headlines to catch the audience attention on Instagram posts, to draw them in to read on.

For the overall style of the Instagram, we should aim to keep it bright and colourful, but organised so that it is easier for the user to navigate their way through the page.

The use of the bright colours and graphics will reinforce that message of 'Fun For All'.



Benchmarking

The following images are from our benchmarking document, where we put all the information, we had gathered from the research on similar organisations to Share Discovery Village. By doing this research it would enable us to get a better understanding of what will work and what will not for an organisations Instagram in the same field as Share. This helps us to ensure that we create and develop the best possible visual and brand identity for the community partner. This will also help us to avoid certain mistakes, by seeing other organisations have their pages.

Benchmarking Outdoor Activity Centre Instagram Pages

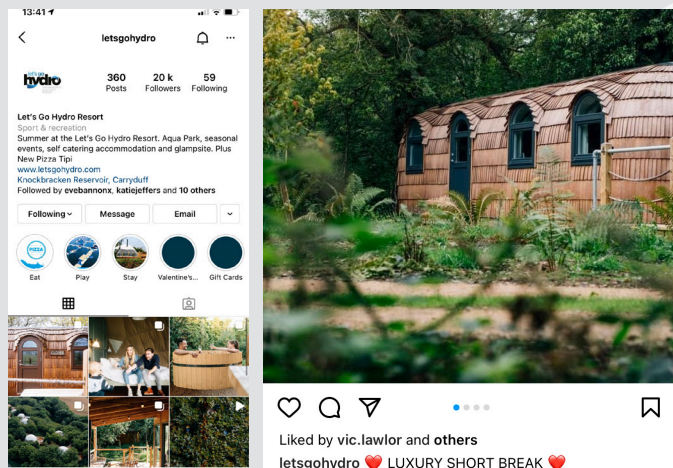
Category	Feature	Let's Go Hydro	Avon Tyrrell	Limitless Adventure Centre	Todds Leap	Tollymore Activity Centre	Strangford Lough Adventure Centre
First Impression	Aesthetics	Use of both 'landscape' and 'experiences' to represent location and the experiences offered	Use of both graphic designs and images of activities	Use 'Experience' images to represent activities, showcase facilities and upcoming events	Use 'Experience' images to represent activities and poster campaigns	Use of both 'landscape' and 'activity' images represent what they offer and their location	Use 'experience' images to represent activities. Also, upcoming events
	Identifiable Target Audience	Through experience photos and captions on their feed	In their posts	Through 'Experience' images	Through 'Experience' images	Bio	Through experience photos
	Identifiable Chief Aim	Bio	In their posts	Hashtags under posts	Bio	In the caption of their first post	Bio

The Look and Feel	Image Quality	High HD quality	High HD quality	HD quality and phone	HD quality and phone	High HD quality	Phone and some HD
	Video Content	Promotional videos on feed and highlights	IGTV	Feed and IGTV	Feed and IGTV	IGTV and posts	Reels and phone quality – swipe across
	Colour Palette	Greens, browns and earthy tones	Red, pink, orange, blue and purple	Green/blue earthy tones as well as seasonal	Red/orange/black	Green and blue with earthy tones	Blues, reds – water and earthy tones
	Highlight	Colourful background and professional graphics and content	Colourful graphics	Activity images	Colourful icons	Some team members and images of activities	Reshares of their posts on their feed
	IGTV	None	2 minute video on a hard hitting and personal story	Promotional videos	Promotional videos	Trends, hashtags and movements	Experience videos and competitions
	Reels	None	Activities they offer and their team	None	None	None	None
Content	Explanation of Service	Bio and captions	Bio	Hashtags	Bio	In the captions of their posts	Bio
	Likes	50 – 500	5 - 23	20 - 250	15 – 150	14 - 138	10 – 100
	Followers	20k	886	1,246	2,841	1,884	2,506
	Evidence of Updated Content	Daily/Weekly	Twice a week	Weekly	Weekly	2 -3 posts per month	Daily/weekly
Rank		1 st (Best Practise)	2 nd	Joint 3 rd	Joint 3 rd	Joint 3 rd	Joint 3 rd

As part of our development process for the community partner, we worked collectively to benchmark similar organisations that we believed offered a similar service to Share Discovery Village. Whilst working on the benchmarking, we needed to source one of the similar organisations that we felt offered as the best practice. As a team we evaluated the similar organisations visual identities on their social media platforms and how they interactive with their audiences.

Most of our similar organisations are based in Northern Ireland, with one in England. We originally had another organisation based elsewhere, however, we had to chance this as it was not relevant enough to the community partner.

Let's Go Hydro

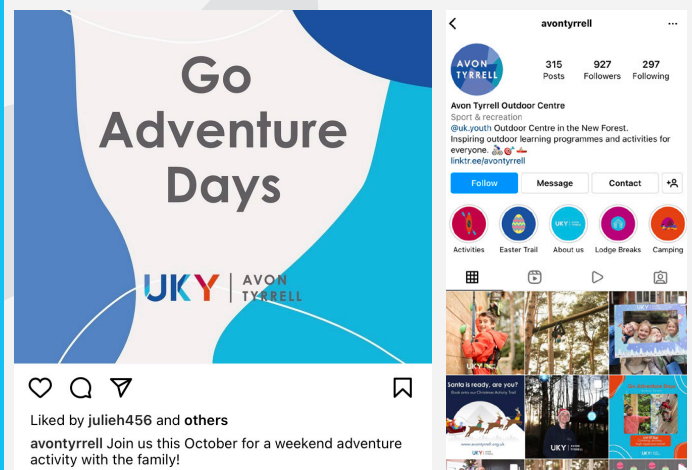


It was very clear when benchmarking these similar organisations that Let's Go Hydro was the best practice, through the first look of their Instagram page. They have a professional Instagram account, that uses a very neutral and earthy colour palette, that represents who they are and what they offer. Their Instagram is also very aesthetically pleasing to the eye and it is easy enough to navigate through. As the structure of their page is a good example of a good user experience.

They have high HD quality images and promotional videos and highlights. They also have a good following and consistent posts and updates which keeps their audiences engaged and informed. However, their main fault would be the

highlights. They use the same colour with only the title below the highlight to inform what the topic is. However, they have recently added images to their highlights, but it could be improved through icons. Overall, Let's Go Hydro had a very polished, contemporary, and professional aesthetic and style. With the high-quality images and videos that create the overall polished look, combined with the colour palette.

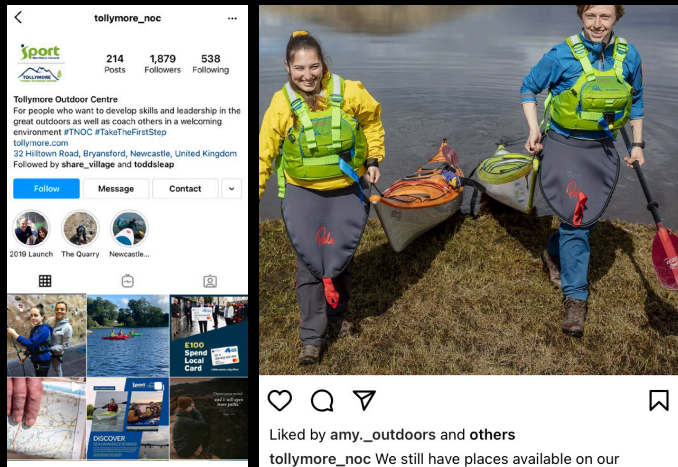
Avon Tyrrell Activity Centre



Avon Tyrrell was the next best in terms of the overall style and tone that their Instagram holds. They use a lot more graphics on their Instagram than other organisations, including quotes and other posts that do not include images. They have a good highlights bar, with fun and professional icons that are easy to understand. They also use high HD quality images alongside their graphics. The reason this organisation came second in the benchmarking was due to the overuse of the graphics. As for Share our aim was to use photography of the different activities and events, for users to see past experiences.

Overall, Avon has a consistent colour palette, style and layout which is used throughout their feed, keeping it fresh and easy to navigate and reinforces their tone and style.

Tollymore Activity Centre



This organisation and the following all came in last place together. Tollymore's Instagram account uses high HD quality images of the surrounding area and the activities they offer. They have green, blue, and earthy tone colour palette and follow the use of trends, hashtags, and movements. However, they lack in the daily posts, with evidence to show they only post 2-3 times a month. This will not keep their user engagement consistent.

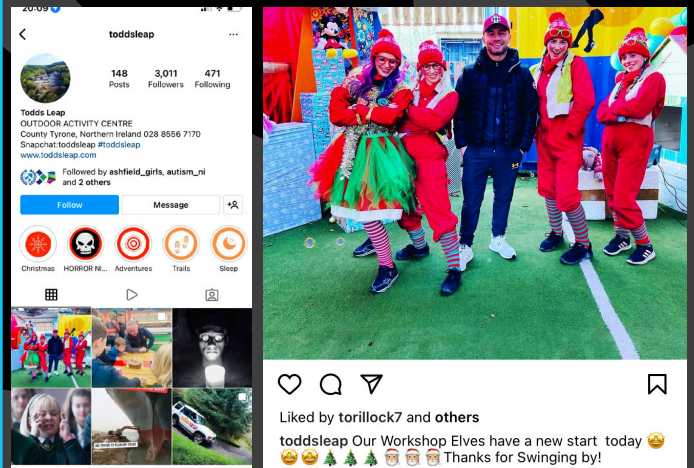
The overall style to their page uses more of a realism style, a grounded and very Northern Irish tone. It has a more relaxed tone, with posts with jokes and funny photographs from staff or customers. We plan to use something similar for Share, but in a more professional way that keeps to Share's new tone and message.

Limitless Adventure Centre



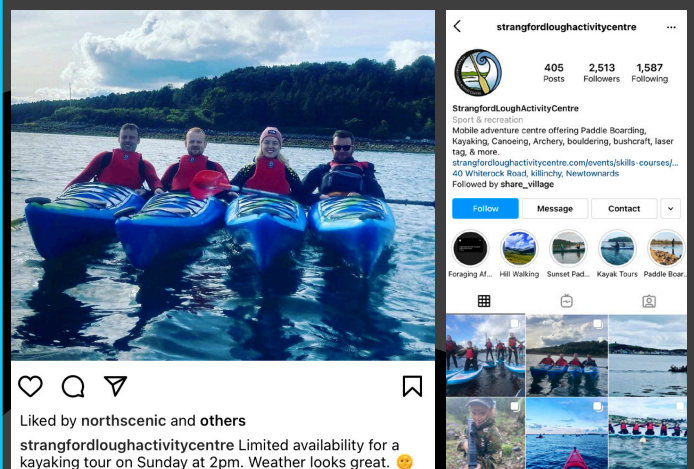
Limitless also comes in joint 3rd as they also use HD quality images, however, there is also use of phone or other quality images. This means that their feed for their users is not consistent. However, they do use experience images that represent and showcase to the user what they offer. There is also use of promotion videos in the IGTV, were some other organisations lack. They also post on a weekly base.

Todds Leap



This organisation also came in joint 3rd place, using a mixture of high quality and low-quality images and videos on their account. However, unlike some organisations, they do have colourful icons which organises their account and reinforce the tone of professionalism. Again, they too also post on a weekly base.

Strangford Lough Adventure Centre





This organisation has the lowest rank, as the only strong parts of their page was the bio and the posting times, which was on a daily and weekly basis. This is mainly due to the use of the low quality images with the odd High quality image from time to time.

Summary - The Brief


Once our brief was created and finalised and then confirmed by both Adrian Hickey and Claire Mulrone, we were then able to get it back to the community partner so that they could approve it.

However, this is issues came in. The community partner was not able to get back to our emails with enough time. Therefore, Claire the project manager had to step in a few times, as they replied to her. We believe this was due to the busy season the community partner was experiencing.

 Caragh Orr
Thu 21/10/2021 13:11
To: darragh collins <darraghcollins@sharevillage.org>
Cc: Erin Greer; Lauren McMullan; Mulrone, Claire; Hickey, Adrian

 SDV-BRIEF.pdf
22 MB

Hi Darragh,
Please find attached the Brief PDF.
Let us know if there changes needed and please provide any feedback.
We look forward to pitching our ideas in the next couple of weeks.
Many Thanks,
Caragh, Erin and Lauren

 Mulrone, Claire
Wed 27/10/2021 15:36
To: darragh collins <darraghcollins@sharevillage.org>
Cc: Erin Greer; Lauren McMullan; Caragh Orr; Hickey, Adrian


Hi Darragh

I hope this email finds you well.

The Interactive Media students are back in class tomorrow and we really need your feedback on the brief we sent last Thursday. Is there any way to receive this feedback this afternoon.

The students need to start the creative phase of the project and we can't move onto this until the brief is approved by you. We appreciate your support on helping to move this forward.

Thanks and kind regards
Claire

 darragh collins <darraghcollins@sharevillage.org>
Thu 28/10/2021 08:21
To: Mulrone, Claire
Cc: Erin Greer; Lauren McMullan; Caragh Orr; Hickey, Adrian

Apologies Claire

I had intended on doing this on the day and something must have come in.

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

Couple of edits though

- In terms of the target audience when it says community and sports groups - can we widen this demographic to **community** and **youth groups**? Also need to get the **family staycation** market seeing the campaign too.
- I would not say that our waterpark is **uniquely** available to this with a disability, there are others in NI who could make this same claim.

Other than that I am very happy with what has been produced thus far.

The Brief



Content

[Community Partner](#)

[The Project](#)

[Target Audience](#)

[The Deliverables](#)

[Tone, Message and Style](#)

[Similar Organisations](#)

[Budget](#)

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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 splineria. 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 fun and enjoyable environment for all participants.

The Project

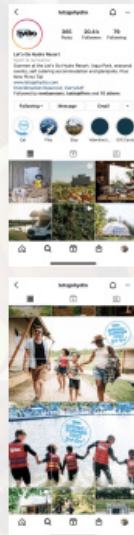
The aim of this project is to create an Instagram Campaign using existing professionally commissioned photography that has been provided to us from Share Discovery Village. We will also create new graphics that capture and showcase the wide range of adventure activities and the facilities that are available. 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.



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.



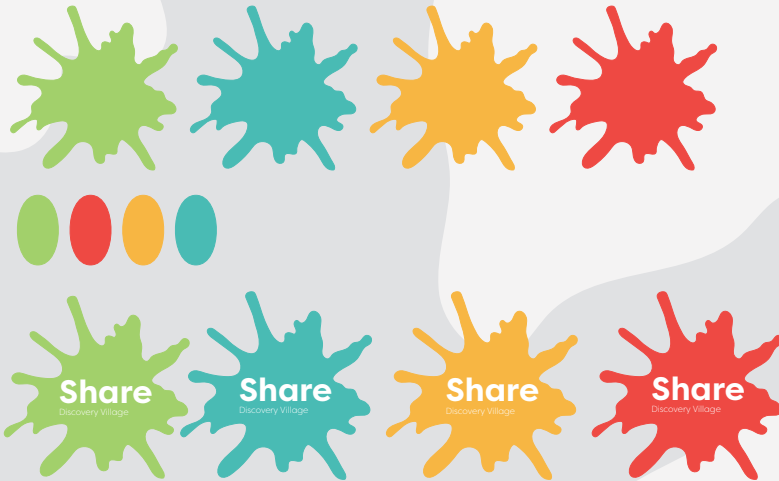
Brainstorming

When we first received the word of what was needed for our project and after the Brief was approved, I started to brainstorm different ideas and ways to update the client's visual identity.

I worked through different colour palettes, different fonts and even a whole new logo.

For this concept I wanted to use bright colours that worked well together and created an overall pleasing style and feel to them. I wanted to keep the colours to a category that the client had before, with blue for water, green for land, but switch the arts for red and yellow for a new category, accommodation. As I felt these colours best suited the categories.

I also tested out how the logo shape would look on the background and have the name of the organisation not within the logo.



Discover a new adventure at
Share
Discovery Village

Dare to Do
Share
Discovery Village

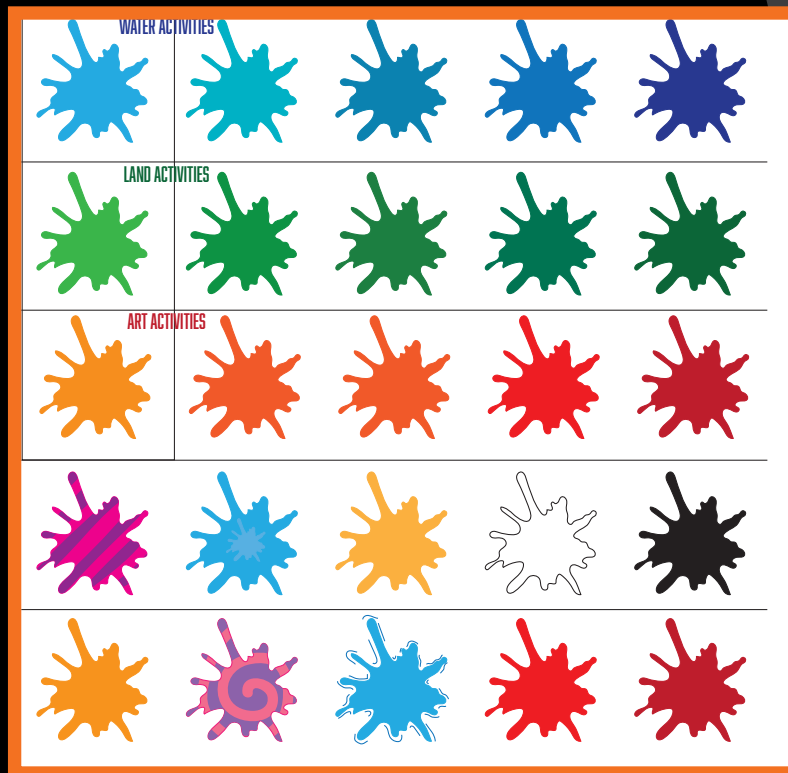


I felt these colours were aesthetically pleasing, professional and fun. It also would create a colour palette that contrasts well together.

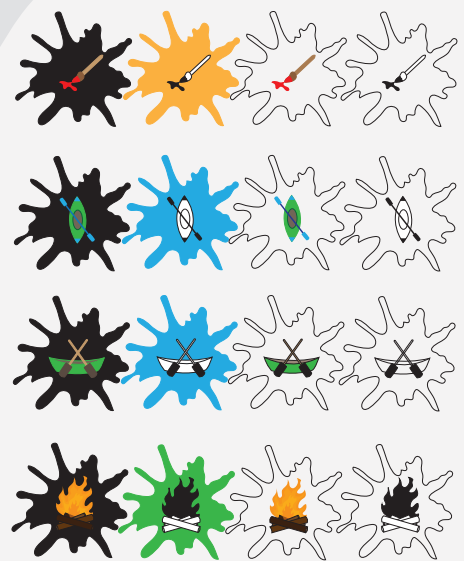
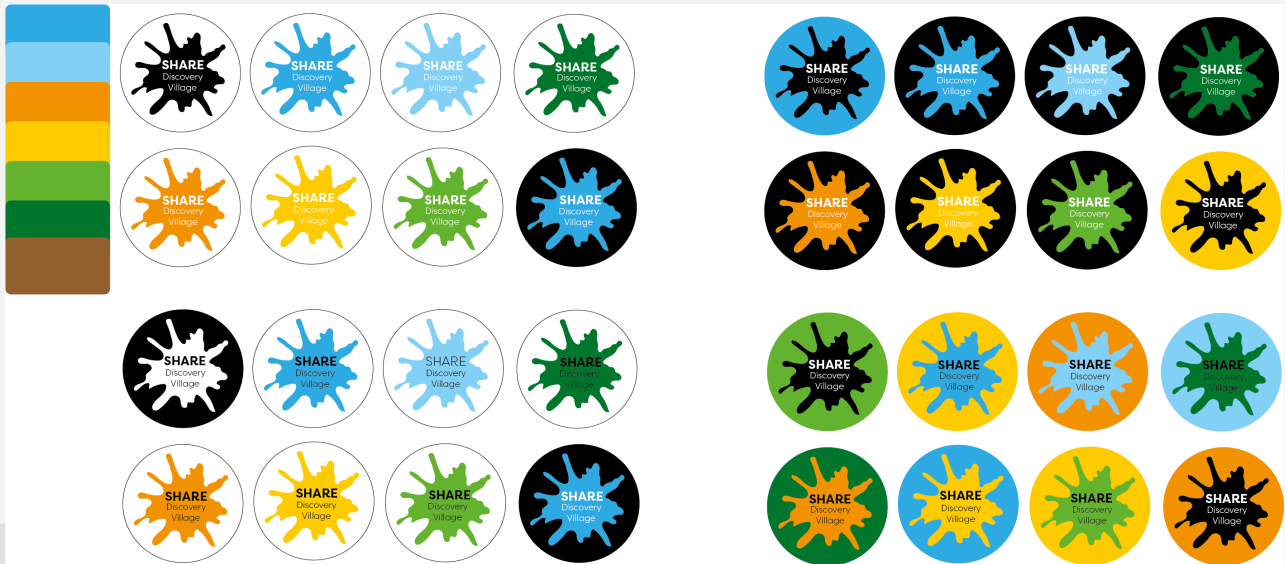
However, I ended up not going forward with this concept as it was between this idea and the final chosen colour palette. With input from the team, we decided that the other colour palette was brighter. I also went with the other palette as I had a better range of colours.



This is just an idea of the different colour palettes I brainstormed when creating the visual identity for the client. I wanted to use colours that were bright and colourful, but that contrasted well together.



I tested out a range of different ways to place the name of the community partner within the logo and outside the logo. I wanted to ensure that I tested out all options before narrowing it down to one idea to pitch to the community partner. The issue with having the name of the organisation outside the logo itself was that it did not fit the style and look needed for the Instagram. This was also too different from the original logo that the community partner wanted refreshed but not changed completely.



I tested the logo within the circle (how it would look on the Instagram page) through different background colours and different colour versions of the splash shape. This would allow me to see what worked best and what didn't. I tried out the different colour palettes and put them all side by side, so that I could determine what I could move on with and what palettes had reached their limit.

I also used the chosen icons of the water, land and art categories with the logos and colour palettes. This would help me understand what worked with work.





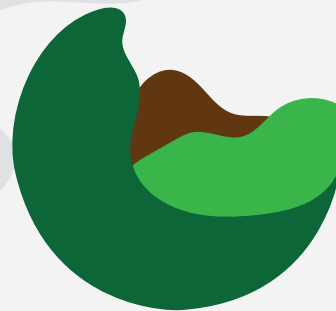
1.



2.



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Inspiration and Moodboard



BRIGHT COLOURS



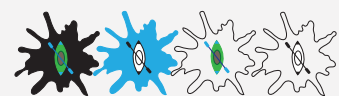
SPLASH/WATER LOGO



NATURAL COLOURS - WORK WELL TOGETHER



Idea 1



After brainstorming ideas and testing out different colour palettes and logo styles, I felt strongly that the community partner would want to stick with the similar logo shape, as they were not looking into getting new merch. This meant that to update their visual identity, I need to find a way to develop and improve the current logo shape.

For my first attempt at refreshing the community partner's visual identity I created this colour palette, with earthy, outdoor tones that was bright and bold and used modern colours. For the typography for this idea, I used a sans serif that was bold and slick. It was modern, fresh, and smooth, which contrasted with the logo and colours. However, the typography felt out of place and small, it did not fit well within the 'splash' shape.

This idea was the strongest in the direction that the community partner was looking, a refreshed logo without the massive change. The colour palette, however, was missing something.

Why did it not work?

Looking back at this pitch, I realise how much improvement was made. For this idea the colour palette was good, however, it was missing something, it needed to be brighter and bolder to stand out from other colour palettes. This would also allow the organisation to stand out from other similar organisations.

The typography was not bad, it just wasn't right for the community partners new visual identity, and I knew that. It was nearly there but I needed to have another go at my search for the correct font, that would represent Share Discovery Village and the new visual and brand identity.

The shape of the logo I kept, as it had a smooth, contemporary, and modern finish to it, compared to the original logo. It also was a refresh to the original logo without taking away that 'iconic' shape.

The icons were not bad, however, there was too much colour and detail going on that it become distracting. Therefore, when I was editing this idea, I changed the background of the icons so that they would all be like the one on the right, colour background with a white splash. I also went back to the drawing board on some of the icons as they were missing something, and I needed to create more for all the different activities.

Looking back at these icons, there was too much little details, they should have been simpler and had a more minimalist tone to them.

For the Instagram edits I used too many graphics on the images. This took away from the high HD quality images. Reflecting back I would only have the logo on the images, that would be the only graphics allowed on the images themselves.

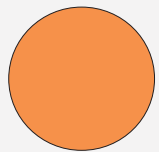
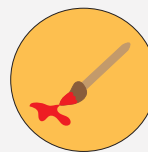


adrianhickey

This is actually the way they should all be - coloured circle - splash - icon in splash - MAYBE also text to say what it is - keep developing options here



Idea 2

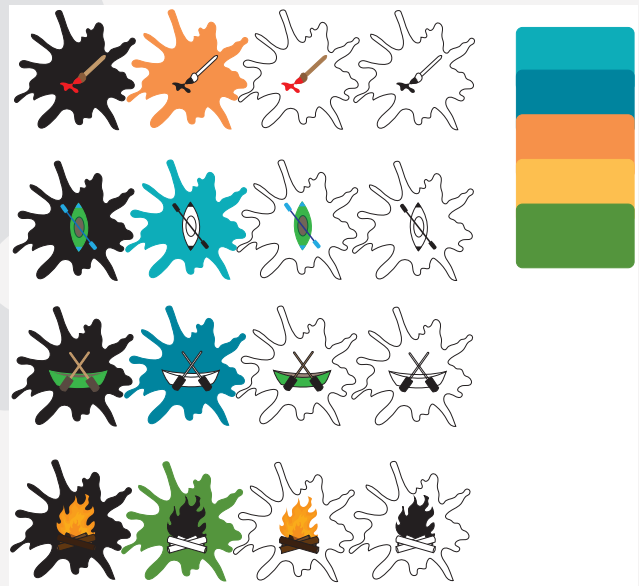


This idea was similar to first, with a few differences. This colour palette was on the pastel side for the yellow and orange and darker shades of the blue and greens. This was a more realistic earthy tones, more like the photographs provided by the community partner. This idea was to give a more 'nature' and earthy style to the visual identity.

The icons for this idea were a combination of the ideas from before except with a coloured background without the splash logo within the circle.

Again, I tested out each category icon with different colours, no colours, and the black and white version.

The typography for this has a more formal tone to it, still sans serif, but thinner and almost 'game' like. It was also smaller and had a weaker effect - as it stood out last and wasn't as dominant.



Why did it not work?

Looking back at this idea, the colours are too dark and almost dull. Instead of sticking on a similar path to the previous idea, I would instead try a completely different colour palette. This way I could see which works better, to ensure the development to the final idea was perfect.

The typography is poor here, from the layout of it, to the size, to the placement to the font itself. If I'm honest, I'm not sure what I was doing here. The typography needs to be bigger, it was too small on the logo, becoming almost lost to it. The placement of the words do not work either. I believe I was trying to style it differently from the original logo, instead of having the text to the left, I centred it in order to find a new perspective on it. However, personally this does not work. The letters are too close to each other, and from a distance with the small size this would just look messy and hard to read.

The icons on this idea are better, with the full colour background and the icons, less objects, which made it clearer and smooth to the eye. However, the colours blend in with the boat and the blue blending in, causing us to almost lose sight of the boat. The icons themselves are lost in this idea, as they do not stand out enough from the background.

Again, for the other icons I used the same ones, just with this new colour palette.

For the Instagram edits, again I had the use of both the image and graphics over the top of the images. When creating this, I thought it would add a cool effect and catch the audiences eye. However, reflecting back, I can see that this is just distracting and taking away from the good quality photography.

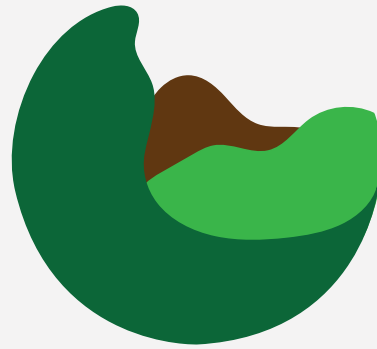


adrianhickey

This is stronger - you need the black behind the splash



Idea 2



Lastly for my third idea that I put forward for the pitch, I created a whole new look for the community partner. Initially I was not going to create something that was different from the original shape, however, this idea came into my head last minute and I felt i should include it in my three ideas as it was contemporary and modern and something unique.

The idea for this concept came in mind when I was doing research on the splash and different ways to draw it. It gives a more 3D effect, modern, fresh and with the category colours and the slight change in the logo depending on the category. For the blue logo, its water activities- a splash of water. For green, it is land activities, the grass, and the mountains. For yellow it was art, like a painting palette.

I tested out different typographies with this idea, with different layouts of the name. I wanted to ensure the layout suited the organisation best. Through having the word 'Share' bigger than the others, placing it on top, as this was the client's original name.

The icons were more of a minimalist style, with a map for land, art palette and brush for arts and crafts and waves for water.



Why did it not work?

Looking back at this idea, I am really pleased with it, it involves the visual identity and refreshes the brand in a contemporary and modern way. However, I understand that this was not what they were looking for, hence why I did not put this idea forward for the final pitch.

The icons however, they do not match with the logo, as they are too different. If I was to fix them I would have tried to create icons that kept alongside the logo, not matching completely but in a similar style and tone. The icons are exactly what Share were looking for, simple, modern and clean, however, I do find them a little bare. I would make them bigger and change them slightly so that they would look more smooth and less bare overall.

The colour palette for this idea was along the right tracks, however, it does need a few more colours and just like the icons the palette is on the bare side.

I did however have a good range of typographies that worked well alongside the logo. However, the SDV versions did not work at all, as the community partner is not that well known that they would be able to only use SDV rather than Share Discovery Village.

Overall, this was one of my favourite concepts for this project, but sadly it would have been too much of a change for the community partner and therefore it was best not to go forward with this idea.

adrianhickey

This is a fairly radical rethink of the Splash theme - even almost 3D?

adrianhickey

This typeface works best

adrianhickey

What this immediately shows is that the old Splash and the new 3D version are incompatible!

adrianhickey

These don't work with the 3D Share icon - can you re-purpose the 3D one and just put text in the gap in the top right that labels the activity?

Narrowing down to the final idea for the pitch

11th November 2021- Week 8

Meeting with Adrian and Claire as a team to review our visual identity ideas



This meeting took place after our group uploaded our individual three ideas to Basecamp. Both Adrian and Claire had looked over them and had gathered feedback to discuss with us. During this meeting, we discussed our ideas and what worked and what didn't. Then as a team we had a meeting to help each other decide what design they were going to go forward with for the pitch.

Before this however, I and some of my team members had created other designs that improved the original design that they had put forward. As they took the feedback from the upload and worked on more ideas. This was effective, as it meant each member had a strong idea as they improved it and understood what needed to be created for the pitch to the community partner.

My first concept was favoured the most out of my designs, for what we believed the community partner would want. However, I made the changes needed to this design, with a new and improved colour palette that consisted of brighter, bolder colours that represented the community partner for what they stood for; Fun, Exciting and for all.

I kept the 'iconic' logo shape from my first design, combined with the new colour palette.

Then after research on typography I had found the 'one'! It was slick, modern, and smooth. It was not an overly dramatic change, but a new



freshness to it.

I personally liked this concept, as I felt it was what the community partner asked for and it was colourful and fun. I felt that the colours worked with the logo and font and even the icons.

For the icons I ended up improving them again from the first concept, I realised they had too much colour, so I changed the icon colour palettes to only consist of the category colours, but with different shades.

Overall, I was happy with the feedback I received and felt that the development and improvement of the final versions turned out well.

Once our final changes were made to our designs, I had to create the pitch deck mock-ups and layout. This was in preparation to our pitch, as we wanted to keep the consistency through our pitch by having the same layout and use of Insta-gram mock-ups. By having the same structure and consistency throughout our pitch it not only represents how we feel about the community partner, but what our group stands for and our work mindset. As we wanted to show the community partner, we are putting our full effort into this project and that we care about our work and how it is presented.

Final Chosen idea



For my final concept I developed my first idea with a new typography and colour palette. After taking in the feedback from both Adrian and the team, I decided the colour palette needed to be brighter and more colourful. I also added an extra category- accommodation, as I felt this was what the community partner were looking for in terms of their aim of increasing 'staycations'. I also decreased their colour palette from 20 colours to 8, 2 colours per category. This would give them the option of different shades of a colour or different colours to use for their categories.

For the typography I chose to enlarge the word 'Share' from the others, as I wanted this to stand out more, as this is the name they are still known for. The use of this new font has refreshed their original look, making it more modern, slick and that updated look at that needed. Overall, I was very pleased with how my concept came out and the improvement that I made from the first ideas.



For the icons I created two versions, to show the community partner that it was flexible. This was so that if they preferred one version over another. It also gave the client a way to see how the icon would work with a plain coloured background, without the splash.



Much better Carragh! Run with these for the final pitch, If it was me, I would make the fire, canoe, paintbrush in the same palettes as the outer circle - ie; Dark blue canoe, Even darker blue for oars - This would unify the icons. But you don't have to.



Adrian Hickey, Senior Lecturer in Interactive Media
Yes, these have turned out well. Well done Caragh

Overall, I was very pleased with how my concept came out and the improvement that I made from the first ideas. When I was deciding about which concept to put forward for the Pitch, it was between this idea and the idea from the brainstorming section. However, I agreed with my Senior Lecture, as I felt they best suited the project, and gave the client a range of different options.

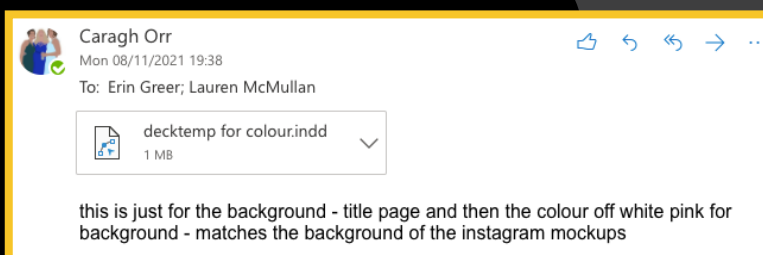
I made the improvements that we discussed in class, the icons being all the same colour, just different shades. As it unites the icons and makes it more understandable for the community partners audience to know what category is for what activities. It also looked a lot better to the eye and decreased the level of detail, therefore making it smooth and cleaner looking.

Preparation for Pitch

In preparation for our group pitch we had a meeting to discuss what was need for this. Most of the pitch work was individual work, however, the layout and the structure of the pitch presentation was key. We had to ensure it was consistent throughout all idea different pitches, to convey the fact we are a team.

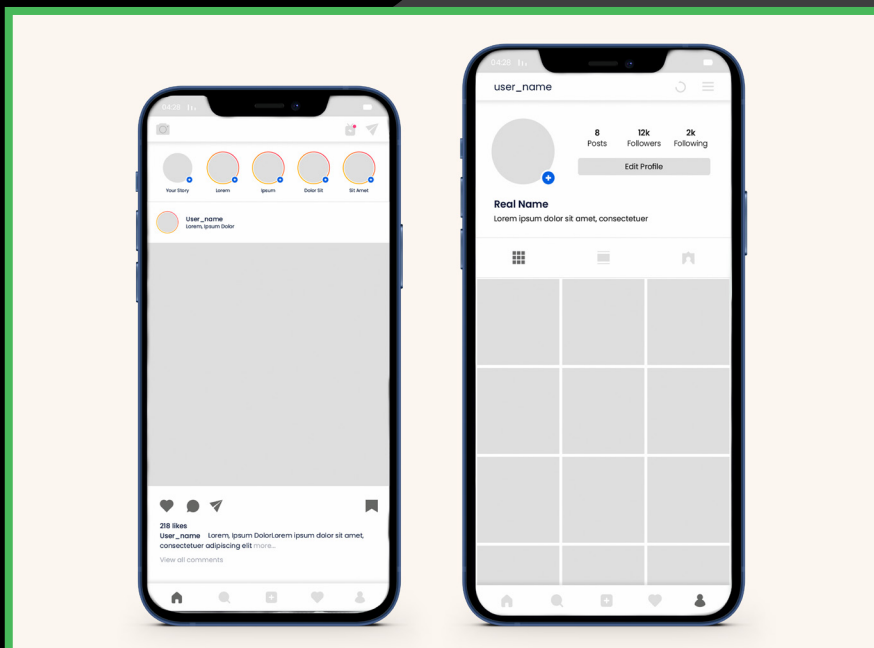
I was allocated the role of sharing my screen for the pitch and therefore I agreed it made the most sense for me to create the template InDesign for our presentation. I would then gather everyones pitches and combine them into a Group pitch. This was simple enough, we discussed as a group how many pages we need and what would be where. Once the layout was sorted, we needed to create an Instagram Mockup. Lauren was allocated this role and once she had created the mockup up, we worked together to get the Instagram feed and page in the mockup. From there it was sent to each member, who would then create their own Instagram mockup for the community partner, using the same base mockup.

I created the cover page for the pitch, including three other cover pages to introduce the speaker on the next pitch. This was for the community partner to know who was pitching, as we had to turn cameras off to try and improve the signal. Overall, the template pitch was very helpful. However, reflecting on it I would have also created a layout for each image and logo to go, so that there was a better structure, as some of the work had a slightly different structure than others. However, this was not too much of an issue.



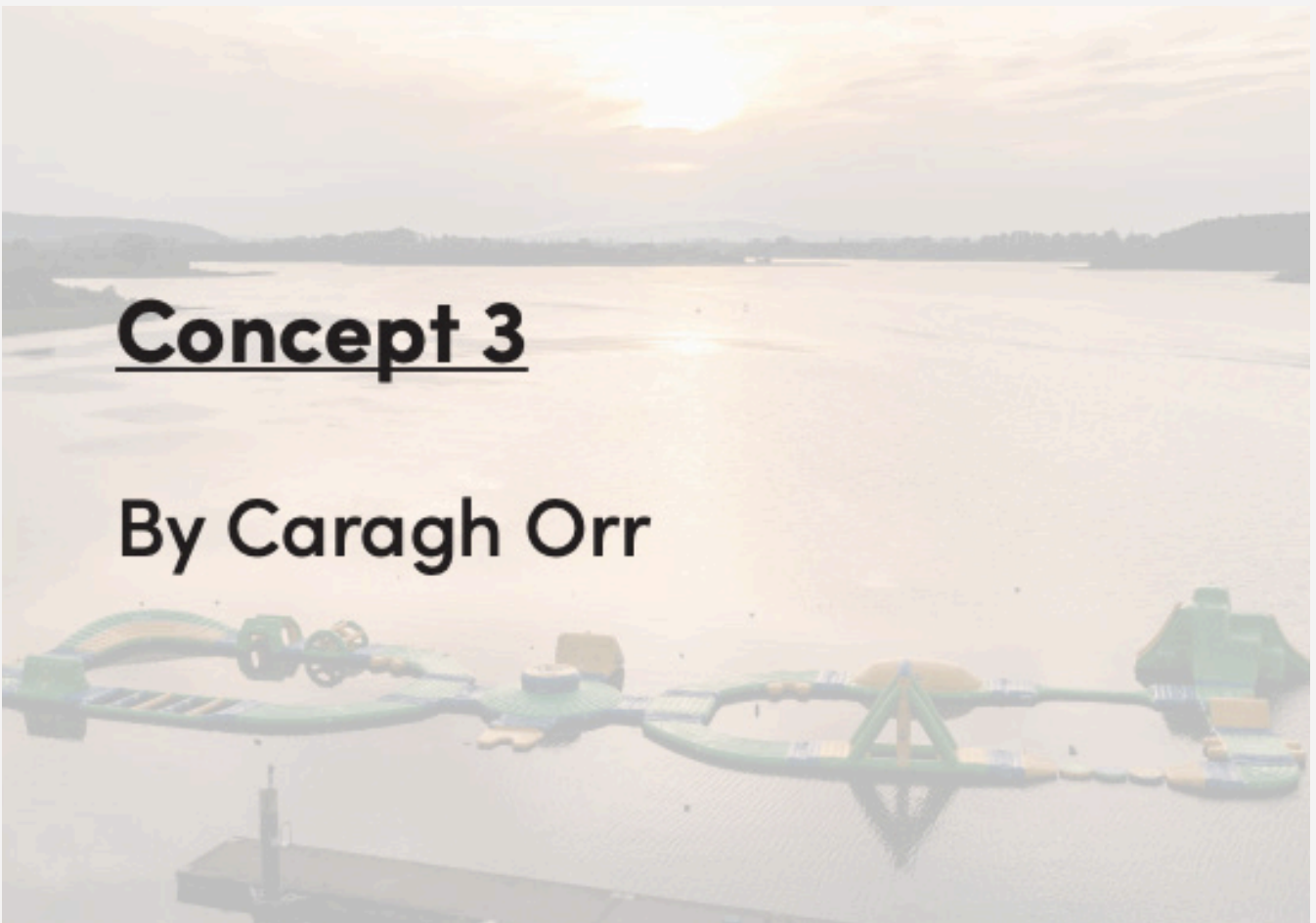
I created the mockups in Photoshop and then added the Instagram backgrounds in. I then forwarded this to Erin and Lauren, so that they could add their concept to the feed.

This meant that our whole group had the same mockups, keeping the consistency in our presentation.

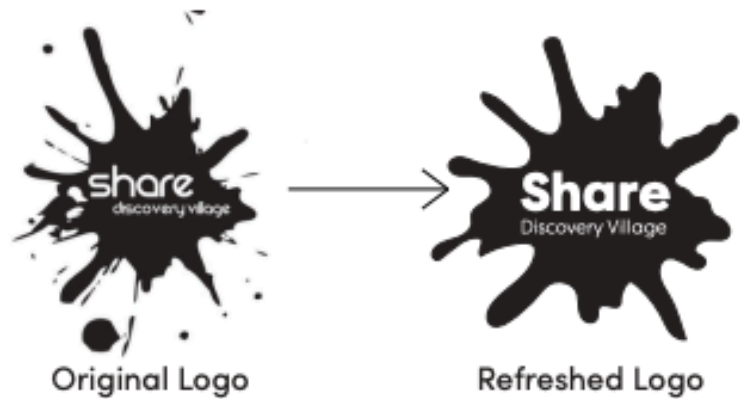


Concept 3

By Caragh Orr



Colour palette



WATER ACTIVITIES

LAND ACTIVITIES

ACCOMODATION

ARTS AND CRAFTS



Typeface

Chosen Typeface:

Filson Pro

Share
Discovery Village

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

Share 
Discovery Village



Icons



Land Activities

The 2 shades of green represent the outdoors and the land. The colour provides earthy tones whilst still being bright. The use of the 2 shades provides a less tight palette to stick to.



Water Activities

The 2 shades of blue represent the water. They are bright, colourful and connote the sense of trust, whilst being eye catching and fun.



Accommodation

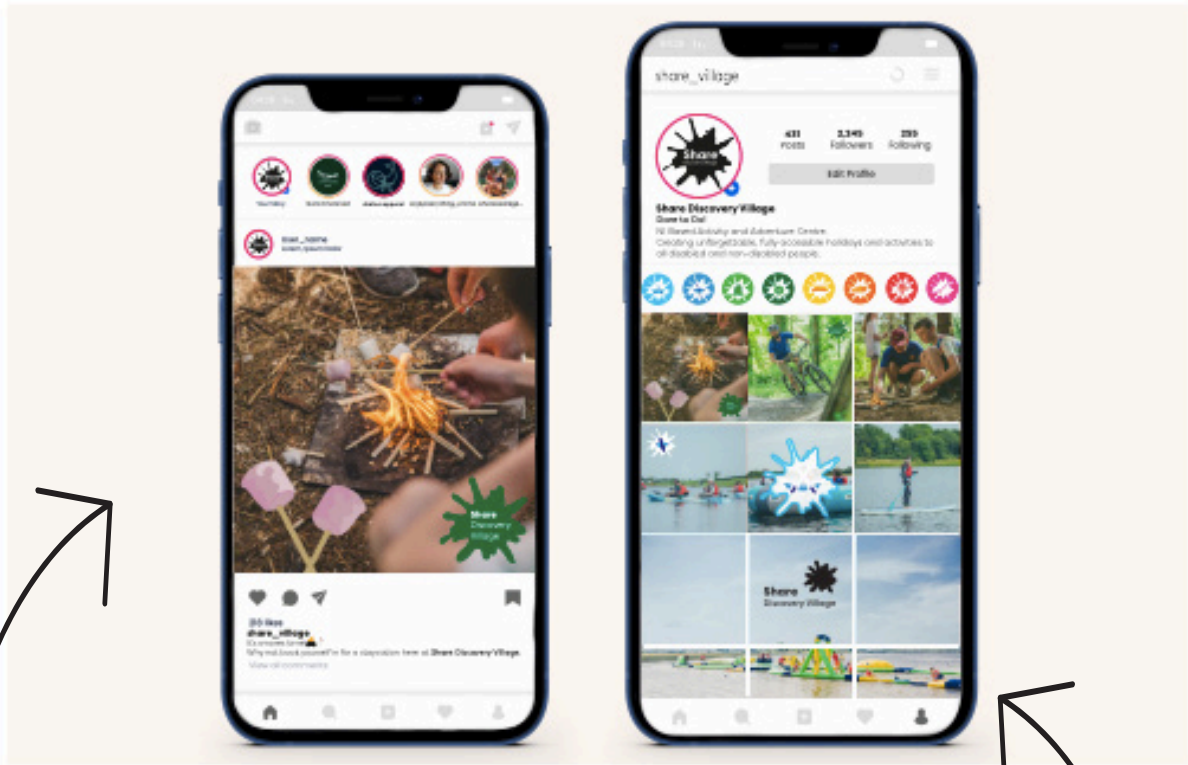
I chose the yellow and orange for accommodation as these colours represent happiness, adventure and warmth.



Arts and Crafts

I changed the colours for this section to new colours. These colours represent courage, playfulness. The colours are bright and cheerful.

Instagram Mockups



I included accounts on Instagram that I would pair the community partner to work with, from 'influencers' to local NI accounts that share places to go and visit across Northern Ireland.

My concept for the Instagram was to keep the images edited slightly to get the best versions possible and place the category logo at the top corner of the image. Therefore making it easier for the user to navigate their Instagram page. If they were looking to see experience images from certain activities, all they had to do was find the category icon on the image.

Client Feedback on Pitch

Our final meeting with the community partner was on Microsoft teams (online), this was due to COVID. The meeting went well, even though the team (including myself) was a little nervous! As a team we had been discussing everything since the week before, in preparation to the meeting. We knew the order of who would go when, and we were ready to go! It was agreed beforehand that I would share my screen and share our group design deck, so that whoever was pitching could focus on getting everything across to the partner. Erin went first, followed by Lauren and then me. At the end we had a slide with all three new logos, so that the community partner could see all three to compare.

When pitching my idea, I ensured to get the point that the new visual identity was a refreshed, modern look that updates their current look without removing that 'familiar' and 'iconic' style and visual that they currently have. I discussed how the new shape of the splash was smooth, contemporary, and modern, but still very much 'Share'. Furthermore, I discussed the meanings behind the chosen colour palette, with the blues for water, connoting cool, relaxed, and fun tones. The green for the land, grass, earthy tones. And for the accommodation and arts categories I mixed the colours as I felt this best suited the categories. With red and pink now being the arts and crafts colours, they connote courage and playfulness, exactly what one needs when doing these activities. The courage to try something new and that playful side to have fun and mess about.

The yellow and orange colours were then given to the accommodation category. With these colours connoting happiness, adventure, and warmth.

I felt this was important to share the meaning behind why I had chosen these colours, but also to explain how these colours make the audience feel, as colour is important when it comes to the visual identity.

In the end, our Feedback was good. Both Darragh and Claire loved our concepts. For the Logo, Colour palette and typography- the overall brand identity, both Darragh and Claire chose my concept. For the icons, they chose both mine and Lauren's concepts, but leaning towards Lauren's icons as they were simpler. There-fore, we combined our two concepts. And for the Instagram mock-ups they went with both Lauren and Erin's concepts, and we decided it would be best to com-bine them. This worked out well and we were happy with the outcome.

Final Group Deck

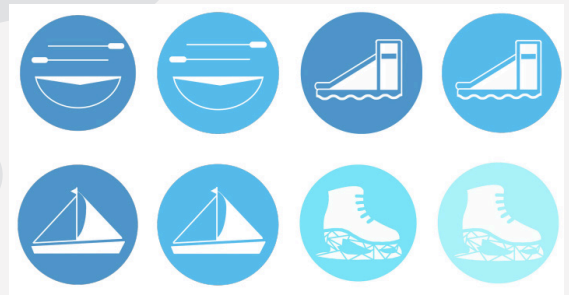
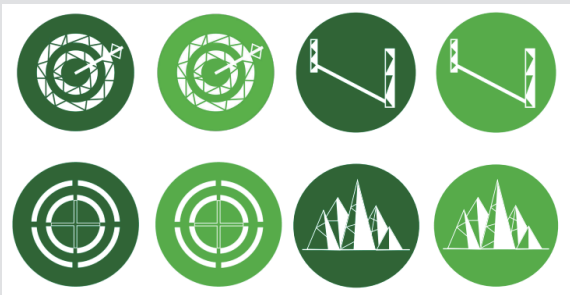
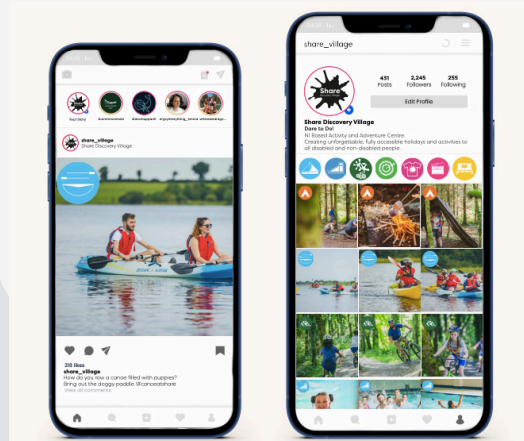


Share
Discovery Village

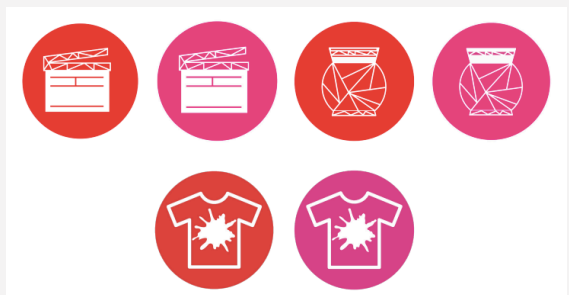
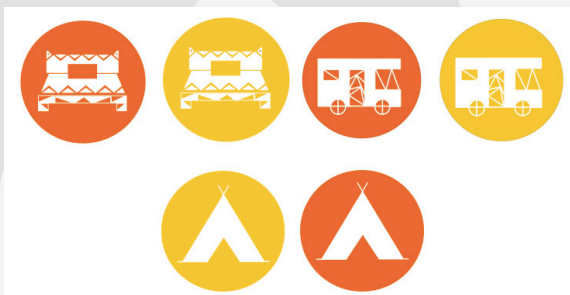
typography

Share
Discovery Village
Dare To Do

instagram
mockup



icons



Revised Pitch

Final Visual Identity and Meeting

And finally we have our final visual and brand identity for *Share Discovery Village!*

Once we combined all our work that Darragh and Claire (our community partner) chose from our individual pitches, we sent it off for a last check and confirmation. This was to ensure everything was exactly how the community partner wanted it, so that our group could move forward to start the spring campaign for the client.

For our final visual identity, they really liked the combined concept, as they felt my brand refresh was just what they needed. It was 'more modern, smooth and more pleasing to the eye than our original!'. They loved the new combined icons, with my colour palette and Lauren's new and improved icons. The Instagram mockups were also a big hit, as they loved the fact we put Lauren and Erin's together, with the new edit guides and colour overlays to reinforce the category throughout their account.

What did we need to change?

For the final revised pitch we had to update the mockups with the new images, icons and logos. When also had to add in some caption concepts and hashtags, to give the client an understanding of what to expect. We were also asked to create a new logo for their winter Ice Rink. This was a small task as it was the new logo but with a different colour and name. I worked on the logo and Lauren did the icons for this.

We also needed to create a few mockups of the Instagram Stories, which was a concept of mine. These would be to introduce the categories to their followers.

What did I contribute?

I had to create the mockups of the stories. This would give the community partner an idea of what it will look like. Once Lauren and I had created the new icons and everything else was completed, I designed the revised pitch as it was very similar to the original one. I just had to adjust it slightly.



Fixing a last minute mistake

Before we uploaded our revised pitch/ final design deck, I came across an issue. We mixed up one of the activities that Share asked for. Originally we thought they asked for a paintballing icon, but to not us a gun as the icon. However, when I was completing final research on the client, I realised it was lazer tag, aka 'Combat Corp' and not paintballing. Therefore this logo needed to be change, as it did not fit the category.

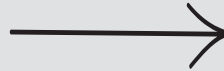
So last minute I did some more research to find an appropriate logo for this activity that did not involve a gun. I created a new icon for this within the hour and got it checked by the team (Lauren mostly, as she was the designer or the icons) and Adrian and Claire.

ISSUE!!

ISSUE!!

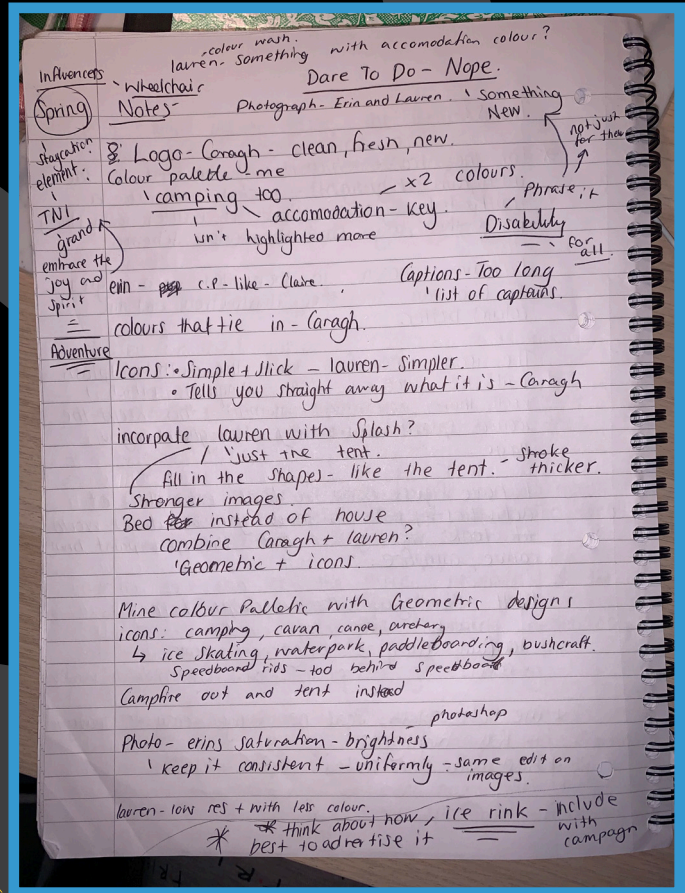
ISSUE!!

From Lauren's paintball icon to my
Combat Corp icon

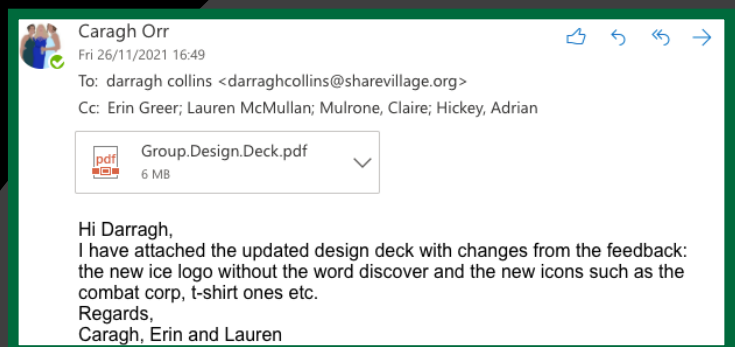
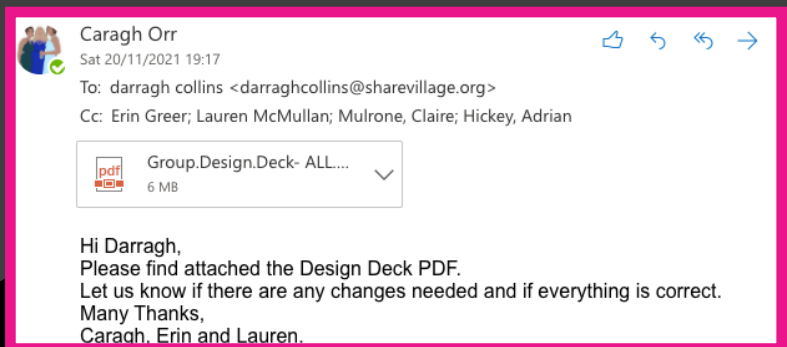


Reflections and feedback

Once we had completed our revised design deck we were good to go! We just had to get it sent off to the community partner. Since I had been the one in communication with the partner before, it made sense to keep me as the point of contact for them. However, we did get have a few issues with the partner. They would not reply back to emails, or in time. It is understood that they were very busy, but Claire the project manager had to step in a few times to get an answer back from the partner. Therefore, a lot of the time we were getting word and information from Claire, instead of from the community partner. However, we managed to work around this and get work done that we understood that they asked for.



My notes from the pitch - after presenting.



What Next?

Next step.

After the community partner had signed off on our final design deck, we could get the campaign ready. We did get started on this next task before the community partner got back to us, due to it being very busy with them. This way we did not fall behind.

The next step was to prepare everything for the hand over to the community partner.

What does that include?

- Edit of all 500 images
- Narrow 500 images down to 90 images for the campaign
- Create the Instagram Stories
- Create Campaign Schedule
- Create captions, hastags and tags for each post
- Create Instagram Guidelines.

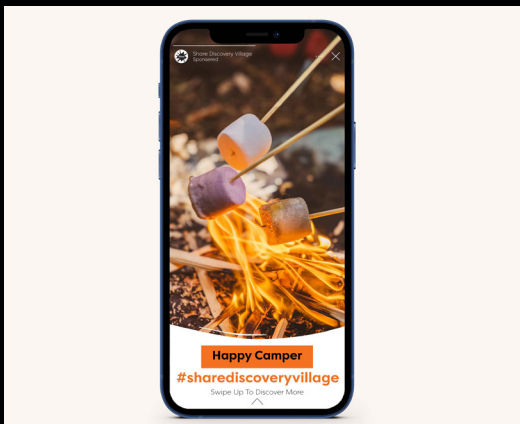
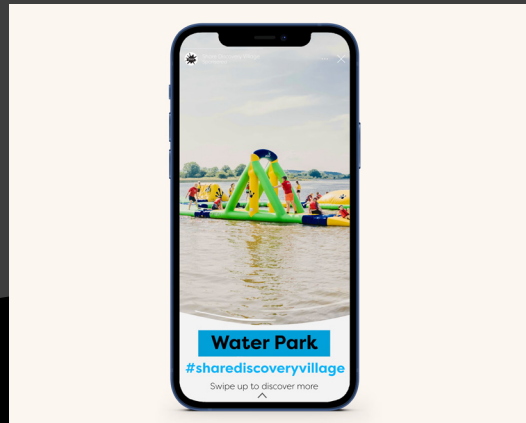
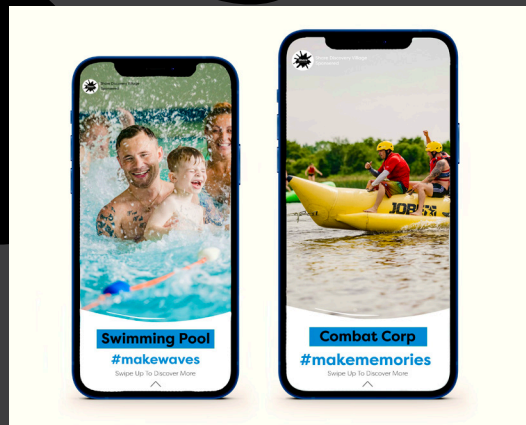
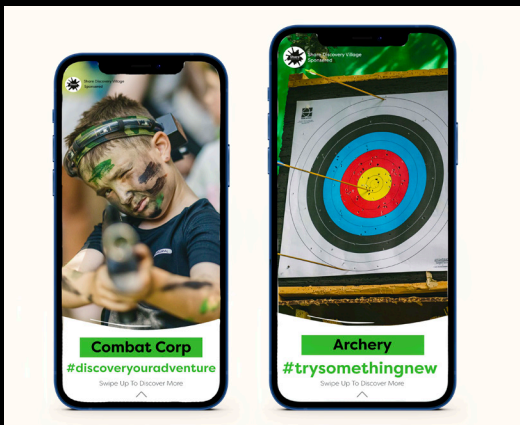
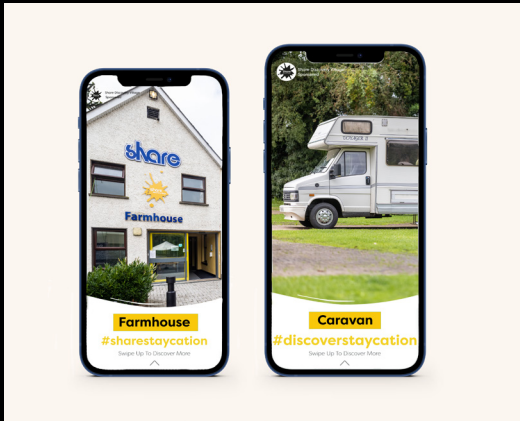
What my role?

My role for this next part was to create the campaign schedule, work with Lauren to create the captions and to create the Instagram Guidelines, including the icons. I had also worked with Lauren to create the Instagram stories. We did this before we had heard back from the community partner as it was not too tricky to do, as we had the same structure for all.

Creating the schedule was a big job and took longer than expected, as working on creating different captions was harder than expected too.

Once the schedule was created the guidelines was able to be developed not long after.

Instagram Stories



These are the Instagram Story Mockups I created. I also created them with the mockup phone on XD, for the community partner to be able to use. The mockups are to give them an idea of what it will look like and a base to know how to upload them.

Instagram Gudielines



Timeline
March 25th - April 30th - Spring Instagram Campaign.

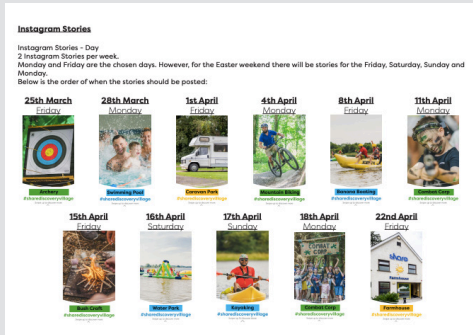
Schedule

Image ID	Day	Time	Folder	Category	Caption	Tags	Hashtags
12.jpg	25/03/22	10:00	March 25th	Water- In-Raftables	Why not jump straight into the weekend, here at Share Discovery Village With our inflatable water park!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #makeamemory #shareyouradventure
10.jpg	25/03/22	13:00	March 25th	Water- In-Raftables	Isn't our waterpark just fantastic! Fun for all ages! Check out the link in our Bio for more!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #makeamemory #shareyouradventure
11.jpg	25/03/22	17:00	March 25th	Water- In-Raftables	Slide right into next weekend, by booking a session here at Share Discovery Village! Make the most of your weekends! Book via the link in our bio!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #makeamemory #shareyouradventure
1.jpg	26/03/22	10:00	March 26th	Land- Combat Corp	Never tried our combat corp? That's ok! We have our brilliant staff to keep you guys on the right line and make some great memories. Combat Corp is just one of our many land activities we offer! At Share Discovery Village!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #shareyouradventure

A few examples of what the schedule looked like

2.jpg	26/03/22	13:00	March 26th	Land- Combat Corp	Ready, aim, let loose. Whether you're training for the top or out-pacing your little brother, combat corp at Share, is ready when it's at.	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #shareyouradventure
3.jpg	26/03/22	17:00	March 26th	Land- Combat Corp	Book your time at Share Discovery Village through the link in our bio! Fun outdoor activity for all! Click the link in our bio for more information!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #shareyouradventure
1.jpg	27/03/22	10:00	March 27th	Accommodation- Caravan	Easter is on its way, so why not be prepared early this year. With our Accommodation such as the Caravans, camping and plenty more!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #shareyouradventure
2.jpg	27/03/22	13:00	March 27th	Accommodation- Caravan	Why not have a staycation here at Share Discovery Village this Easter! When staying at our caravan site, there is plenty to do. From all our different activities to forest walking trail, cruises on the Lough and outdoor play park for the kids.	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #shareyouradventure

I also created a visual of the schedule for the Instagram stories



2.jpg	23/04/22	13:00	April 23rd	Land- Bush Craft	Easter may be coming to an end, but that means one thing: SUMMER is around the corner, so why not get ahead of the game and book your summer staycation here at Share!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #makeamemory
3.jpg	23/04/22	17:00	April 23rd	Land- Bush Craft	We hope everyone had a fantastic Easter holiday. Busy days to school it is, but that means that summer will be coming round the mountain very soon! So be extra prepared this year and book your staycation this summer at Share! Link in our bio for more details!	@discovervillage @fermanagh-islands	#sharediscoveryvillage #adventureawaits #makeamemory

I gave information for the Client and Clarie on how to access the work.



Highlight Icons

I have included a few screenshots from the Instagram Guidelines to give a visual of what I did. There are too many pages with the schedule in it to include the whole deck. Due to certain circumstances Lauren was unable to do as much work, however, as a group we had discussed this from the beginning and all understood and agreed that we would be willing to get extra work when the time came. Erin worked on the 500 images whilst I worked on the schedule and guidelines. However, there was a waiting period as I had to wait until I could see the chosen 90 images to write captions for them, however, we had this planned out so I was able to work on the Stories and Icons until the images were ready. We created these alternative icons for Share, depending on what they will use to upload everything for the campaign, this version could be easier to put on their highlights

Instagram Gudielines

Schedule

This took a lot longer than we first expected. We needed to create something that Share could understand. When I first created this, I used a calender layout instead, however, i quickly realised this become confused and unorganised.

I needed to include:

- The date when to post
- What day this was
- What time to post
- What Image to post
- Where to find that Image/category
- What the caption for that post was
- Who to tag
- What Hashtags to use

This would mean that all the community partner needs to do is follow the instructions, find the image, copy the caption and hashtags and post on the correct time and date.

I also included a list of accounts to follow and work with, such as influencers, promotions and adverts. These accounts ranged from blog accounts, paralympians to Northern Irish based accounts. It would then be the community partners job to reach out to these accounts to work with them.

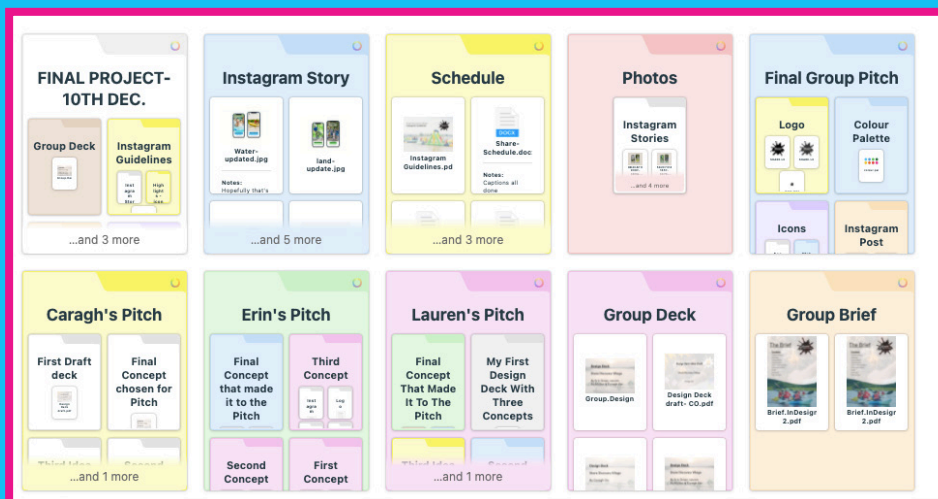
Instagram Stories

Instagram Stories had been organised to post on a Monday and a Friday within the campaign. With the lead up the the easter holidays having a few extra stories to keep the users engaged coming up to the big holiday.

Handover Documents

10th December 2020- Week 13
All documents organised and uploaded

Approaching the deadline, we had to create a folder with every document needed to go on the handover to the community partner. As a team we each uploaded work to the folder. I uploaded the Instagram guidelines and folders, the Instagram Stories and the decks and briefs. We made sure inside each organised folder there was an adobe folder and then exported files, such as png, jpeg and pdf files that the community partner could view. The high quality versions would be for an professional in a similar to use in the future or for the campaign if needed.



Project Management

To manage this project from start to finish, we used an app called Basecamp. This was extremely helpful, as we could manage all our documents and files and keep track of what we needed to do.

As a team we also used the campfire section to keep in contact with each other, outside class time. We also used Snapchat to message outside the app Basecamp. This was easier than Basecamp as we all used this to contact each other before this project and it came second nature to us. We created a new groupchat for this project. We used Basecamp to keep Claire and Adrian up to date with our work too.

Evaluation and Reflection

Team Work

Once we found out that this was a team project, we knew that we wanted to be a group together. We were good friends and had worked together last year and we all had a similar vibe and style with our work. We also knew everyone would put their full effort in and work hard for this project.

We all shared similar skills and talents that contrasted well with each other. We collectively knew that we would work well together for this module.

Knowledge and Skill

Throughout the different modules in the last two years of this course we were able to demonstrate an understanding of the different interactive media practice. We understood going into this project that due to not doing a placement year, we would be learning something here and there. However, as a team we worked together to improve our knowledge and skills to ensure we put 100% effort into the project. Were we maybe lacked in skills and experience we put extra effort. I had not much experience with branding of an identity, apart from module or too last year. This helped give me a better understanding of what was needed from us and that we had to keep the community partner and their aims in mind when creating and developing this project.

There were a few issues through the whole process, from being ghosted by the community partner, to misunderstanding certain tasks. However, overall, I would say we overcame these issues as best as possible.

Reflections

When looking back at where we started and now, I can say I am pleased with what we created, especially with what we were given. The tricky part of this project was trying to develop the brand in a way that refreshes it without dramatically changing it that it would become unrecognisable to the community partner and their community.

It was a struggle getting back into the zone for this term, as the past year we had been online and coming back onto campus was a change. Being in person made things a lot easier and more enjoyable too. However, the struggle was trying to balance the project, the other module, work, and other time commitments. However, even with this struggle as a team we managed to work in time in and outside of university to put into this project and I would hope that this shows.

Looking back, I can say we have even gained new knowledge and skills from this module. From working with a client, to time management to creating and developing work for an actual social enterprise.

As a team I hope that we were able to create something that Share Discovery Village can use to boost their organisation the way we had hope and planned for. Overall, I am really pleased with what we as a team produce and created.



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