



MED526: INTERACTIVITY FOR SOCIAL ENTERPRISE



PRODUCTION LOG

ROSS CURRAN



CONTENT

- 1 - Interactivity for Social Enterprise
- 2 - Community Partner
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An aerial photograph of a coastal town, likely in Ireland, featuring a large, flat-topped mountain in the background. The town is built on a rocky peninsula with a harbor and a stone wall. The text "1. INTERACTIVITY FOR SOCIAL ENTERPRISE" is overlaid in large, bold, blue letters.

1. INTERACTIVITY FOR SOCIAL ENTERPRISE

INTERACTIVITY FOR SOCIAL ENTERPRISE

MODULE BRIEF

Project Social Enterprise gives the students opportunities to enhance their skills and give back to the community by working with a client and offering our skill-sets as a team to create a clients ideas into reality. Students are able to create a successful final outcome by using design to communicate quality work that demonstrates effective practice, and become proficient with decisions when it comes to communicating through design and visuals by following a live/creative brief. Additionally, students will make effective choices towards accomplishing the tasks as a team to further our knowledge together and benefit our success for futures in a working environment. Students must also develop a finished outcome that follows the live brief, which includes interactive elements that relate to the following media, such as motion graphics, graphic design, photography, audio, etc.

PROJECT SPECIFICATION

Developing a new visual identity for Causeway Coast and Glen Community Trust (CCGCT). Our goal is to create a logo and completely responsive website using WordPress, Merchandise, Branding and Social Media Accounts. The website will incorporate information about the three networks that are forming together to create the Causeway Coast and Glen Community Trust. It will also include a home page, about page, contact us page, donation page, legacy page and shop. The website will allow the community partner to expand their audience and build towards their trust by giving them the ability to sell merchandise and donate to the trust from the website.

SKILLS REQUIRED

WordPress, HTML, CSS, Photoshop, InDesign, Illustrator.

TIME LOGGING

CLASS	37 HOURS, 50 MINUTES
MEETING	42 HOURS, 35 MINUTES
BENCHMARKING	7 HOURS, 5 MINUTES
BRAND GUIDELINES	8 HOURS, 23 MINUTES
DESIGN PITCH	18 HOUR, 45 MINUTES
WEBSITE	10 HOURS, 20 MINUTES
SOCIAL MEDIA	4 HOURS, 35 MINUTES
CLIENT MEETING + CLIENT PITCH	2 HOUR, 30 MINUTES
DESIGN	35 HOURS, 5 MINUTES
PRODUCTION LOG	40 Hours, 30 MINUTES
RESEARCH	14 HOURS, 5 MINUTES
BRIEF	4 HOURS, 35 MINUTES

THE TEAM

TYLER MCBRIDE



- Web/Graphic Designer
- Client Management

WILLIAM QUIGLEY



- Web/ Graphic Designer
- Tech Support
- Web Documentation

DANIEL MIDDLETON



- Web/ Graphic Designer
- Pitch Designer

ROSS CURRAN



- Web/Graphic Designer
- Social Media Branding
- Brand Guidelines

2.COMMUNITY PARTNER



Community Partner

BACKGROUND

The Causeway Coast & Glens Community Trust is a newly established trust created from three rural networks. The three networks have chosen to come together to form a trust agency which would then work together to give back to the local community. The Causeway Coast & Glens is looking to gain supporters that will help them support and aid various events in the local community. As this brand is developing from bottom up with no previous visual identity, we have been given creative freedom towards meeting their goals, with their needs, to come up with an innovative visual brand identity that will aid CCGCT.

The three network goals are to gain income and put it back into the local areas instead of the major cities in Northern Ireland, such as Belfast. The networks are wanting a created identity that will stay with them for the foreseeable future. This visual identity would include a brand style with a logo, and website with merchandise, which will be beneficial for creating a source of income and prosperity for the Causeway and Glens regions. Tourist locations like Ballintoy Harbour and the Dark Hedges, being beautiful placed well-known for being locations in 'Game of Thrones,' can target fans and tourists from across the world. It is prominent to target areas which have a significant audience to draw from. By creating an outlet, such as the website, we can widen the scope and spread the information about CCGCT through the use of the website and social media presence.

THREE NETWORKS

- **Coleraine Urban and Rural Community Network**
- **Northern Area Community Network**
- **Building Communities Resource Centre**

AIMS OF THE PROJECT

The main goals of this project are to create the community partner a completed visual identity with an online presence and website which will be delivered by the 10th of December, 2021, and launched in the Spring of 2022. Also being focused heavily on is the website that will meet the purpose of having a donation function for potential donors. We also have to create a visual style that fits the brand and looks professional. In addition to the website, CCGCT wants to create a social media presence that will benefit the trust by spreading their message to others around the world. The visual presence will be done through the website, print design, merchandise and socials media accounts such as Facebook, Twitter and Instagram.

The website will contain descriptions for each of the three networks, a legacy page, donation page, about page, contact, home and a merchandise shop. This website will connect each of the three local, rural networks together for this new trust. This will then give the client an online presence that allows any member of the public who wants to the opportunity to donate or buy merchandise from the website. This is crucial because, by including this, it will enhance the possibility for recruitment of a new generation of local, national, and international supporters. The website will be easy to steer through with clear headings and definite links to the CCGCT social media accounts.

TARGET AUDIENCE

The main target audience are the local communities, particularly potential national and international donors for The Causeway Coast & Glens Community Trust's projects and opportunities. This audience would be made up of like-minded, philanthropic individuals with a desire to aid local communities through donations. To reach this audience, the Trust Fund will prioritise engagement through social media to create dialogue and connections, as well as building interest in the Trust Fund. By using social media to gain leverage through building a bigger reach, a secondary audience of others spreading awareness of the Trust Fund online will lead to a higher chance to engage the primary audience: those who will donate.

OBJECTIVES

Public Awareness of the Trust Fund – This trust fund is new, so the public will not be aware of it. The website hopes to promote the new agency whilst also bringing new awareness to the three existing networks.

Donations – The website will allow donations, which will enable the trust fund to support and aid various events in the local community.

Selling Branded Merchandise to the Community - This relates to public awareness. Having branded merchandise out in the local community will enable more of the community to get involved and be aware of their local trust.

Enable the Trust Fund to Engage With the Community through Social Media and Newsletters - This will enable direct communication with a large number of the local community and will enable data collection, such as analytics.

TONE, MESSAGE & STYLE

The final design for The Causeway Coast & Glens Community Trust Fund website will have a consistent design style throughout to reflect the message of the brand. The website will follow the brand guidelines, including a visual identity to combine the three local, rural networks making up the Trust. The tone will follow a professional and inspiring theme that connects with the brand's desire to aid local communities.

The message of the brand will be conveyed through a website style featuring interactive elements, engaging users in a history of the Trust and the three networks that came together to form it. This is made more personal and intriguing by a showcase of each network's impact to encourage donations. The website will greet users with a landing page following the overall tone with an e-commerce function, allowing donations, and also a page for merchandise. This merchandise will match the style of connection with a cohesive collection of branded designs and downloadable information.

NOTES FROM THE FIRST MEETING

DATE:29th September 2021

ATTENDANCE: Claire, Kevin, Ann, Ross, Tyler, Daniel and Billy

INITIAL AGREED DELIVERABLES

- A new visual identity for digital and print
- A brand new website with E-Commerce
- Social media presence
- Merchandise Mock-ups e.g. Caps, T-Shirts, Pens

KEYNOTES FROM THE COMMUNITY PARTNER MEETING

The community partner spoke about the content relating to the website during our meeting, and that they want the new website to be convenient, clean and minimalist with little text. As this is a brand new establishment, the community partner also gave our team complete creative freedom with the use of colours and fonts. The client meeting was an excellent opportunity to learn more about our client as a team. Kevin and Ann were very detailed in explaining what the Causeway Coast & Glens Community Trust was about and they are really passionate about this brand, and it is our job as a team to deliver the best result that we can together.

The client meeting went really well and I was able to ask questions at the end of the meeting. Kevin and Ann were very appreciative and friendly when I asked a question about the outcome of the project. I was wondering if they had any ideas or previous experiences in mind that they have seen from another similar organisations. I think it was a good question to ask as it allowed me to get an understanding of whether the client has anything in mind, and it also allows them to think about the question and add their own input for how they envision their ideal brand. I feel like it is important to ask questions and get a sense of the client's thoughts to help guide my design decisions, because as a designer it is my goal to try my best to reach the closest result possible to their vision for the brand. Kevin's response to my question was that I have full freedom for the colours and ideas towards the brand concepts and that he is looking forward to seeing what my colleagues and I create.

CLIENT MEETING REFLECTION

The overall experience doing a client meeting was great for my development as a creative designer, because it gave me a glimpse at how it could be similar to working in a studio or freelance environment in the near future. These skills that I learn throughout my process during this module will impact me later on in life, and I can take what I have learnt with me. Asking questions and getting to talk with the client really boosted my confidence after speaking to new people. As the brand does not have any initial branding, being a new trust, both Kevin and Ann were great when it came to explaining about the trust and what they want in terms of the deliverables. Our group got to learn more about the three networks from Kevin and Ann. What I took away from the meeting is that I have full freedom when it comes to designing and creating ideas that would meet their goals.

3. BENCHMARKING

A black and white photograph of a coastal landscape. In the foreground, there is a grassy hillside with a wooden fence. A dirt road or path leads down towards a parking lot. The parking lot is filled with several cars and is bordered by a low stone wall. To the left of the parking lot, there is a large, curved stone wall. In the background, the ocean stretches to the horizon, with several rocky islands or reefs visible. The sky is filled with clouds.

BENCHMARKING

RESEARCHING & BENCHMARKING

After our initial meeting with the community partner, our group then completed an evaluation of other similar organisations that relate to our client. This research builds upon our knowledge to perform at the level that is needed to reach their ambitions for the final outcome of the website. By showing the community partner a scoring of each competitor and analysis breakdown of what our group thinks about the other competitor websites, it helps us understand the strengths and weaknesses of each competitor. This showcase will be through a table of contents that breaks down each part in a structured format.

The benchmarking segment of the project is used as a development process. This helps us, as our group can use this as a guide for comparing against other similar competitors. This allows us to identify strengths and weaknesses within the competitor's online presence. As a group, we collectively decided to complete two websites for each member of the group. Green boxes represent the use of 'best-practice.' The websites that are being benchmarked can be found along the top of the table. The features that we are assessing them on can be found down the left of the table, as can the categories they have been divided into.

BENCHMARKING COMPETITORS

- **Forever Manchester**
- **Norfolk Community Foundation**
- **Bedfordshire & Luton Community Foundation**
- **The London Community Foundation**
- **Cheshire Community Foundation**
- **The Community Foundation N.I.**
- **Community Foundation Wales**
- **Cornwall Community Foundation**

BENCHMARKING TABLE

Category	Feature	Forever Manchester	Norfolk Community Foundation	Bedfordshire & Luton Community Foundation	The London Community Foundation	Cheshire Community Foundation	The Community Foundation N.I.	Community Foundation Wales	Cornwall Community Foundation
First Impression	Aesthetics	Text heavy - too much on the page, looks outdated	Clean and Clear	Content Heavy	Clean and Professional	Colourful and inviting	Cold and corporate	Simple and clean	Not in-line, looks unorganised
	Target Audience	Locals	Locals	Those with wealth, locals and businesses	General Public and those who want to fund raise	Locals and businesses	Nation-wide	Local communities	Local communities
	Responsive	No	Yes	Yes	Yes	Yes	Yes	Yes	Responsive in areas
	Content Prime Position	Grid of articles	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider
	Body text font	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif
	Logo placement	Top left	Top left	Top left	Top left	Top left	Top right	Top left	Top left
Technical	Donate online	Yes	Yes	Embedded Link	Yes	Yes	Yes	Yes	Yes
	Analytics Embedded	Google analytics	Google analytics	Google analytics	Google analytics	None	Google analytics	Google analytics	Google analytics
Navigation	Primary Menu Format	Rollover Drop-down	Click-through Drop-down	Rollover Drop-down	Rollover Drop-down	Rollover Drop-down	Click-through Drop-down	Hamburger menu	Fully Exposed Click Through
	Primary Menu Position	Horizontal Top	Sticky Horizontal Top	Horizontal Top	Sticky Horizontal Top	Horizontal Top	Horizontal Top	Sticky Horizontal Top with Right Vertical	Horizontal Top
	Means of getting to top of page	Top of page Function	None	Top of page Function	None	None	None	None	None
	Breadcrumbs	None	None	None	None	None	None	Yes	Yes
	Contact Us	In the Primary Menu and In the Footer	In the Header	In the Header and a Form	In the Footer	In the Header and the Footer	In the Header and the Footer	In the Menu, Footer and a Form	In the Header, Menu and Footer
	No. of clicks to Contact Us	0	1	1	0	0	0	0	0

		Forever Manchester	Norfolk Community Foundation	Bedfordshire & Luton Community Foundation	The London Community Foundation	Cheshire Community Foundation	The Community Foundation N.I.	Community Foundation Wales	Cornwall Community Foundation
	Explanation of service	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage
	Evidence of outdated content	No	No	No	No	No	No	No	No
	Social Media	Links in Header and Footer	Links in Footer	Links in Footer	Links in Header and Footer	Links in Footer	Links in Footer	Links in Footer; however, overlaying icons on text	Links in Header
	Privacy Policy	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer
Functionality	Load Time	3.1 s	2.3 s	2.5s	2.8s	5.7s	8s	1.8s	1.7s
	Email subscription	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Accessibility	How many font types	2	2	3	2	2	1	3	2
	Clear & Accurate Headings	Yes, but too many	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	No	Yes	No	Yes	Yes	No	Yes	Yes
	Link underlining	Only in menu	No	Yes	Yes	No	No	Only in menu	No
	Hyperlinks change colour if visited	No	Yes	No	No	No	No	No	No
Overall Score		56%	64%	60%	76%	64%	52%	72%	60%

BENCHMARKING REFLECTION

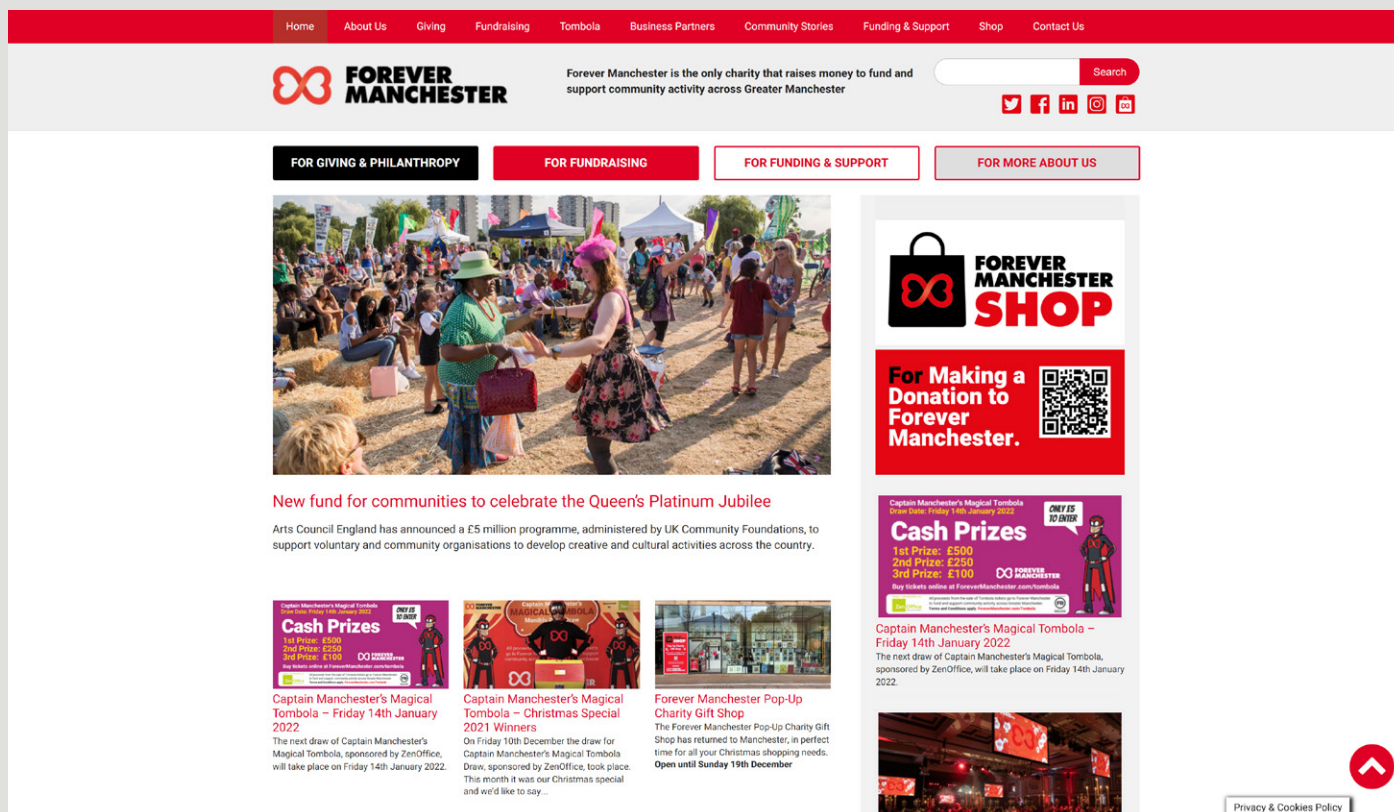
Having the benchmarking table was helpful for our group as it guided us to the best practice website from similar organisations for the community partner. It allowed us to evaluate what steps we needed to take to create the best website suited for the community partner.

BENCHMARKING WEBSITE SUMMARY SECTIONS FROM TEAM MEMBERS

- **Tyler McBride - Bedfordshire & Luton Community Foundation and The London Community Foundation**
- **Ross Curran - Community Foundation Wales and Cornwall Community Foundation**
- **Daniel Middleton - Forever Manchester and Norfolk community Foundation**
- **Billy Quigley - Cheshire Community Foundation and The Community N.I.**



BENCHMARKING SUMMARY



FOREVER MANCHESTER

The Forever Manchester website received one of the worst scores out of all the websites we benchmarked with 56%, this is because it was very text-heavy which instantly gave the impression that is old. On top of this it was a completely static website, which made the website not engaging and boring to use. It had big buttons for the user to click on to get to different parts of the website however, other than the button shape there was no other way to tell that this was a link. Another downside was that it was not responsive with images having no padding and text becoming unreadable.

Together, Norfolk shines brighter

Keep up to date on how we're connecting
people and creating change.

[Find out about our work.](#)

NORFOLK COMMUNITY FOUNDATION

The Norfolk Community Foundation received a slightly better score of 64%, by having a more modern design with clearer sections, headings and distinct links that changed colour. As a team we particularly liked the sticky nav-bar which we would like to implement into the Causeway Coast and Glens Community Trust Fund's new website. The Norfolk Community Foundation logo changed as you scrolled down the page, unfortunately however, it did not animate. Another positive for the website is that it was completely responsive.

Our News

We have launched a local appeal to help Afghan arrivals and refugees who have been relocated to safety in our area.

To donate please click [here](#) - Thank you.

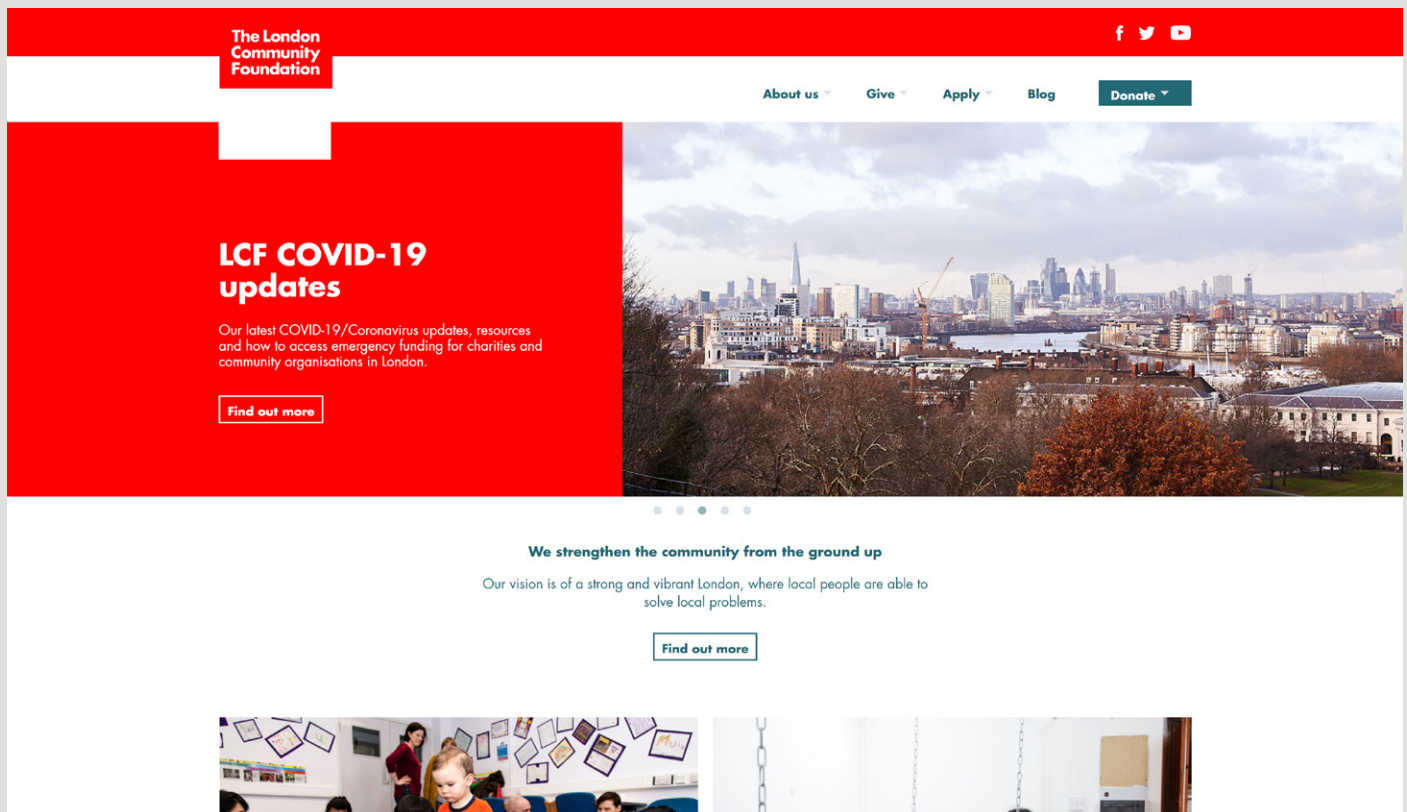
LOCAL FOCUS.REAL CHANGE

About the Bedfordshire and Luton Community Foundation

Bedfordshire & Luton Community Foundation (BLCF) is the largest independent local charity in Bedfordshire & Luton.

BEDFORDSHIRE & LUTON COMMUNITY FOUNDATION

The Bedfordshire & Luton Community Foundation website has some positives on its side. It is fully responsive, making it easily accessible on any device. It makes use of contemporary design, such as dividing information up into blocks and alternating between aligning text and images left and right. However, after spending some time on the website, we came to find that we were dissatisfied with it. There is simply too much to it. The menu has drop downs with many pages in each; of which some had sub menus of their own, making navigation less than comfortable. Whilst we appreciate the colour scheme, as it is consistent with the branding of the logo, we found there were too many colours on the website. Selecting two, maybe three colours at a push, would have made for a more enjoyable experience. Overall, the Bedfordshire & Luton Community Foundation website is far from a bad website, though receiving a score of 60% means there is a large enough margin for improvement. We did not have a bad experience, but we feel it has missed the mark on cementing itself as a 'professional' type of website. Instead, it has a 'child-like' aesthetic.



THE LONDON COMMUNITY FOUNDATION

The London Community Foundation is a very clean and organised website. The menu has drop-down menus, but each one is not over saturated with links to other pages. It feels like there is just the right amount to cover all of the relevant and necessary information that anyone interested would need to read. Its design is modern; dividing sections up into block format. Everything has a squared edge to it, there are no rounded features such as a round-edged button, or bowed page divider. This, we believe, helps add to the clean aesthetic. The main down-side that we found with this website is that all of the text and main body content runs centre left. It feels that it is skewed and looks as though it is not sitting quite centred on the page. As a group, we also feel that there could be less text on most pages, or that it could be divided up into more manageable sections. We do like that they kept to a manageable colour scheme. Red is clearly their main branding colour, along with white as a secondary. For text they used two different shades of grey; light for body text, dark for text they want to stand out more. They also made use of teal for testimonials and quotes, which we liked as it does not clash with the grey of the main body text, but allows it to stand out just that little bit extra. Overall, the London Community Foundation is a pleasant website to use. It received a score of 76%. It has some short comings but has enough positives to have us feeling optimistic and inspired by it.

Our aim is to ensure that every penny you give is directed to the people in our communities who need your help the most.

Lots of ways
to help

GIVE

Grants &
Programmes

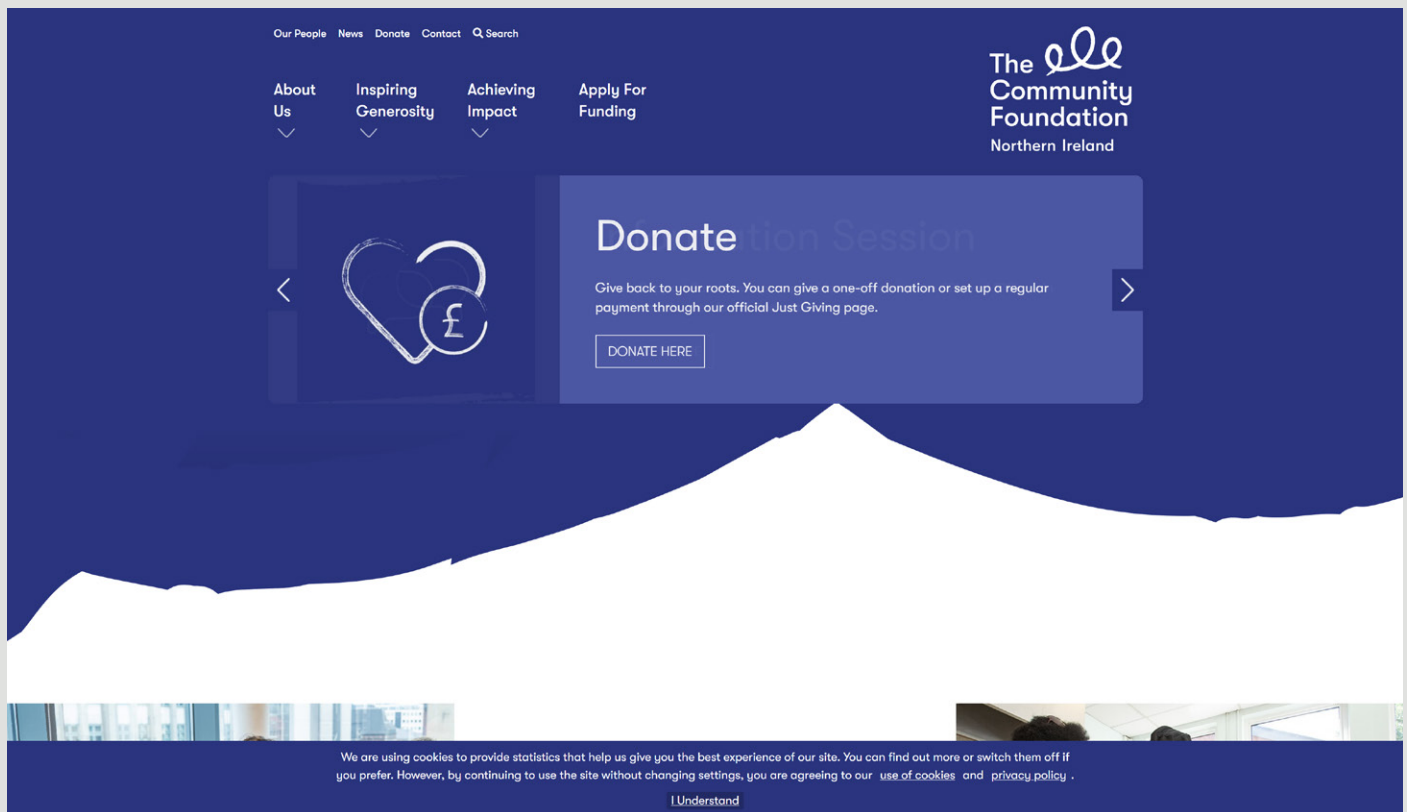
APPLY



Cheshire Community Foundation raises funds to support hundreds of amazing small charities and voluntary groups across the whole of Cheshire and Warrington. We connect people and companies who

CHESHIRE COMMUNITY FOUNDATION

Our first impression of the Cheshire Community Foundation website was its colourful and inviting design. Combined with its fully responsive design, this website looks great at first glance. It makes use of images and bright colours which show that the community is welcoming and inviting, which we believe is a good image to portray to potential donators. We believe this website contains many features that the Causeway Coast & Glens Community Trust Fund asked us to replicate in our design of their website. Specifically, the agency asked us for features such as a clear donation button, not text heavy pages and a subscription form to a newsletter which this website achieves perfectly. Looking at the cons of this website, the images take some time to load when first joining the website. This makes it look unprofessional and their logo does not grab your attention when you visit the website. The website has some features that we would like to implement to the Causeway Coast & Glens Community Trust Fund's website, such as the roll-over drop-down feature, Google analytics and the image slider. Overall, this website achieved a score of 64%.



THE COMMUNITY FOUNDATION N.I.

In contrast to our opinion of Cheshire Community Foundation, at first glance, the Community Foundation N.I. website seemed very “cold and corporate”. It did not give us the same welcome and inviting feeling that Cheshire did. Its website was very text heavy and was overall very static looking. However, it is responsive and did contain some features that are of interest to our partner such as a donation button. Although this button did not stand out and would be difficult to see unless you were actively seeking it out on the page. Despite the poor visual appeal, it did contain other features such as a subscription form, donation button and Google analytics that we wish to bring to the Causeway Coast & Glens Community Trust Fund’s website. Overall, this website got a score of 52%


Friends of Community Foundation Wales

Friends of Community Foundation Wales is an exclusive network of supporters that is helping to change lives in Wales.

[Read more](#)**Grants**[Find out more](#)**Giving**[Find out more](#)**Grants toolkit**[Find out more](#)


COMMUNITY FOUNDATION WALES


The aesthetic of the Community Foundation Wales (CFW) website fits well with the colour scheme and design layout of the website. The CFW branding for the website looks well designed and we can see they have spent a lot of time and thinking on the development of the website. The website also includes a carousel with up-to-date information for users to read news feed updates and also includes images. CFW has a clear and concise design style with its red, white and purple colours. They have also included high-quality images which showcase the projects where they have been involved with the community. Everything is responsive for mobile and tablet. CFW uses a sans-serif font, and the CFW logo is a Welsh dragon that is contained within a circle and is placed on the top left side of the website. The donation button is located in the navigation menu highlighted in purple. There is a drop-down burger menu with animation which gives the website a more interactive feeling for the users. All social media platforms are listed at the bottom of the website for users to follow CFW. The website is simple and easy to navigate around the pages on the website, and written clearly. Additionally, all links on the website work and are easy to find. Overall, the Community Foundation Wales scored 72% in our benchmarking process.




**Cornwall
Community
Foundation**

[in](#)
[f](#)
[t](#)
[@](#)
[v](#)


office@cornwallfoundation.com



1 Sheers Barton, Lawhitton, Launceston PL15 9NJ



Accessibility

[HOME](#)
[ABOUT US](#)
[GIVE/JOIN](#)
[GRANTS](#)
[COMMUNITY CASE STUDIES](#)
[FREQUENTLY ASKED QUESTIONS](#)
[NEWS & MEDIA](#)
[DONATION/PAYMENT](#)
[CONTACT](#)



GIVE TO YOUR COMMUNITY
Donate/join here

GRANTS AVAILABLE
Details & to apply

CORNWALL COMMUNITY FOUNDATION

The website Cornwall Community Foundation (CCF) has a good and clean design, including images and icons with fonts that are easy to read. The colour scheme is pleasing and fits well with the layout and design of the overall website; however, some images seem to lack HD quality and look stretched. Images are displayed that showcase what CCF did as a trust fund. Everything is fully responsive for mobile and table. There are two selections of images on the home page that fade every couple of seconds. CCF uses a sans-serif font that is easy to read that works well with the website, but the CCF logo is confusing and does not seem to relate to their foundation. Their logo design is a heart with an upside-down triangle as circles, and is placed on the top left side of their website. The donation button is easy to find as it is listed in the navigation menu for users. It would be better to see CCF highlight the donate button in a different colour as it would be much easier to see and help people that may have a difficult time seeing text. The menu bar is across the web page at the top, helping make the website easy to navigate. CCF social media links are also listed at the top of the screen beside the logo. The icons are easy to see and icon buttons are coloured in white with a yellow bar as the background. Some users may find it easier to see the icons in black with a yellow background. The website's headings are clear and simple to read for users. Additionally, all links on the website work and are easy to find. Overall, Cornwall Community Foundation scored 60% when benchmarked.

CONCLUSION

After completing the benchmarking for the multiple websites, my group and I have chosen what should be emphasised and what should be low priority. From our overall scoring, “London Community Foundation” and “The Cheshire Community Foundation” are the best scoring websites from the benchmarking table. These website helped build our group’s inspiration for creating the finalised website for the community partner. Both websites are very strong with their message and they get their point clearly across. From our meeting with the community partner, they stated that they wanted their website to be clean and not oversaturated with text. We are considering bringing some of the elements from those two websites to the final website, similar to the sticky horizontal bar on the London website, and the image slider on both websites. Our group also considers that a donation button that stands out is a key feature for the website. Our group and I believe that both of these websites meet the criteria and are well-fitted for their needs.

A black and white photograph of a coastal cliff. In the foreground, a steep, grassy slope descends towards the sea. A stone wall runs along the edge of the cliff. At the top of the cliff, a small, domed building with a classical architectural style is visible. The ocean is to the left, with waves breaking against the shore. The sky is filled with dramatic, wispy clouds.

4. THE BRIEF

THE BRIEF

Before creating the brief document for the community partner, we had a client meeting to discuss and learn more about the CCGCT and what they wanted from the project. For the brief document, it was necessary to develop a brief based upon the information that was collected from the meeting, and was also included to put our own independent research into the brief. The brief was created to show the community partner what the specific outcomes the final project aimed towards. This would include objectives that would need to be considered, in particular their goals. The brief also helped the community partner know the scale of the project with a layout on paper, which can help them understand the meaning behind our choices. As part of this section of the module, our group decided to split the sections across each team member. I was able to pick which sections of the brief I wanted to research. The brief is the final step in the production of establishing the community partner's conditions for the Project Social module. Inside the brief, we describe the project, objectives, target audience, deliverables, tone, message and style, benchmarking, benchmarking table, benchmarking summary, similar organisations, budget, time frame and meet the team.

PROJECT ROLES FOR THE BRIEF DOCUMENT

- Tyler McBride - Document Creator, Community Partner, Meet the Team
- Ross Curran - Target Audiences, Tone Message, and Style
- Daniel Middleton - Deliverables, The Project, and Timeframe
- Billy Quigley - Similar Organisations, Budget, and Objectives



CAUSEWAY COAST & GLENS
COMMUNITY TRUST FUND

BRIEF

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COMMUNITY PARTNER

The Causeway Coast & Glens Community Trust Fund was formed by three local areas:

Coleraine Urban and Rural Community Network

Northern Area Community Network

Building Communities Resource Centre

They work together with the common goal of wanting money to come back into the area instead of Belfast. These groups want to have a brand identity that will allow them to ensure future income and prosperity for the Causeway area. With places such as Ballintoy Harbour and The Dark Hedges being a major place of filming for 'Game of Thrones' and attracting fans and tourists from across the globe, it is clear that the area has a significant profile to draw from.

As this is an agency with no current branding, we have been given creative freedom. We have been tasked to come up with an innovative visual brand identity that will aid **The Causeway Coast & Glens Trust Fund** in a modern approach to fundraising. We will develop a cutting edge website that will be complemented by a fresh digital marketing strategy. This will give the Causeway Coast & Glens Community Trust Fund a central identity to run and organise from, as well as making use of other online outlets (social media) that the Trust will create themselves to branch out to. It is our intention to implement a donation function that will allow the agency to receive income directly through the website.

THE PROJECT

The aim of this project is to create a new visual identity and website for the Causeway Coast and Glens Community Trust Fund. It will be developed by December 2021 and launched in the Spring of 2022. Our team will create and design:

Website using WordPress

Branding

Merchandise

Social media accounts

The website will include explanations on each of the **three networks**, a **donation page**, **legacy page** and a **shop**. The website will link together this new Trust Fund with the 3 local rural networks it has been formed by. This will give the Trust Fund an online presence which allows anyone who wants to, the ability to donate or buy merchandise straight from the website. This is essential because, by launching this, it will increase the chances for recruitment of a new generation of local, national, and international donors. The website will be **easy to navigate** with **clear headings** and **distinct links** to the Trust Fund's social media accounts.

The community partner mentioned during our meeting that they want the new website to be **convenient**, **clean** and **minimalist** with **limited text**. As this is a brand new organisation, the community partner has also given our team complete creative freedom with the use of colours and fonts.

OBJECTIVES

The success of the website will be determined by a number of key features:

Public awareness of the Trust Fund - This Trust Fund is new, so the public will not be aware of it. The website hopes to promote the new agency whilst also bringing new awareness to the three existing networks.

Donations - The website will allow donations which will enable the Trust Fund to support and aid various events in the local community.

Selling branded merchandise to the community - This relates to public awareness. Having branded merchandise out in the local community will enable more of the community to get involved and be aware of their local trust fund

Enable the Trust fund to engage with the community through **social media and newsletters**. This will enable direct communication with a large number of the local community and will enable data collection such as analytics.

TARGET AUDIENCE

The main target audience are the **local communities**, particularly potential **national** and **international donors** for The Causeway Coast & Glens Community Trust Fund's projects and opportunities. This audience would be made up of like-minded, philanthropic individuals with a desire to aid local communities through donations.

To reach this audience, the Trust Fund will prioritise engagement through social media to create dialogue and connections, as well as building interest in the Trust Fund. By using social media to gain leverage through building a bigger reach, a secondary audience of others spreading awareness of the Trust Fund online will lead to a higher chance to engage the primary audience: those who will donate.

DELIVERABLES

1. A new visual identity for digital and print
2. A brand new website with e-Commerce
3. Social media accounts with a rollout plan
4. Merchandise Mock-ups e.g. Caps, T-Shirts, Pens

tone, message & style

The final **design** for The Causeway Coast & Glens Community Trust Fund website will have a consistent design style throughout to reflect the message of the brand. The website will follow the brand guidelines, including a visual identity to combine the three local, rural networks making up the Trust Fund.

The **tone** will follow a professional and inspiring theme that connects with the brand's desire to aid local communities.

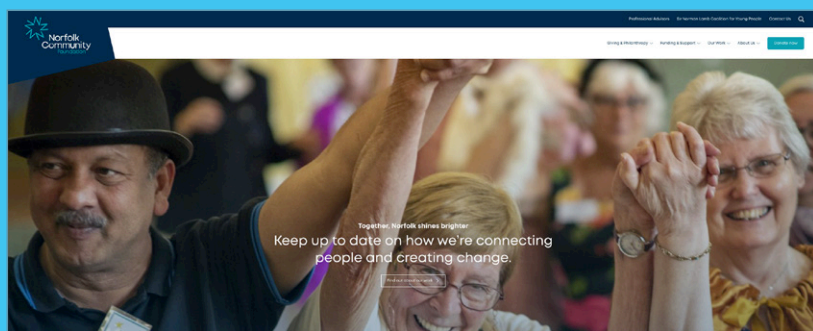
The **message** of the brand will be conveyed through a website style featuring interactive elements, engaging users in a history of the Trust Fund and the three networks that came together to form it. This is made more personal and intriguing by a showcase of each network's impact to encourage donations. The website will greet users with a landing page following the overall tone with an e-commerce function, allowing donations, and also a page for merchandise. This merchandise will match the style of connection with a cohesive collection of branded designs and downloadable information.

BENCHMARKING

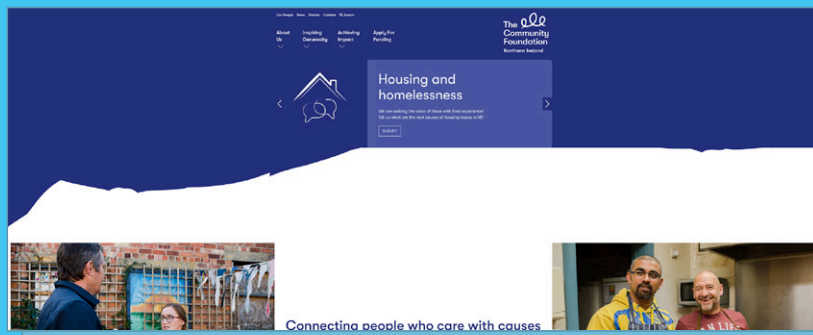
To get a better understanding of what type of website we need to design for the Causeway Coast & Glens Community Trust Fund, each of us have undertaken the task of benchmarking two websites each that are in the same/similar field. In doing so, we will be able to effectively identify key areas and ideas that we can incorporate into our own website. It will also allow us to avoid making mistakes that other organisations have with their websites.



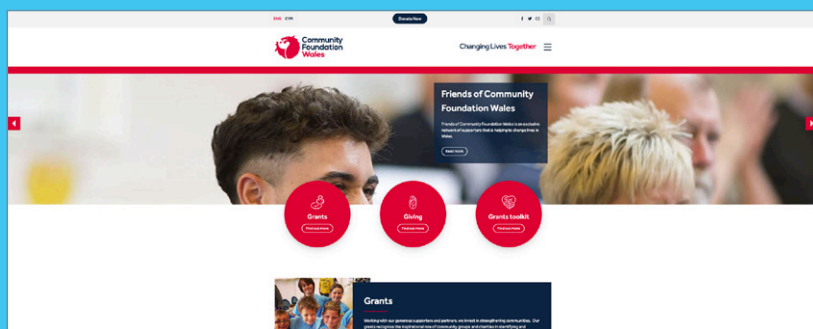
Forever Manchester
<https://forevermanchester.com/>



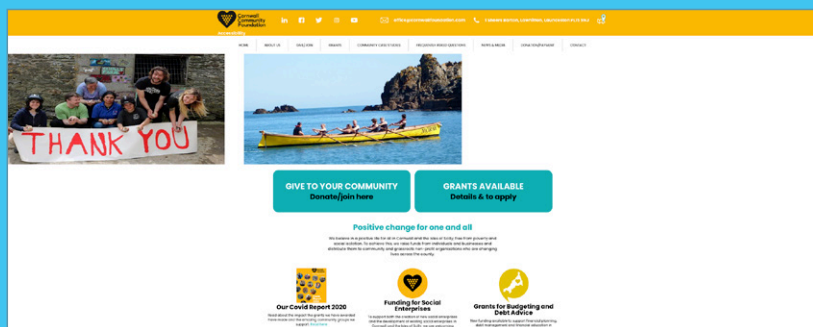
Norfolk Community Foundation
<https://www.norfolkfoundation.com/>



The Community Foundation N.I.
<https://communityfoundationni.org/>



Community Foundation Wales
<https://communityfoundationwales.org.uk/>



Cornwall Community Foundation
<https://www.cornwallcommunityfoundation.com/>

BENCHMARKING TABLE

Below is the table used to carry out the benchmarking process. Green boxes represent the use of 'best-practice'. The websites that are being benchmarked can be found along the top of the table. The features that we are assessing them on can be found down the left of the table, as can the categories they have been divided in to.

Category	Feature	Forever Manchester	Norfolk Community Foundation	Bedfordshire & Luton Community Foundation	The London Community Foundation	Cheshire Community Foundation	The Community Foundation N.I.	Community Foundation Wales	Cornwall Community Foundation
First Impression	Aesthetics	Text heavy - too much on the page, looks outdated	Clean and Clear	Content Heavy	Clean and Professional	Colourful and inviting	Cold and corporate	Simple and clean	Not in-line, looks unorganised
	Target Audience	Locals	Locals	Those with wealth, locals and businesses	General Public and those who want to fund raise	Locals and businesses	Nation-wide	Local communities	Local communities
	Responsive	No	Yes	Yes	Yes	Yes	Yes	Yes	Responsive in areas
	Content Prime Position	Grid of articles	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider
	Body text font	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif	Sans serif
	Logo placement	Top left	Top left	Top left	Top left	Top left	Top right	Top left	Top left
Technical	Donate online	Yes	Yes	Embedded Link	Yes	Yes	Yes	Yes	Yes
	Analytics Embedded	Google analytics	Google analytics	Google analytics	Google analytics	None	Google analytics	Google analytics	Google analytics
Navigation	Primary Menu Format	Rollover Drop-down	Click-through Drop-down	Rollover Drop-down	Rollover Drop-down	Rollover Drop-down	Click-through Drop-down	Hamburger menu	Fully Exposed Click-through
	Primary Menu Position	Horizontal Top	Sticky Horizontal Top	Horizontal Top	Sticky Horizontal Top	Horizontal Top	Horizontal Top	Sticky Horizontal Top with Right Vertical	Horizontal Top
	Means of getting to top of page Breadcrumbs	Top of page Function	None	Top of page Function	None	None	None	None	None
		None	None	None		None	None	Yes	Yes
	Contact Us	In the Primary Menu and In the Footer	In the Header	In the Header and a Form	In the Footer	In the Header and the Footer	In the Header and the Footer	In the Menu, Footer and a Form	In the Header, Menu and Footer
	No. of clicks to Contact Us	0	1	1	0	0	0	0	0

		Forever Manchester	Norfolk Community Foundation	Bedfordshire & Luton Community Foundation	The London Community Foundation	Cheshire Community Foundation	The Community Foundation N.I.	Community Foundation Wales	Cornwall Community Foundation
	Explanation of service	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage
	Evidence of outdated content	No	No	No	No	No	No	No	No
	Social Media	Links in Header and Footer	Links in Footer	Links in Footer	Links in Header and Footer	Links in Footer	Links in Footer	Links in Footer; however, overlaying icons on text	Links in Header
	Privacy Policy	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer	One Click Away in the Footer
Functionality	Load Time	3.1 s	2.3 s	2.5s	2.8s	5.7s	8s	1.8s	1.7s
	Email subscription	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Accessibility	How many font types	2	2	3	2	2	1	3	2
	Clear & Accurate Headings	Yes, but too many	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	No	No	No	Yes	No	No	Yes	Yes
	Link underlining	Only in menu	No	No	Yes	No	No	Only in menu	No
	Hyperlinks change colour if visited	No	Yes	No	No	No	No	No	No
Overall Score		56%	64%	60%	76%	64%	52%	72%	60%

BENCHMARKING SUMMARY

The **Forever Manchester** website received one of the worst scores out of all the websites we benchmarked with **56%**, this is because it was very text-heavy which instantly gave the impression that it is old. On top of this it was a completely static website, which made the website not engaging and boring to use. It had big buttons for the user to click on to get to different parts of the website however, other than the button shape there was no other way to tell that this was a link. Another downside was that it was not responsive with images having no padding and text becoming unreadable.

The **Norfolk Community Foundation** received a slightly better score of **64%**, by having a more modern design with clearer sections, headings and distinct links that changed colour. As a team we particularly liked the sticky nav-bar which we would like to implement into the Causeway Coast and Glens Community Trust Fund's new website. The Norfolk Community Foundation logo changed as you scrolled down the page, unfortunately however, it did not animate. Another positive for the website is that it was completely responsive.

The **Bedfordshire & Luton Community Foundation** website has some positives on its side. It is fully responsive, making it easily accessible on any device. It makes use of contemporary design, such as dividing information up into blocks and alternating between aligning text and images left and right.

However, after spending some time on the website, we came to find that we were dissatisfied with it. There is simply too much to it. The menu has drop downs with many pages in each; of which some had sub menus of their own, making navigation less than comfortable. Whilst we appreciate the colour scheme, as it is consistent with the branding of the logo, we found there were too many colours on the website. Selecting two, maybe three colours at a push, would have made for a more enjoyable experience.

Overall, the Bedfordshire & Luton Community Foundation website is far from a bad website, though receiving a score of **60%** means there is a large enough margin for improvement. We did not have a bad experience, but we feel it has missed the mark on cementing itself as a 'professional' type of website. Instead it has a 'child-like' aesthetic.

The **London Community Foundation** is a very clean and organised website. The menu has drop-down menus, but each one is not over saturated with links to other pages. It feels like there is just the right amount to cover all of the relevant and necessary information that anyone interested would need to read. Its design is modern; dividing sections up into block format. Everything has a squared edge to it, there are no rounded features such as a round-edged button, or bowed page divider. This, we believe, helps add to the clean aesthetic.

The main down-side that we found with this website is that all of the text and main body content runs centre-left. It feels that it is skewed and looks as though it is not sitting quite centred on the page. As a group, we also feel that there could be less text on most pages, or that it could be divided up into more manageable sections.

We do like that they kept to a manageable colour scheme. Red is clearly their main branding colour,

along with white as a secondary. For text they used two different shades of grey; light for body text, dark for text they want to stand out more. They also made use of teal for testimonials and quotes, which we liked as it does not clash with the grey of the main body text, but allows it to stand out just that little bit extra.

Overall, the London Community Foundation is a pleasant website to use. It received a score of **76%**. It has some short comings but has enough positives to have us feeling optimistic and inspired by it.

Our first impression of the **Cheshire Community Foundation** website was its colourful and inviting design. Combined with its fully responsive design, this website looks great at first glance. It makes use of images and bright colours which show that the community is welcoming and inviting, which we believe is a good image to portray to potential donors.

We believe this website contains many features that the Causeway Coast & Glens Community Trust Fund asked us to replicate in our design of their website. Specifically, the agency asked us for features such as a clear donation button, not text heavy pages and a subscription form to a newsletter which this website achieves perfectly.

Looking at the cons of this website, the images take some time to load when first joining the website. This makes it look unprofessional and their logo does not grab your attention when you visit the website. The website has some features that we would like to implement to the Causeway Coast & Glens Community Trust Fund's website, such as the roll-over drop-down feature, Google analytics and the image slider. Overall, this website achieved a score of **64%**.

In contrast to our opinion of Cheshire Community Foundation, at first glance, the **Community Foundation NI** website seemed very "cold and corporate". It did not give us the same welcome and inviting feeling that Cheshire did.

Its website was very text heavy and was overall very static looking. However, it is responsive and did contain some features that are of interest to our partner such as a donation button. Although this button did not stand out and would be difficult to see unless you were actively seeking it out on the page.

Despite the poor visual appeal, it did contain other features such as a subscription form, donation button and Google analytics that we wish to bring to the Causeway Coast & Glens Community Trust Fund's website. Overall, this website got a score of **52%**.

The aesthetic of the **Community Foundation Wales** (CFW) website fits well with the colour scheme and design layout of the website. The CFW branding for the website looks well designed and we can see they have spent a lot of time and thinking on the development of the website. The website also includes a carousel with up-to-date information for users to read news feed updates and also includes images. CFW has a clear and concise design style with its red, white and purple colours. They have also included high-quality images which showcase the projects where they have been involved with the community. Everything is responsive for mobile and tablet. CFW uses a sans-serif font, and

the CFW logo is a Welsh dragon that is contained within a circle and is placed on the top left side of the website. The donation button is located in the navigation menu highlighted in purple. There is a drop-down burger menu with animation which gives the website a more interactive feeling for the users. All social media platforms are listed at the bottom of the website for users to follow CFW. The website is simple and easy to navigate around the pages on the website, and written clearly. Additionally, all links on the website work and are easy to find.

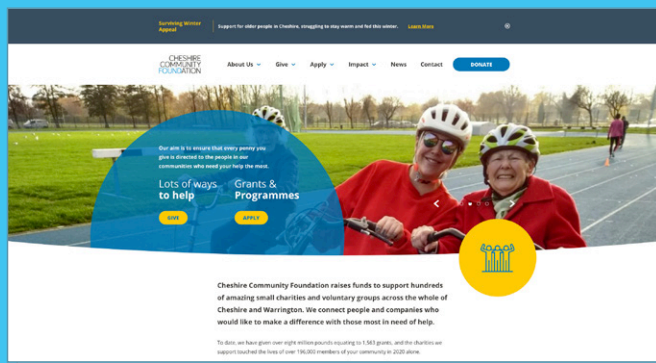
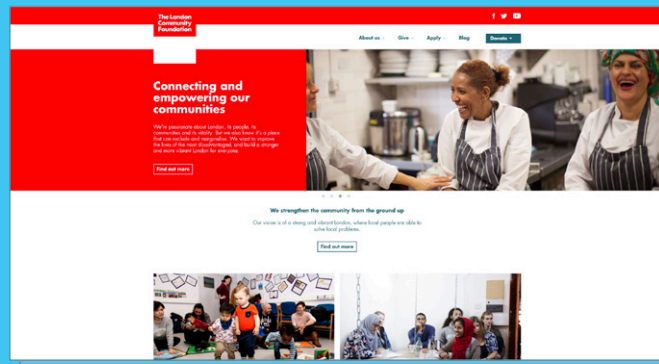
Overall, the Community Foundation Wales scored **72%** in our benchmarking process.

The website **Cornwall Community Foundation (CCF)** has a good and clean design, including images and icons with fonts that are easy to read. The colour scheme is pleasing and fits well with the layout and design of the overall website; however, some images seem to lack HD quality and look stretched. Images are displayed that showcase what CCF did as a trust fund. Everything is fully responsive for mobile and table. There are two selections of images on the home page that fade every couple of seconds. CCF uses a sans-serif font that is easy to read that works well with the website, but the CCF logo is confusing and does not seem to relate to their foundation. Their logo design is a heart with an upside-down triangle as circles, and is placed on the top left side of their website. The donation button is easy to find as it is listed in the navigation menu for users. It would be better to see CCF highlight the donate button in a different colour as it would be much easier to see and help people that may have a difficult time seeing text. The menu bar is across the web page at the top, helping make the website easy to navigate. CCF social media links are also listed at the top of the screen beside the logo. The icons are easy to see and icon buttons are coloured in white with a yellow bar as the background. Some users may find it easier to see the icons in black with a yellow background. The website's headings are clear and simple to read for users. Additionally, all links on the website work and are easy to find.

Overall, Cornwall Community Foundation scored **60%** when benchmarked.

SIMILAR ORGANISATIONS

During Benchmarking, we found websites such as The London Community Foundation and the Cheshire Community Foundation. These websites helped us gain some inspiration for when we create your website. You said during our meeting that you wanted your website to be clean and not text heavy. We believe that both of these websites do this perfectly. We loved the bright and welcoming colours on the Cheshire website, as we believe that's what a community and a community trust fund should be; bright and welcoming. We are considering bringing some of the features on those two websites to your website, such as the sticky horizontal bar on the London website and the image slider on both websites. We also think that a donation button that stands out is a key feature!



BUDGET

There is no strict budget for this development task as this has been assigned to us through the university as a course module and so, is not billable to the Trust Fund. However, there are costs that The Causeway Coast and Glens Community Trust Fund must pay such as Domain name purchase and renewal, hosting and e-commerce related costs.

WordPress Premium

Business (£20/mo) or e-Commerce (£36/mo)

The business package comes with some features that are available in cheaper packages such as e-mail support if assistance is required in the future, ad free and with Google analytics integration. This feature is useful as you can view various stats about your website. The reason we suggest the larger package is because you told us at our meeting that you would like the website to be able to sell various items to your customers and these packages best support that as they come with e-commerce functions such as allowing sales in more companies and working with shipping companies to allow your products to reach the customers. They also have automated website backups so that if anything happened to the website you would have backups available.

Domain Hosting

The WordPress plans that we have suggested come with a free year of a domain name of your choice. Your domain name determines your website address. We would recommend using something as short as possible to maximise visits to the website as a long web address is hard to remember.

Merchandise

During our meeting, you said you'd like to sell various items on your store. You will need to buy these from a supplier and have any text/logo added on to these to then be sent to the customer. Often, you get discounts from these suppliers by buying in bulk. If, for example, you wanted to create a t-shirt, we found a company (www.teamshirts.co.uk) that will allow you to create them for £12 each. This means you would need to sell for higher than that price to make a profit. This is important to consider when selecting a supplier.

Promotional Material

We recommend that you develop a social media presence to enable the Trust Fund to engage with the community. When engaging on social media, there may be material that needs to be designed such as posters, flyers or videos. Hiring designers will come with a cost, as will deciding to do them in-house, as you will need software to enable you to create these.

Business	eCommerce
Best for Small Businesses	Best for Online Stores
£20	£36
per month, billed yearly	per month, billed yearly
Start with Business	Start with eCommerce
<ul style="list-style-type: none">✓ Free Domain for One Year✓ Best-in-class hosting✓ Remove WordPress.com Ads✓ Collect payments✓ Unlimited email support✓ Live Chat Support✓ Earn ad revenue✓ Upload videos✓ Google analytics integration✓ Install plugins and extend functionality for your site with access to more than 50,000 WordPress plugins✓ Advanced SEO Search Engine Optimisation tools✓ Automated site backups and one-click restore✓ SFTP (SSH File Transfer Protocol) and Database Access✗ Accept payments in 60+ countries✗ Integrations with Top Shipping Carriers✗ Premium design options customized for online stores	<ul style="list-style-type: none">✓ Free Domain for One Year✓ Best-in-class hosting✓ Remove WordPress.com Ads✓ Collect payments✓ Unlimited email support✓ Live Chat Support✓ Earn ad revenue✓ Upload videos✓ Google analytics integration✓ Install plugins and extend functionality for your site with access to more than 50,000 WordPress plugins✓ Advanced SEO Search Engine Optimisation tools✓ Automated site backups and one-click restore✓ SFTP (SSH File Transfer Protocol) and Database Access✓ Accept payments in 60+ countries✓ Integrations with Top Shipping Carriers✓ Premium design options for online stores

If you choose to purchase a WordPress package, you will receive a free domain name for your website for 1 year.

cgccommunitytrustfund.com Recommended

- ✓ Exact match
- ✓ Extension ".com" matches your query
- ✓ ".com" is the most common extension

\$15.00 /year
£10.97/year

Select

cgccommunitytrust.fund Recommended

- ✓ Exact match
- ✓ Extension ".fund" matches your query

\$35.00 /year
£25.60/year

Select

TIME FRAME

All three members of the team are required to complete an individual design that will be pitched to the community partner in **Week 6**. This will give the community partner a chance to compare the designs and make a final decision on which one they want to move forward with. When they have done this, our team will work together to have this design completed by **Week 12, Friday 10th December**. The completed project will be showcased at www.project-social.co.uk in **January 2022**.



MEET THE TEAM



**Tyler
McBride**

Videography
Video Editing
Photography
Motion Graphics
Design
Organisation



**William
Quigley**

Back-end Web Design
Animation
Technology Enthusiast
Problem Solving



**Daniel
Middleton**

Design
Video Editing
Motion Graphics



**Ross
Curran**

Graphic Design
Video Editing
Motion Graphics

Project Manager: Claire Mulrone
Creative Director: Adrian Hickey

A black and white photograph of a rocky coastline. In the foreground, there are large, dark, wet rocks in the water. The middle ground shows a rocky shore with a small white building on a hill in the background. The sky is overcast.

5.INITIAL EXPERIMENTS

INITIAL EXPERIMENTS

INTRODUCTION

My approach going into the design phase for this project was to create numerous ideas with the thought of the community partner and how I can create a logo which best fits their requirements to suit the project brief. While keeping the community partner in mind, it allowed me to think of different elements that I included in my initial experiments, which would then be taken into further development from the feedback of my Creative Director, Adrian Hickey. This stage of the project allows me to develop my ideas and thinking behind the decisions that I make through the design process. My primary focus at the start was to block out ideas by mixing elements and shapes to try and create an eye-catching logo which could appeal to a larger audience. As a creative thinker/inspiring graphic designer it is not just about creating a nice-looking logo, it is to include purpose behind the meaning. Through this it then gives the design a more meaningful message for the brand identity. Before creating any logos, I did research online looking at various logos with different design trends. This part of the design phase was researching and building up a mood-board and collecting inspiration. This phase helped me develop an understanding of the type of logo I wanted to create for the community partner. It gave me an idea and sense for the type of style and look that I imagined the logo could look like after designing some concepts. I used Behance to collect ideas and create my mood-board. The reason I picked this website is because it has a plethora of high quality designers. The following steps unfolded by creating a mood-board, and then creating concepts in Adobe Photoshop.

CONCEPT ONE

My thought process for creating this concept was to incorporate the stones from the Causeway to represent the Causeway Coast. Underneath the stones, I added a swish to incorporate the water, which would identify the Glens. As my community partner is a group of three networks covering the Causeway Coast



and Glens Area, I added three water drops to signify these three networks coming together. On version two of concept one, I decided to remove the three water drops to be less distracting to the eye. I framed these concepts around the stone as it gave it a more interesting look to the overall design and created a well-formed structure with the elements fitted together. For the overall feel and flow of the logo, I think that each of the elements complement each other nicely.

CONCEPT TWO

This concept is a similar feel from concept one. It takes components from the previous ideas/design and refines it from different angles. I chose to take a hexagon and mask the elements of the Causeway Coast cliffside with the three water drops, as mentioned from concept one. I also added a sun above the



coastal cliffs represents the Causeway Coast, including the three swishes for the three community partners. On version two of the concept one, I decide to take away many of the elements to try and make the logo less cluttered, which would allow it to breath and not be overwhelmed or distracted with the amount of imagery within the logo. Again, I tried to play around with different options and looks by taking the logo and inverting the black and whites with the concept.

CONCEPT THREE



For concept three, I decided to recreate concept two in a different look using a rectangle with a circle curve at the bottom of the rectangle. I feel as though this concept has depth of field with the elements as it plays with the perspective from the bottom to the top of the logo. I used a swirl for the water in a way that it guides a person's eye to the top of the logo. I like that it has a balance and the design fits within the frame of the logo. Again, I added three water drops as I wanted to focus on three networks coming together to form the Causeway Coast and Glens Community Trust.

CONCEPT FOUR



For this concept I went with the idea to change the overall form of the logo concept with different types of shapes and combining them together to see if any interesting visuals could come from it. I decided to cut a circle in half and added the cliffs of the coast with the sunset in the background of the logo. For version two, I added the swirls of the three water objects to signify the three networks for the community partner.

CONCEPT FIVE



This sketched idea was a rough concept that I drew out in Adobe Photoshop. My idea behind the logo was to have a circle as the main form of the logo with the waves of water to represent the Glens, and I included the cliffs on top of the Causeway Coast above the waves in the logo.

CONCEPT SIX



This idea I went with is a more simplistic approach by using an oval that was displayed horizontally as it expands across the elements within the logo concept. Coming up with different looks for the cliffs for the Causeway Coast and adding water at the bottom of the cliffs to represent the Glens was my focus. The process behind my thinking with this logo was to go for a more modern feel.

CONCEPT SEVEN



Very similar look to the previous idea, I went back and tried to make a more minimalistic logo by having the main focus on the cliff tops and the streak of water underneath the cliffs. This type of style does not have a more complex look or feel. With this concept, it was more about pulling back and trying different looks and ideas.

CONCEPT EIGHT



This was the first concept attempt of trying to create a logo for the community partner with the abbreviation of their brand CCGCTF. I found it difficult to create a concept with the amount of letters that is included within the logo concept. Again, it was about myself trying different designs and even if I failed or it did not go to plan, at least I gave it a chance and attempted to try and come up with different solutions for the logo concept with the letters of the community partner.

CONCEPT NINE



For this logo idea, I went with a stylised approach for the cliffs of the Causeway Coast. At the bottom of the cliff in the logo, I added a line, since my thinking behind this is that it could represent the water for the Glens. In addition to those two elements with the cliff and water, I also added sunrays to identify positivity with the idea of bright light with sunrays peaking above the cliffs. As the community partner is a donation trust organisation, I thought it would be a nice touch to implement into the logo design. The black board around the main frame of the logo was added to emphasise the logo. My thinking behind it was to draw the audience to it, as it looks like a picture frame.

CONCEPT TEN



This concept would be one of my least favourite designs that I created in the design phase. I feel this way because I do not think it flows very well. I was mostly trying different techniques with shapes and mixing elements together to see the results. Even if I may not be completely happy with this design, I still think it is a valuable lesson as I can learn from this and it can help me develop my visual design skills. For the frame of the logo I created a shield and added the Causeway stones, water and the Mussenden Temple.

CONCEPT ELEVEN



For this concept, I went with a square frame with the cliffs of the Causeway Coast, and a water ravine with a bank beside it to represent the Glens of the community partner. Again, I was trying different techniques and ideas from my logo mood-board that I created going into the design process. This logo has a simple design with a clear message through the elements that are included inside the square box of the logo.

CONCEPT TWELVE



This logo idea led me to try a different style from the previous logos. I went with a stroke outline for the cliffs and implemented the water together with the coastal cliff. The logo is a similar but very visible with a distinct look and feel. The incorporated three cliff tops would represent the three networks from the community partner.

CONCEPT THIRTEEN



For concept thirteen, I wanted to try different looks and keep a similar aesthetic from the previous logo, but also add slight changes to distance itself from concept twelve. I decided to change the water and the look of the cliffs with two of the cliffs being a stroke and one of them being completely filled, which attaches to the water for symbolising the Glens area of the community partner.

CONCEPT FOURTEEN



My second attempt was trying to make a logo with the abbreviation of their brand CCGCTF. I was only able to get CCGCT. Taking inspiration from my mood-board that I created for getting ideas helped me get a visual idea of how I pictured the logo. It was a great exercise using my skills as I had to think of a solution to my problem by trying different ideas. Trying to create a seamless logo with a lot of letters within the design is challenging. Taking a 180 approach by changing my thinking from an illustration logo to a logo with letters that could work for the community partner got me stepping out of my comfort zone and took a lot of planning before executing it.

LOGO CONCEPTS REFLECTION


Overall, I feel like I was able to create some solid ideas for going into the next stage of development. I tried to step out of my comfort zone by stretching my ideas and combining methods to create the best outcome suited for the community partner. I tried to take inspiration from the surrounding areas where the community partner is located. This process of creating a numerous amount of logos was very helpful for me as it teaches me to be patient and, with time, an idea will come, and it can be developed into solid concepts that would possibly fit the client's needs. Each concept that I create had a meaningful design decision behind my methods and choices when creating a logo idea that would fit the community partner. Not all choices may have been the right decision, but it is all about trying and pushing forward with a idea because if I do not try then an idea may never come. In this phase of the project my focus was all on creating logos. I was not looking at any typefaces, colours or branding at this stage of the project. My reason for this is because without a well-planned idea, I feel like it weakens the structure of the design in the later stage of the project. I also did not want to distract myself from looking too far ahead of the project without making strong logo concepts for going into the development side of the project. For the majority of the logos, I tried to implement different elements that would represent the community partner. I did this by creating graphic elements and combining them with different shapes that would fit the requirements needed for the community partner brand. Some stages of this phase in the project were difficult, as I had to problem solve and find solutions to create a concept logo.

MOODBOARD & INSPIRATION

The mood-board was used to help me determine what visual style I was aiming towards when creating my logo concepts for the community partner. It helped guide me towards the style and tone of the logo I was trying to make. I knew I wanted to create a modern design with a clear message within the logo design.

FEED BACK: LOGO CONCEPTS

Edited Nov 4

 **Adrian Hickey**, Senior Lecturer in Interactive Media
Hi Ross
Some ideas worth developing here.
I have flagged two
Please see comments on the attached.



HOODIE MOCKS-UPS WITH LOGO CONCEPTS













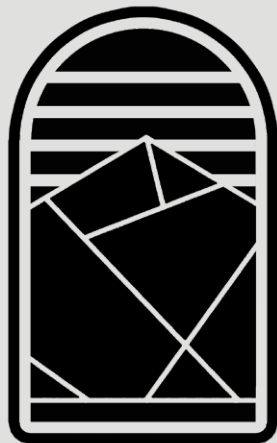


6.DEVELOPED DESIGNS

DEVELOPED DESIGNS

In this stage of the project, I went into the development phase working from feedback given to me from the creative director - Adrian Hickey. I began using skills that I learned in first year with Adrian Hickey in MED109 Fundamentals of Digital Design. This class taught me that, before diving into the brief of any creative project, it is important to analyse the brief in further detail to get a better understanding of the concept needed to fulfil the community partner's ambitions for the brand. Following back to MED109 helped me learn to think about developing concepts and think like a designer, which I was able to do by using my knowledge from MED526 Interactivity for Social Enterprise with Project Social during the initial designs and developed designs from the concepts that I created in the previous phase of this selection.

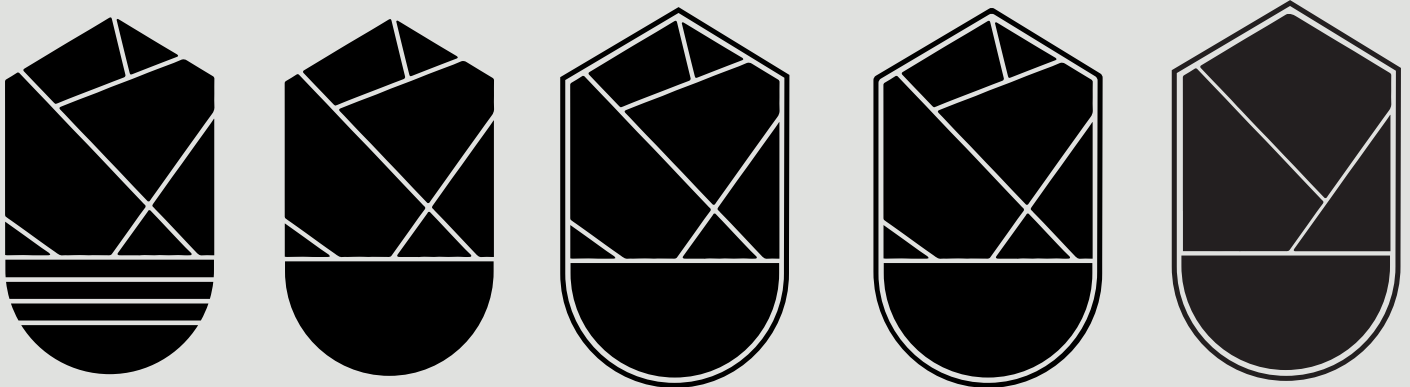
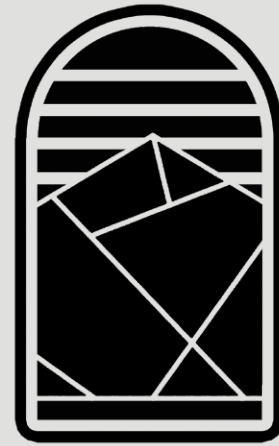
CONCEPTS GOING INTO DEVELOPMENT



DEVELOPED IDEA ONE

Adrian Hickey “ I think this is a nice shape but could be misread as a church window and we do not want any hint of religion as it is divisive”

I took Adrian’s feedback from my concept design and changed it by removing the frame and taking away the sunrays. Once I changed this aspect of the design, it made it more clear. I can understand why people would look at the design and think that it could represent religion or a church window. This was not my intent. Getting feedback from other people allows me to get constructive critiques, which benefits my learning and development as a designer. The logos below are the developed ideas that take into consideration Adrian’s feedback and it is applied to the new design.



My first thought for developing this logo was to flip it around and add a circular bottom section to the design, because that area of the logo would be water to illustrate the Glens for the community partner. Above, I tried to portray the cliffs of the Causeway Coast. I created a few variations of the design to get a feel for different looks with the style of the design. As you can see, each logo design has a small change with each design having a similar feel but a different look in terms of visuals. In the first design, I chose to separate the water to give it more detail in the logo and add some of a complex element to the design. In the second logo, I took away the separation and filled in the section of the logo for a more modest approach to the overall feel of the design. On the next design, I added a border around the logo to frame the design together. For this stage of the development, I wanted to try different alterations and check if I liked the design with a border around the logo to see if it appealed to myself. For the next iteration of the design, I rounded the corners of the border in case it looked nicer than the previous design. On the final version of the logo, I decided to change the design of the clifftops and tried to implement the three networks coming together for the community trust. I understand that this makes the logo more simplistic, and it even may look very abstract to another person but, again, I am trying different approaches to solve a problem by creatively thinking as a graphic designer to find a solution for the brief.

DEVELOPED IDEA TWO

Adrian Hickey “Can you remove the “rays” of the sun - they look like compass points and that says geography, maps, wayfinding - which is an unwanted connotation here”

Adrian Hickey “This one is an interesting shape - can you develop this idea with more icons, type added and colour treatments”

I took Adrian’s feedback into account and removed sunrays, as they made the design look like a compass/geography related design. Adrian mentioned that this design has an interesting shape so I decided to go further with the concept by trying different icons and slight design changes by adding a border and inverting the design. The logos below are my revised ideas based on my feedback.



DEVELOPED IDEA THREE

Adrian Hickey “Can you develop more icons in this style adding type, colour and more icons. Can I see a version of this with three hexagons?”

For this developed logo design, I created numerous amounts of different icons within the same concept of the design but with different icons and variations of the design. I tested different looks and ideas by stepping outside the box to think of ways that would work with this design. I started the development stage for this concept going into Adobe Illustrator and applied skills that I learned in MED109. Here I took the concept design from Adobe Photoshop and then made the developed vector logo variations in Adobe Illustrator. While developing these icons below, I referred back to my mood-board that I created for inspiration and it allowed me to get an idea of the type of style that I wanted these logos to look like.



TYPEFACES

These are the typefaces that I chose to be integrated with the logo design as part of the main logo design. A typeface is a crucial element for any branding that plays a major part of the organisation, because it brings emphasis and character for the brand. For example, when I think of the Disney typeface, it is playful and childlike type with its decorative style that best suits the brand's focus on children. Going into my research for finding suitable typefaces for the community partner's organisation was to convey their brand with a serious typeface that people would be able to understand with a clean, easily readable typeface. This affects how people perceive a brand's identity. There is no point using a typeface that does not fit the style or the aesthetic of the brand, as people will see past this and would not take the brand as seriously. On the grand scheme of things, this may not be a crucial issue but, again, as a creative designer, it is important to think about all aspects of the project and what would be best suited for the community partner.

Causeway Coast & Glens Community Trust

Montserrat Bold

Causeway Coast & Glens Community Trust

Poppins Bold

Causeway Coast & Glens Community Trust

Lato Black

Causeway Coast & Glens Community Trust

Kulim Park Bold

Causeway Coast & Glens Community Trust

Garamond Bold

Causeway Coast & Glens Community Trust

Manuale Medium

The reason why I chose to collect different typefaces was to get an idea of what type of aesthetic I am trying to communicate with the overall feeling of the typeface. I want the visual style to be professional and clean-looking, as it would suit best the community partner. Trying to find a typeface which best works effectively at representing CCGCT is my goal. I showcase multiple different typefaces with the developed logo designs that I have worked on for the Causeway Coast & Glens Community Trust, since this stage of the project's development phase is very important to experiment on.

Causeway Coast & Glens Community Trust

Fenix Regular

Causeway Coast & Glens Community Trust

Kulim Park Regular

Causeway Coast & Glens Community Trust

Lato Regular

Causeway Coast & Glens Community Trust

Manuale Regular

Causeway Coast & Glens Community Trust

Slabo 27px Regular

Causeway Coast & Glens Community
Trust

Poppins Regular

SHOWCASE TYPEFACES WITH LOGOS

SHOWCASE ONE



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund

SHOWCASE TWO



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



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Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund

SHOWCASE THREE



SHOWCASE COLOUR TREATMEANTS

SHOWCASE ONE



SHOWCASE TWO



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund

SHOWCASE THREE



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund

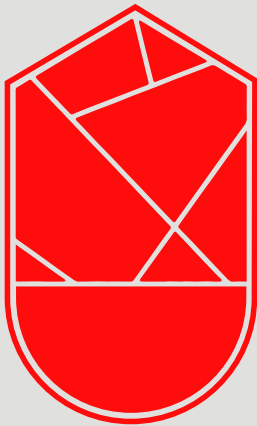


Causeway Coast & Glens
Community Trust Fund

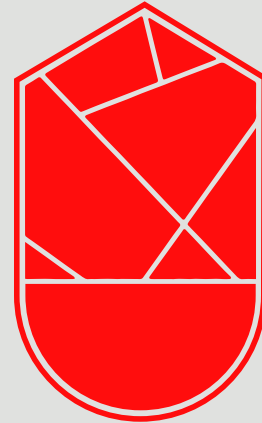


Causeway
Coast & Glens
Community Trust Fund

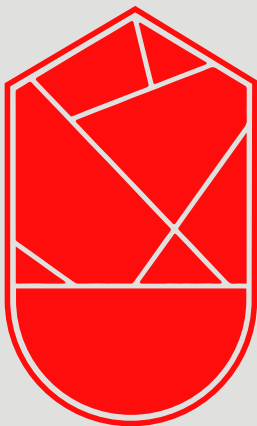
SHOWCASE FOUR



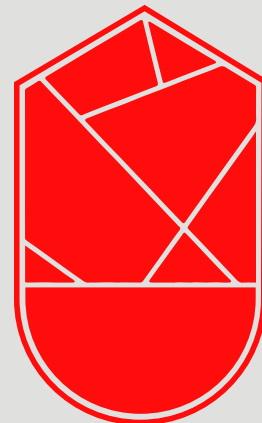
**Causeway Coast & Glens
Community Trust Fund**



**Causeway
Coast & Glens
Community Trust Fund**



**Causeway Coast & Glens
Community Trust Fund**



**Causeway
Coast & Glens
Community Trust Fund**

SHOWCASE FIVE



Causeway Coast & Glens
Community Trust Fund



Causeway
Coast & Glens
Community Trust Fund

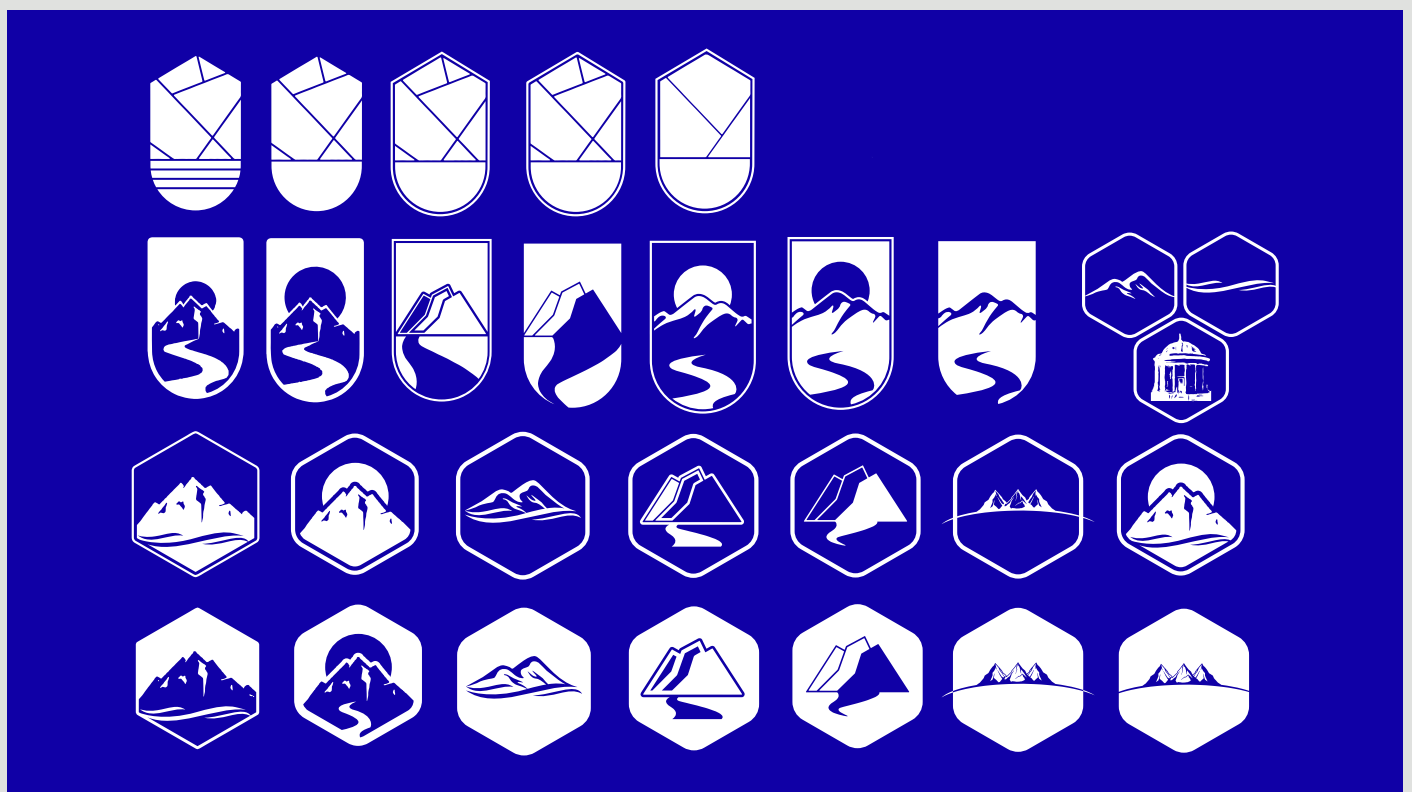
SHOWCASE SIX



SHOWCASE SEVEN



SHOWCASE EIGHT



SHOWCASE NINE



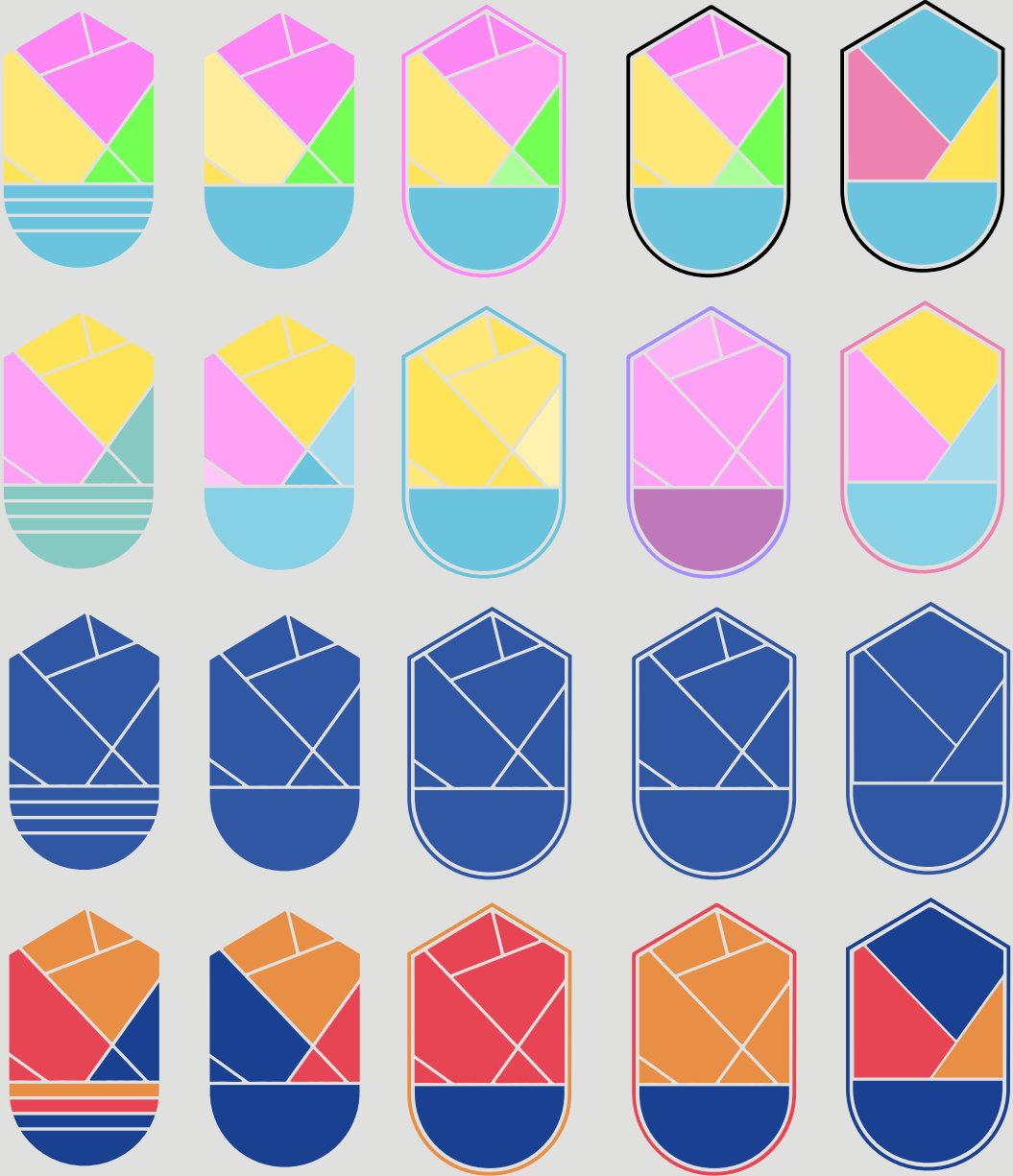
SHOWCASE TEN



SHOWCASE ELEVEN



SHOWCASE TWELVE



SHOWCASE THIRTEEN



SHOWCASE FOURTEEN



SHOWCASE FIFTEEN



DEVELOPED LOGO REFLECTION

Reflecting back to creating these logos, I had a lot of fun trying new techniques and trying to step out of my comfort zone with different styles. I feel it has increased my skills as a graphic designer. I got to use my skills creating these logos in Adobe Illustrator, which got me using tools like the shape builder tool. This tool is crucial for any logo designer using this program and it gave me the chance to refresh my skills, create new designs and finalise my concepts that I created in Adobe Photoshop, which is pixel base. Adobe Illustrator was necessary for the development of the designs as it is important to create a logo, which is a scalable vector graphics, which can be resized and maintain quality. These are all skills that were taught to me in MED109 Fundamentals of Digital Design and MED331 Designing with Data. In my second year studying MED331, I learnt the importance of scalable vector graphics as I designed and created vector graphics in Adobe Illustrator, which was used for the web, and uses SVG. SVG are important for the client as it will allow them to scale the graphic to any size and it will allow them to be able to use the logo for any purposes needed. Always trying to build upon what I learned from my studies helps me to transfer the skills from others that have taught me. This allows me to grow and become a better designer in the future, which takes time and determination. Each part of this development process taught me to take feedback and advice given to me to further the development of the project. Overall I am happy with the logos I developed and it was a great learning learning curve pushing myself to come up with ideas that would best suit the client.

FEED BACK: DEVELOPED LOGOS

Nov 8



Adrian Hickey, Senior Lecturer in Interactive Media
These are all much improved Ross.

I think you should develop the second row of icons into the pitch as your colleagues have the hexagon thing well covered. But it is your call.



CHOSEN ICON + VARIATION

I have chosen this icon to be further developed going into the community partner pitch meeting.



THE SWISH DESIGN

The swish design concept came about when I was thinking of different ways that I could showcase concepts to the community partner. My idea behind the swish design was to use the element within the logo design that represents water for the Glens area of the community partner. In the logo, the swish graphic guides your eye to the top of the design, which is the clifftops of the Causeway Coast for the CCGCT on the logo. I feel this graphic would have a great emphasis on a design or marketing with advertisement as the graphic can be used to guide the audience's attention to focus on the top of the swish design. It also is flexible, as images could be masked within the graphic for marketing purposes for the community partner.





7.PITCH DECK

PITCH DECK

DATE

11TH NOVEMBER 2021

ATTENDANCE

Claire, Kevin, Ann, Maria Louise, Briege, Ross, Daniel, and Tyler

PRESENTATION

The meeting was carried out through Microsoft Teams. In the meeting, each present group member displayed their design individually. As a group, we presented our designs from a PDF document and each members spoke about their design that was being shared via the screen to the community partner. Not all members where available on the day of the pitch for the community partner. The member who was absent from the meeting provided us with a pre-recording of their pitch presentation and uploaded to Basecamp for our group to play during the pitch.

I decided to take Adrian's feedback into consideration by choosing one of the logos from the second row to take into further development for the community partner pitch. I chose this logo as I feel it represents the three community networks for the Causeway Coast and Glens Community Trust organisation best. This logo brings elements together that symbolise the three networks coming together to form the the Causeway Coast and Glens area. This is my reasoning for picking this logo design to go into the pitch meeting with the community partner. This logo also has options, since the community partner have two choices for branding their organisation. I created one inverted logo and another non-inverted with the design concept. I chose to display the logo design side-by-side as I feel this is presentable for a client, and it is easily visible for them to judge or not on how they feel about the design for their brand.



**Causeway Coast & Glens
Community Trust Fund**



**Causeway Coast & Glens
Community Trust Fund**

This page showcases to the community partner the typefaces that I decided to pick for the overall branding of the visual identity. Montserrat is a sans-serif typeface which is easily readable for users. I showcased the different Montserrat font family with different weights. I displayed the typeface with A-Z in lower case and upper case with numbers included. Showcasing the typeface in this display makes it presentable for the community partner to see the different varieties of the font family. For the colour scheme of the branding identity, I went with three different colours that include a gradient style as well. I used these colours as it portrays the Causeway Coast and Glens area. I wanted to give the community partner options within the design and not be restricted with only one colour for the branding identity. As a creative designer, I think it is important to think about different ways to give options to the client to allow them to have more choices and freedom with their branding. I also displayed all the colour options for RGB, CMYK, and HEX for each individual colour.

Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Colour



Green

RGB: 45, 211, 104

CMYK: 68, 0, 76, 0

HEX: 2DD368

Light Blue

RGB: 45, 131, 211

CMYK: 78, 42, 0, 0

HEX: 2D83D3

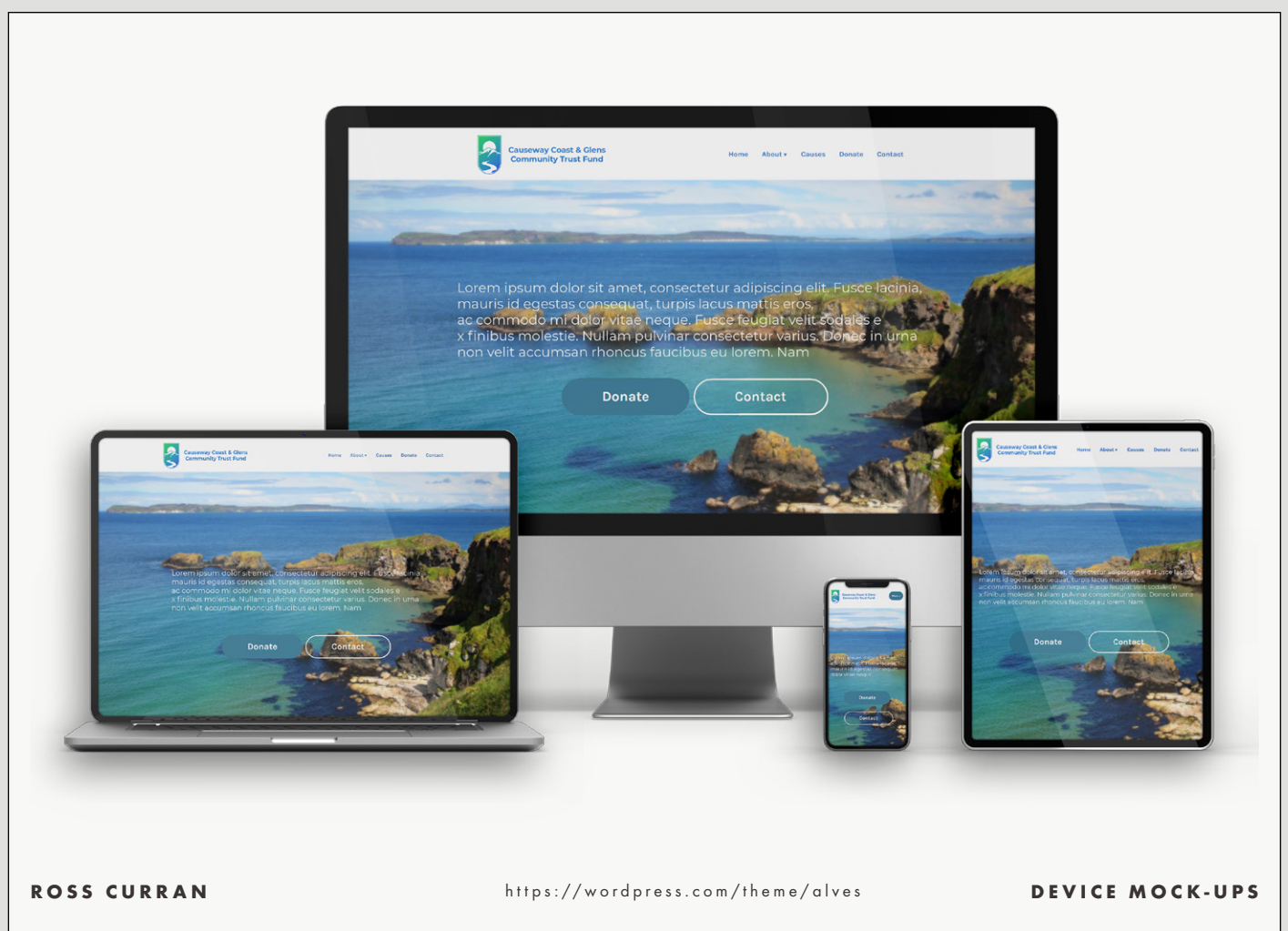
Dark Blue

RGB: 45, 53, 211

CMYK: 91, 72, 0, 0

HEX: 2D35D3

This page displays the website with the developed logo and layout of the website on different devices to showcase to the community partner how this design could be developed into the final production of the project. I picked the Alves theme for the Wordpress website as the theme relates to the community partner because it includes a donation option, which is crucial as they stated that this is a major part of the clients requirements for the website. I chose to use the dark blue for the navigation menu as it stands out and would be easy to read with the grey background for the navigation bar. I also included a background image for the website in colour as I wanted it to appeal to a wide audience of people who visited the website. I also added a paragraph section that would be used by the community partner to welcome people to the organisation.



This page showcases the community partner my design of the roll-up and stationary mock ups with the brand identity design. Going into this phase of the project, I wanted to implement the logo more with the overall design for the client. I decided to use the swish design graphic from the develop logo as it illustrates water from the logo. I wanted to add more to the overarching design and style for the brand by making it more interesting for users. For the visual aspect of the design I used the gradient because it flows well in the design of the swish graphic. Giving the sense of the movement or flow of the water guides the user's eyes to the brand logo of the community partner. I took my time and wanted to plan this, trying my best to execute this design to the my best of my ability. I also wanted to show our community partner the overall flow and presentation of the brand trying to stay clean. It was important for me to display my decisions and the meaning behind them with the choices that I made for the design to show people my understanding and thought process in this design.



ROSS CURRAN

ROLL-UP + STATIONARY

This page gave the community partner an idea what the merchandise would develop into if my design was picked by the community partner. It keeps with the colour scheme of two tones, blue and green, throughout the design of the merchandise.



ROSS CURRAN

MERCHANDISE

THE PITCH FEEDBACK

After I finished presenting my design to the community partner, each member of the organisation gave me feedback on my design that I created for their brand identity. Kevin mentioned that my design was the one design that his eye gravitated to. This was one of his favourites out of the other designs as it was modern and had a unique shape and style from the other logo designs that my colleagues created. It was a unique design with the illustrated graphics that represented the Causeway Coast and Glens area. Maria Louise also spoke about my design and liked the graphics within the logo design. She also said that she found it tough to pick between my logo design and my colleague Daniel's logo design as she liked Daniel's illustrated, paint-like design. Ann was not as drawn to my logo design as Kevin was, but she really liked my colleague Tyler's logo design with the icon of the golf flag which represented the Portrush Golf Club as Ann is golf fan. Briege was more into my colleague Daniel's logo design with the different locations of the areas that represent the community partner organisations.

CHOSEN DESIGN

The brand identity that the community partner picked was my colleague Daniel's brand identity logo design. The community partner decided as a group to pick Daniel's as his design included a brand identity that would represent each of the rural areas for the Causeway Coast and Glens. They liked the idea of the different logos that can be interchangeable with their designs.



Causeway Coast & Glens Community Trust

THE PITCH REFLECTION

My overall experience pitching my design to the community partner was interesting as I have never pitched an idea before to a client. It taught me a lot in the process of this journey working with a client, and designing for a brand identity, to the brief. I would have liked to have shown more developed logo designs to the community partner for additional feedback as this is a good way to develop my skillsets as a graphic designer and creative thinker. Attending the pitch gave me a sense of what virtual pitching could be in the near future working with a design studio, or pitching designs to clients over online platforms like Zoom or Skype. Overall, I am delighted with the feedback that was given to me from the community partner. Everyone was very friendly and kind towards me.

Great Pitch



Claire Mulrone · Nov 11 · Notified 5 people

This was a difficult ask bring together three distinct networks with one common purpose and visual identity. I think the final outcome works best to represent the huge geographic area they represent.

the website is important so we must to find the right theme and the right e commerce plugin.

We need to source a gallery of images that they can choose from for the interchanging logo.

You all gave a good accounts of your design choices. there is still work to be done and collectively with each of you taking a distinct role in the final weeks of the project we will develop a great range of media outputs.

Well done again

Claire



Nov 11



Adrian Hickey, Senior Lecturer in Interactive Media

...

Well done.

A complex project that needs your focus and attention to complete in the 4 short weeks remaining.



A black and white photograph of a dense forest of trees with thick, gnarled trunks, viewed from a low angle looking down a path. The trees are closely packed, creating a tunnel-like effect. The path is visible in the lower center, leading into the distance. The lighting is soft, highlighting the textures of the bark.

8.FINAL OUTCOME

FINAL OUTCOME

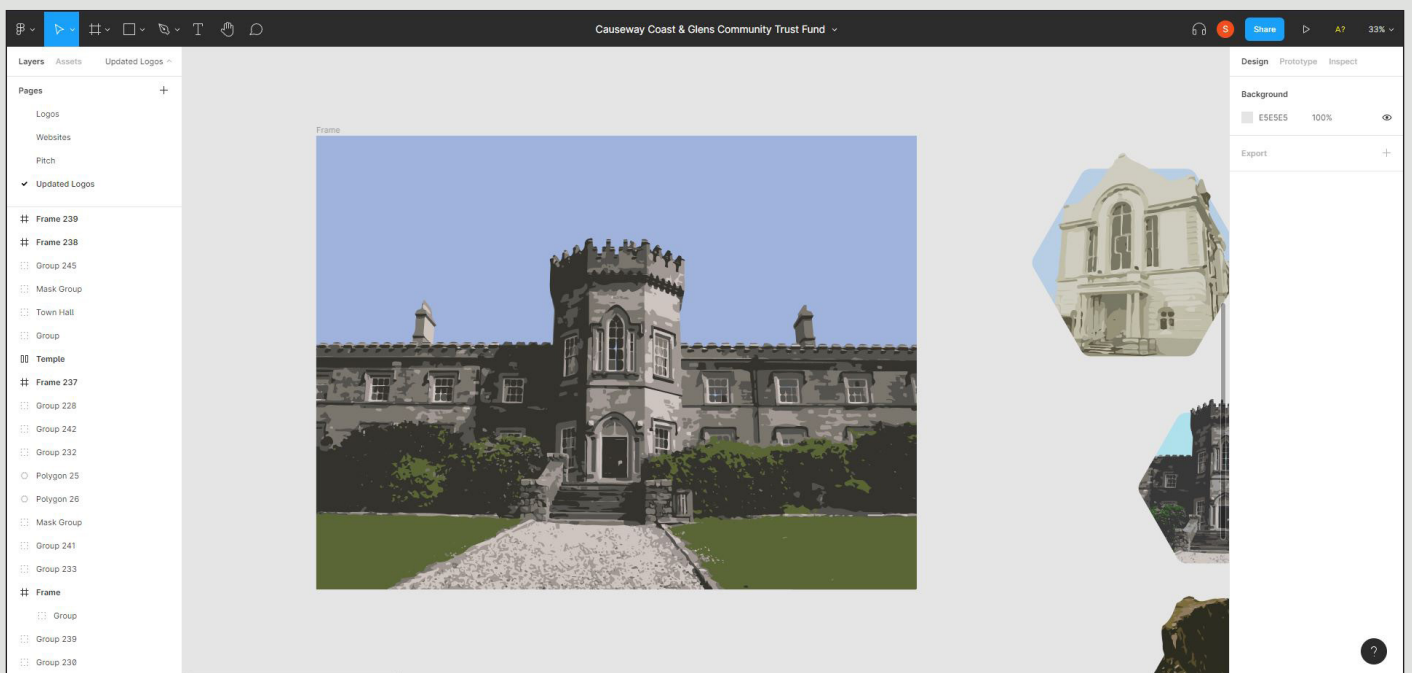
HELPING MY COLLEAGUE CREATE LOGOS

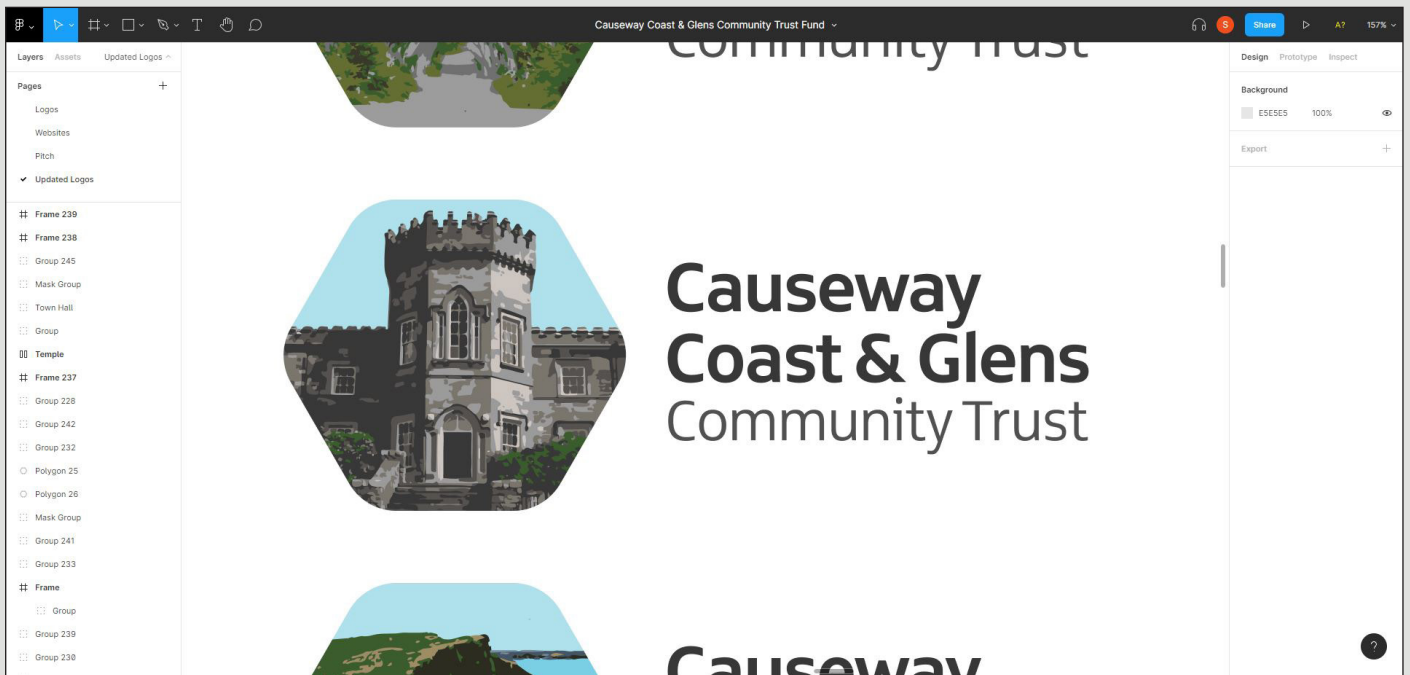
I helped my colleague Daniel by fixing any issues that occurred within the logos that he created for the community partner. We realised that the image trace effect on the logo had its issues where vector paths where not fully connected to each other. We needed to find a solution together to solve this problem. We had to select each vector path and add a stroke so there would be no white line in-between each path. This process took a lot of time as it was very tedious and time consuming. We later were able to resolve the problem with the rest of the brand identity logos.

SCREENSHOT OF ME HELPING DANIEL



CREATING NEW LOGOS





I created the Dungiven Castle for the community partner. I wanted to help Daniel with the workload as he was having issues with the logos. So I decided to help out by fixing any problems with the logos and to equally spread the workload together.

WORKING WITH FIGMA REFLECTION

This was my first time ever using Figma so it was a learning curve for myself. Daniel was great at teaching me how to use Figma and I was able to pick it up fast. This work was a lot different from my normal way of working. For logo design work I would use Adobe Illustrator as this is the industry standard for vector graphics work. Overall it was an interesting experience trying different tools in my work flow.

MOCK UPS THAT I CREATED FOR THE PROJECT







MOCK-UPS REFLECTION

I created the majority of the mock-ups with my colleague Daniel. We split the workload together while my colleagues worked on a few mock-ups to meet the rest of the deliverables for the final deck to be handed over for feedback by the community partner. During this area of the project, I felt strong in my abilities creating a large amount of the mock-ups as I am confident with Adobe software, such as Adobe Photoshop for image editing and creating the mock-ups for the community partner. I did not mind taking on more of the mock-ups as this is an area I am well suited for by executing the assets for the community partner.

FINAL DECK

DESIGN REFINEMENTS FOR THE FINAL PITCH DECK

Going into the revised final pitch deck, the community partner had some changes for the production stage of the project. They decided to change the name of the organisation from Causeway Coast and Glens Community Trust Fund to remove “fund” from the name to now Causeway Coast and Glens Community Trust (CCGCT). In addition to this new name change, the community partner has also included a list of items to be added to the finalised pitch deck for the project.

NEW NAME: Causeway Coast and Glens Community Trust. (Removed Fund)

DELIVERABLES

1. Bus stop poster
2. Billboard poster.
3. Three pop up designs one for each of the Trust's to use (logo on top, image, web address)
4. Polo shirts (embroidered logo) in range of colours in line with the pallet
5. Gillets (embroidered logo) Navy
6. Jackets zipped (embroidered logo) Navy
7. Travel cup and water bottle Eco friendly so sustainable rather than disposable
8. Stationery, letterhead, compliment slip, business cards
9. Pens with web address using pallet
10. Key rings
11. Coaster using the 6 images of the identity logo
12. Golf umbrella using pallet
13. Baseball hats in line with the pallet (embroidered logo)
14. PVC Banner design to secure to railings at outdoor events
15. Legacy folder to hold leaflets
16. A4 template to insert to pack with information to Community trust
17. Stationery letterhead, compliment slip, business card
18. Social media template
19. create a variety of hashtags for SM posts #
20. Year planner
21. Calendar with the 12 images used for the logo and the website.

CAUSEWAY COAST & GLENS COMMUNITY TRUST FUND

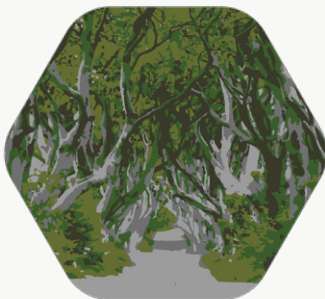
PROJECT MANAGER
Claire Mulrone

CREATIVE DIRECTOR
Adrian Hickey

CREATIVE DESIGNERS
Daniel Middleton
Ross Curran
Tyler McBride
Billy Quigley



Causeway Coast & Glens Community Trust



LOGOS + VARIATIONS

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

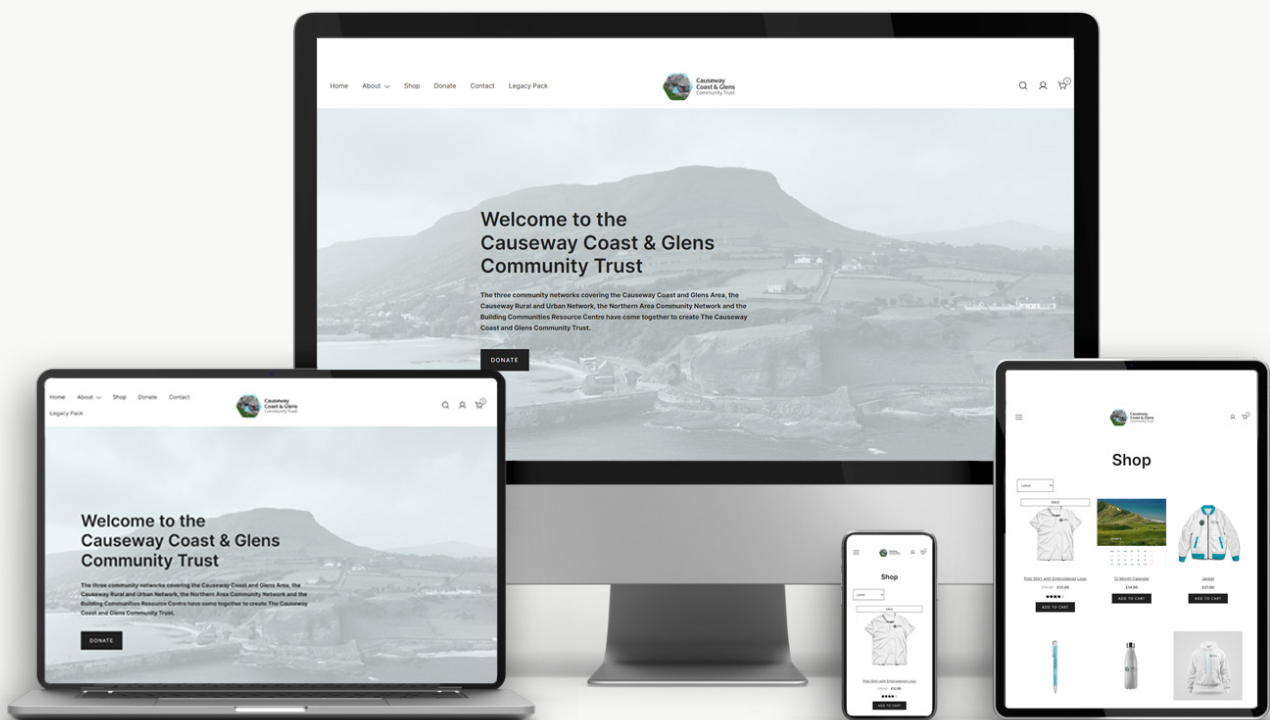
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colour

3A5D2C
58, 93, 44
76, 40, 99, 34

7BCFE5
123, 207, 229
47, 1, 8, 0

383838
56, 56, 56
68, 58, 55, 63



<https://athemes.com/theme/botiga/>

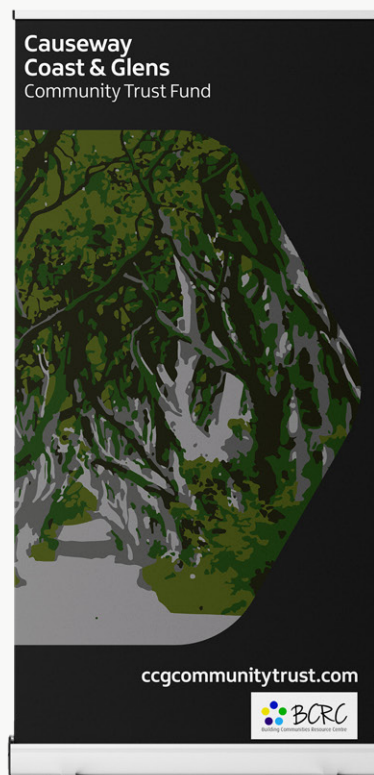
DEVICE MOCK-UPS



MERCHANDISE



MERCHANDISE



BANNERS



ADVERTISEMENT

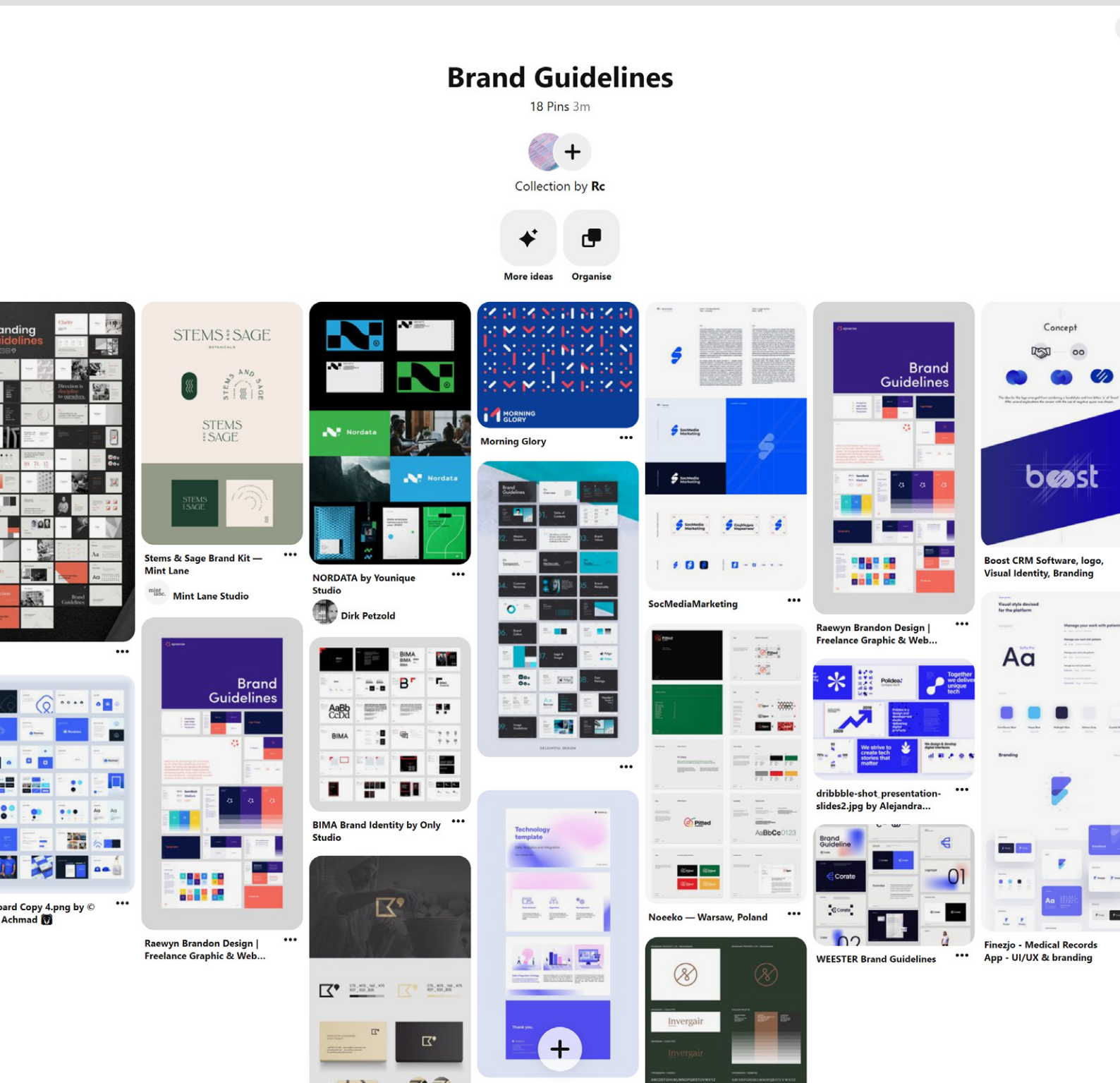
BRAND GUIDELINES

The brand guidelines was created to showcase the community partner the correct usage of the brand identity for future endeavours marketing the organisation. Creating this document for the community partner will help guide them to maintain the consistency with the overall design of the project. It is important for the community partner to understand the harmony between the brand identity for powerful brand image. By giving the community partner this document, they will be able to refer back to the brand guidance for structured and cohesive marketing advertisement. This document also helps other graphic designers who may work with the community partner in the future once they decide to work with a graphic designer or design studios, which allows them to create within the brand guidelines that I created.

The brand guidelines includes an about page for the brand guidelines, and information about the main logo design with the variations of the different geographic areas that represent the Causeway Coast and Glens area. These variations also make the logo interchangeable with the brand design. The logo page showcases the variations of brand identity logos. With text and icons, this page shows the community partner how the logo is displayed with the text beside the icon and the text below the icon. The incorrect usage page shows the community partner what should not be altered within the logo design to maintain the brand identity. A typography page showcases the community partner the typeface displayed as a header and body of the brand. Lastly, the colour scheme of the brand is displayed and given a brief explanation about the colours that represent the brand.

BRAND GUIDELINES RESEARCH

Before going into the brand guidelines and creating the document, I decided to create a moodboard of different brand guideline visuals to get an idea what I needed to showcase for the community partner as it was my first time I have ever created a brand guidelines for a client. Going back to first year in MED109 Fundamentals of Digital Design, I referred back to the skills that were taught to me. I wanted to do research into creating brand guides as it helped me understand what is needed for best practice and what a professional designer or design studio would create. I also searched Behance as it has a range of professional graphic designers with amazing portfolios and well presented work, which I wanted to get inspiration from. Then I started creating the document for the community partner.





**Causeway
Coast & Glens**
Community Trust

BRAND GUIDELINES
Identity Manual

About Brand Guidelines

This document will explain the main basic elements of The Causeway Coast and Glens Community Trust identity system. The document will show how to use the style and elements correctly.



Table of Contents

Concept

Logo

Logo Variations

Incorrect Usage

Typography

Colour Scheme



Concept

About - The Causeway Coast & Glens Community Trust is formed from three local, rural networks. The primary aim of the Trust is to link up with and influence potential national and international donors to donate funding to existing projects and/or opportunities that support local communities in the Causeway Coast & Glens area.

Goal - Our goal is to bring CCGCT branded designs for a range of print materials including a downloadable Legacy Pack, advertising, social media templates and designs for a range of branded merchandise for the Trust.



Logo

Main logo - Contains six logos that each represent an area in the Causeway Coast and Glens of the three networks. Each image can be used individually to represent the brand identity. The logo was designed this way as it allows CCGCT to have an interchangeable logo, allowing flexibility within the design.



**Causeway
Coast & Glens**
Community Trust



Logo Variations



**Causeway
Coast & Glens**
Community Trust



**Causeway
Coast & Glens**
Community Trust

Incorrect Usage

To keep the logo's integrity intact, I recommend against actions that would change, misrepresent, or depreciate the identity of the logo. The following is a list of examples of things to avoid:

1. Do not deform the logo
2. Do not tilt the logo
3. Do not change the colour of the logo
4. Do not apply a drop shadow to the logo
5. Do not remove any parts of the logo
6. Do not change the text and Typeface of the logo



**Causeway
Coast & Glens**
Community Trust



**Causeway
Coast & Glens**
Community Trust



**Causeway
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Community Trust



**Causeway
Coast & Glens**
Community Trust



**Causeway
Coast & Glens**



**Causeway
Coast & Glens**
Community Trust

Typography

Typeface - Northern Ireland is our condensed typeface for The Causeway Coast & Glens Community Trust which is a sans serif font that has a modern feel that is legible because it is clean and simple for users.

Header - Northern Ireland Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

Body - Northern Ireland Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

Colour Scheme

The core colours for the brand include blue, green and grey. Our decision for the colour palette was based on the rural areas of the Causeway Coast and Glens. The natural palette implements natural colours such as green for the grassy landscape, blue for water, and grey for a neutral contrast from the other two colours.



Green
HEX: #3A5D2C
RGB: 58, 93, 44
CMYK: 76,40,99,34



Blue
HEX: #7BCFE5
RGB: 123, 207, 229
CMYK: 47,1,8,0



Grey
HEX: #383838
RGB: 56, 56, 56
CMYK: 68, 58, 55, 63



BRAND GUIDELINES REFLECTION

I learnt a lot creating the brand guidelines for the community partner as this was a new experience for myself since I have never created brand guidelines before. I had to plan and do research before jumping into the document as I feel like this was the best way to approach this task to make sure I knew exactly what was needed to be added to the document. Overall, I am quite pleased with the document, but if I were to go back and change anything, it would be the images. I would turn them into colour as I feel it would really brighten the document with more colour and be more visually pleasing to the eye.



SOCIAL MEDIA

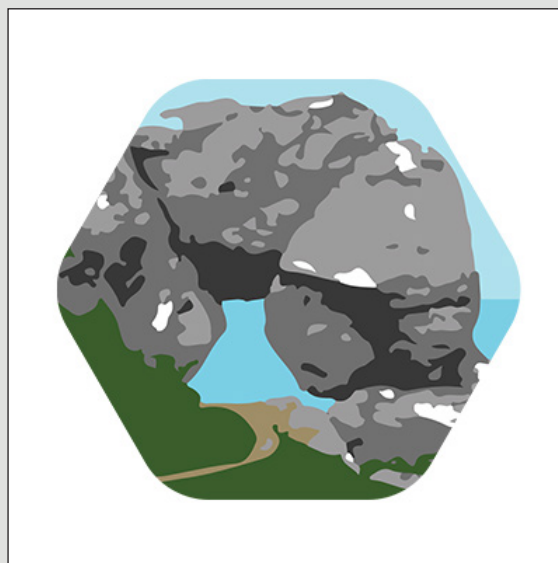
I created the social media accounts and an email address through gmail. This goes with the accounts for the social media platforms such as Facebook, Instagram, and Twitter. I also made the graphic design assets, which are the templates that go along with the social media content as the community partner stated in the design refinements that they wanted social media templates so they could be used for their online presence to market themselves in the future once they launch their organisation.

Since the community partner did not specify any content or assets that they wanted created for the social media pages other than the templates such as the banners with the profile picture, myself and my colleagues did not create any other content for this section of the project aside from me setting up the email address and the templates for the three social media platforms and the accounts for the community partner.

FACEBOOK & TWITTER BANNER DESIGN



PROFILE PICTURE



A4 TEMPLATE



**Causeway
Coast & Glens**
Community Trust

Title:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla iaculis, libero sit amet efficitur hendrerit, lacus velit efficitur tortor, sed tempus purus neque ac nunc. Ut vitae ante finibus, tempor ipsum non, mattis odio. Quisque varius quam ut magna vestibulum, sed sodales risus efficitur. Curabitur sapien mi, auctor non lorem eu, pretium hendrerit tellus. Fusce metus ex, volutpat pellentesque congue sed, dapibus non neque. Aliquam vehicula ultrices quam, eget euismod augue fringilla sit amet. Vestibulum et ex mi. Pellentesque vestibulum elementum nisl, ut volutpat risus pellentesque at. Duis venenatis, turpis vitae maximus consequat, nunc nibh tristique justo, quis sodales turpis diam ut sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tempor mi quis augue egestas, at mollis sapien dapibus. Etiam vel dui vel sem maximus volutpat. Aenean arcu nunc, varius non erat ut, feugiat vehicula dui.

Pellentesque lorem nisi, iaculis et ipsum at, interdum sodales lectus. Donec id massa mi. Aenean quis erat faucibus, ullamcorper quam nec, posuere orci. Aenean a luctus diam, ac dictum augue. Phasellus facilisis risus non eros pellentesque, sed cursus odio pharetra. Nunc condimentum, ante at suscipit cursus, nunc metus lobortis purus, volutpat pellentesque ex ex id est. Maecenas tristique libero ut leo accumsan viverra quis id est. Duis quis vehicula risus, eu feugiat sem. Curabitur ac posuere sem. Ut congue, elit quis tincidunt egestas, turpis ex pellentesque tellus, fermentum consectetur risus est eget sem.

Thanks,

Name

BUSINESS CARD TEMPLATE



**Causeway
Coast & Glens**
Community Trust
ccgcommunitytrust.com



DEVELOPING THE WEBSITE

Before my team and I got started on the website by adding content to the pages, my colleague Billy and Tyler spoke to Ann about getting the domain name, hosting and buying the word press theme. Billy's task was getting in contact with Ann to set up the domain name and hosting for the community partner so Causeway Coast and Glens Community Trust would be up and running for us as the team to work on the website together.

My other colleague, Tyler, also called Ann and guided her while on the phone as she purchased the Wordpress theme.

payment for theme and domain



Claire Mulrone · Nov 22 · Notified 5 people

Ann will be at the CRUN offices this morning from 10.00am and is happy if one of the team rings her to arrange this. [028 7034 4934](tel:02870344934)

I would suggest that you fill in the details for the purchase of both on your own laptop and take payment details from her while she is on the phone with you.

I spoke to her on Friday evening and she admitted that she's not great with technology.

Can this please be done this morning as she is expecting your call.

Claire



2:15pm



Claire M. commented on [Ann has been in contact](#)

Delighted Billy and Tyler this is now sorted. I have been in contact with Kevin this morning reminding him that we next text for the web pages shortly. Ballymoney have returned there's already. I will put this up for you. Claire

12:33pm



Billy Q. commented on [Ann has been in contact](#)

Hello Claire, I have just got off the phone with Ann and the site is now ready to go. The site URL is: ccgcommunitytrust.com Billy

12:03pm



Tyler M. commented on [Ann has been in contact](#)

Hi Claire, I've just been on with Ann to get the theme purchased and talked her through that process and have access to that account and downloaded the files. Billy is going to talk Ann through the domain name and hosting shortly. Tyler

11:28am



Claire M. added a new message called [Ann has been in contact](#)

Ann has just emailed to know who and when someone will be in contact this morning to take the details for payment. Can someone please contact Ann to get this sorted.

10:54am

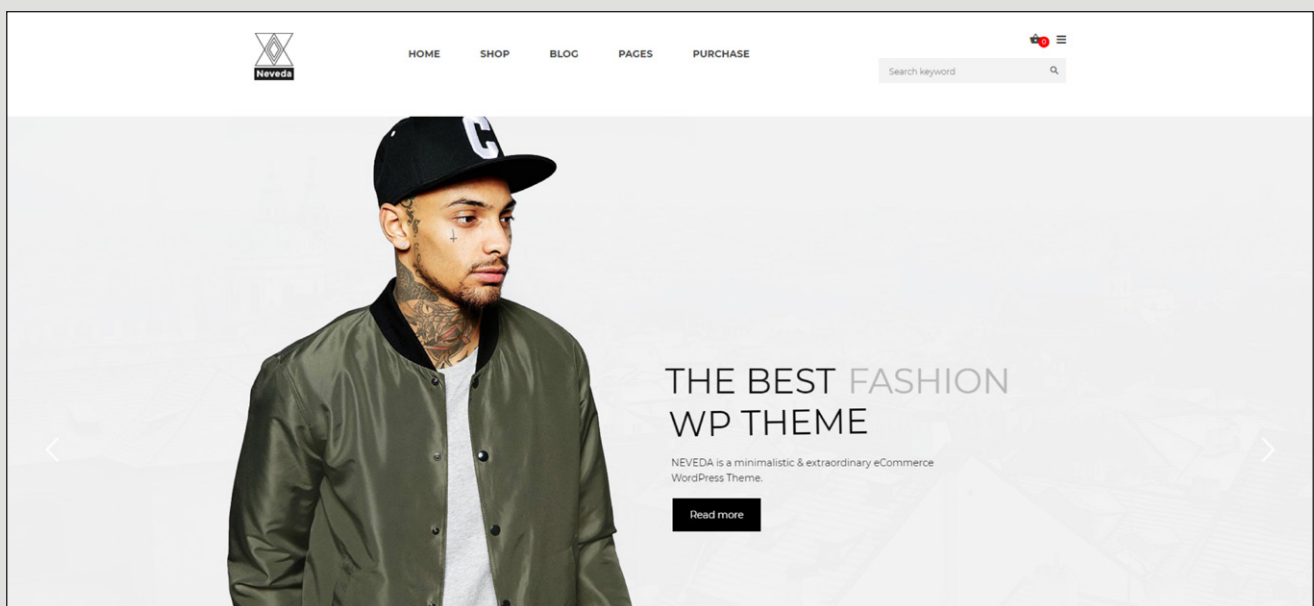


Claire M. added a new message called [confirmation](#)

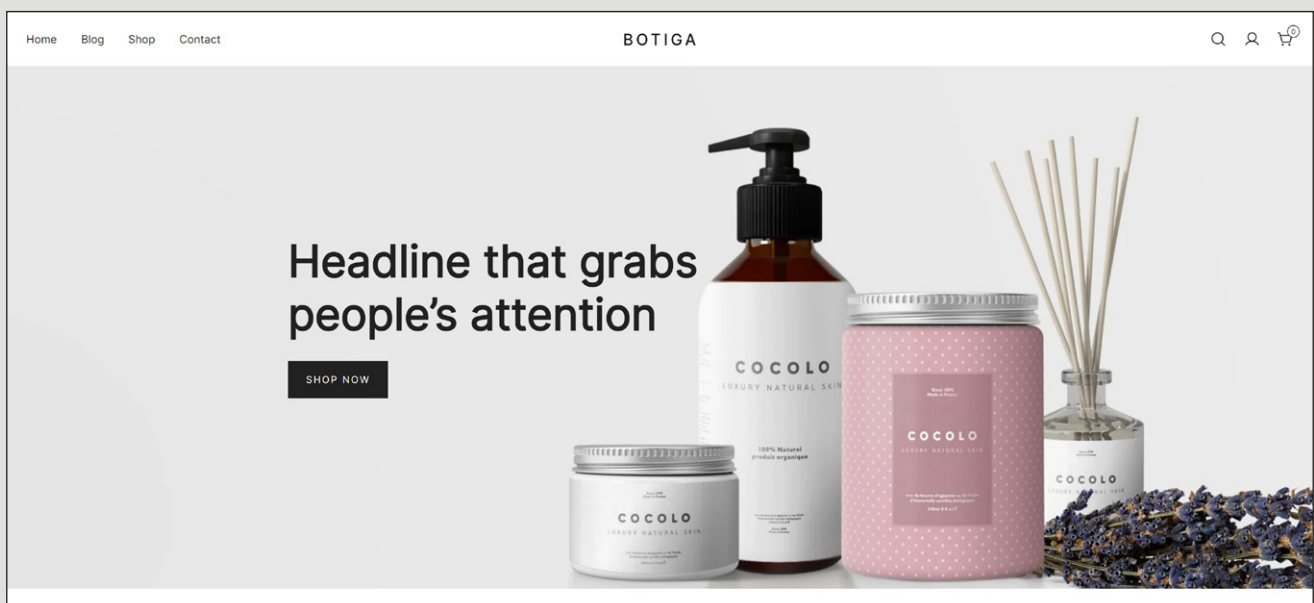
When the purchase of the theme and the domain name has been sorted out this morning can you let me know please. C

The theme that Tyler purchased with Ann was called Nevada which had a faulty install that did not seem to work when we tried to install the theme on Wordpress. We later had to change the Wordpress theme due to the amount of issues that this chosen theme caused us with the development of the website. We decided as a group to move forward and change the theme of the Wordpress website to Botiga.

NEVADA

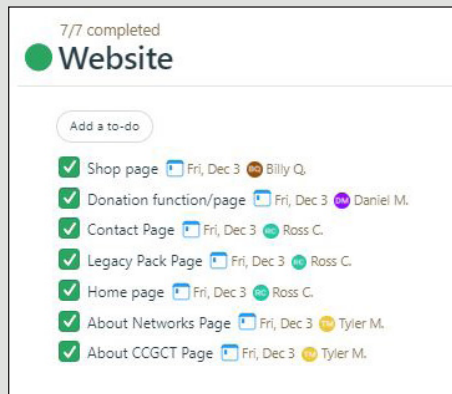


BOTIGA



ASSIGNING ROLE FOR THE WEBSITE

Once the theme was installed, my colleagues and I assigned each other tasks to complete for the website. We created a to-do list on Basecamp and gave each member a task to finish. I was given the home page, contact page, and the legacy pack page. Tyler was given the about page and the network page. Daniel was given the donation function page and Billy was given the shop page.



HOME PAGE ISSUE

When I completed my to-do task for creating the homepage by adding the images, shop section and the legacy pack section on the website, everything was fine; however, once the team and I decided to change the black-and-white images on the home page, we came to notice the a problem on the page with the background image not changing as we tried to test it. The reason me and the team and I decided to change the black-and-white images was that we were taking feedback given to us from Adrian about the images looking dull and washed out. I changed the images into colour and upped the saturation and vibrance of the images.

TEAM WORK

Together me, Daniel and Tyler worked together to resolve the issue by changing the layout of the homepage and by creating a new content box to insert the updated image.

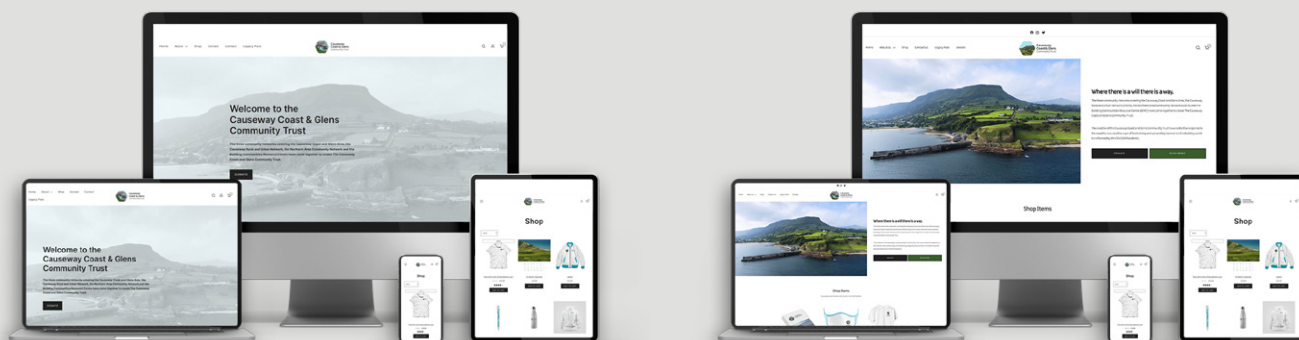
SOCIAL MEDIA LINKS

I also added the social media links on the websites as I created the accounts for the community partner. The social media links have been added to the top of the screen above the navigation menu and the footer.

LEGACY PACK PAGE

For the legacy pack page I took the provided document given to me from Kevin for the final text on the website. Tyler and I added the line breaks between the paragraphs of text on the legacy page as we wanted to keep the same consistency as the network page that Tyler created on the website. It was important to keep a cohesive design throughout the website. Daniel added a download button for the legacy pack PDF which will allow users to view the content with information on the file. I also edited all the images in Adobe Photoshop by adding 35+ increase of saturation to enhance the colours and make them pop more on the screen. Once I made all the images, I added them to the legacy pak page with the correct dimensions.

UPDATED HOME PAGE



CONTENT PAGE

I created the content page for the community partner which includes the three different networks' contact information, such as their locations, phone numbers and email addresses for users to contact them if needed.

EMAIL INQUIRY ABOUT CONTACT PAGE



Ross Curran

Fri 03/12/2021 20:02

To: Mulrone, Claire

Dear Claire,

Hello, I hope you are well. I am creating the contact page and was hoping you could give me the phone number for the Causeway Coast & Glens and the address to put down.

Thank you,
Ross



Mulrone, Claire

Mon 06/12/2021 09:17

To: Ross Curran

Cc: Hickey, Adrian

Ross

They don't have an office as such, so no address or specific contact number. The contact details will be the contact numbers addresses and emails for the three networks you are currently working with.

Hope this helps
Claire



Ross Curran

Mon 06/12/2021 13:10

To: Mulrone, Claire


Dear Claire,

Hello, I hope you are well. I have sorted the contact page on the website now. I appreciate you getting back to me.

Thanks,
Ross

COMMUNITY PARTNER LAST-MINUTE REQUESTS TO THE WEBSITE

On the 10th of December, it was the day of the hand in for the finalise website, the handover documentations and design files to our community partner; however, they sent us an email requesting for additional changes to the website. The requests included text to be edited down, download a button to the legacy pack page, and a video and podcast as well. Our team never agreed upon this request, nor was this a part of the brief deliverables from our first meeting.



Ross Curran
Thu 09/12/2021 16:37

To: ann@crun.org; info@nacn.org; manager@theresourcecentre.org; advantage2@btinternet.com
Cc: Mulrone, Claire; Hickey, Adrian; Tyler McBride; Daniel Middleton; William Quigley

Hi all,

I hope you are keeping well!

Please see the details to view the website below. As it is not launched or live on the web, you will need to login through WordPress itself to view it.

<https://ccgcommunitytrust.com/>

Causeway Coast & Glens Community Trust

Causeway Coast & Glens Community Trust The three community networks covering the Causeway Coast and Glens Area, the Causeway Rural and Urban Network (CRUN), the Northern Area Community Network (NACN) and the Building Communities Resource Centre (BCRC) have come together to create The Causeway Coast and Glens Community Trust. The creation of the Causeway Coast…


ccgcommunitytrust.com

Email: mcbride-t6@ulster.ac.uk
User: CCGTrust
Password: causeway2021#

To view, click the link above. Then in the top right, click 'sign in' and input the details above. You should then be taken to the WordPress dashboard. In the top left there will be the link to the website (above where it says 'coming soon'). Click on that to open the website. From there, you will be able to view and click through the website.

If we could ask you to please provide feedback by 10am tomorrow.

Kind regards,
Ross and the team



Kevin McCaughan <advantage2@btinternet.com>
Fri 10/12/2021 09:21

To: Ross Curran; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Tyler McBride; William Quigley

Hi folk

I've just had a quick look and feel that we had a great foundation to build on.

There are some immediate points

- 1) The text - far too long - TMI - needs to be edited down to the key headlines of who/what we are about.
- 2) Legacy materials - again covers too much space - this would be a website download and should really cover much more than 2 A4 size pages.
- 3) Where could we add video, testimonials, podcasts etc - would like to explore the integration of such materials, perhaps thats a task for us as hosts when we have suitable materials? Just feel that video would bring the whole thing to life?


What do you guys think, are there any additions you would make? Look it as a critical friend and feel free to make any suggestions - we won't be offended?

Interested to see what other people think?

Kevin


NEXT STEP

The following step was to talk together as a group and discuss our plans going forward, and how we should approach Kevin's email.




MINiaMIDD 12/10/2021

@everyone KEVIN ALERT (edited)




MINiaMIDD started a call that lasted 8 hours. 12/10/2021



Ongietan 12/10/2021

@everyone we need to talk



Kevin McCaughan <advantage2@btinternet.com>
Fri 10/12/2021

To: Ross Curran and Adrian Hickey; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Tyler McBride; William Quigley

Hi folk

I've just had a quick look and feel that we had a great foundation to build on.

There are some immediate points

- 1) The text - far too long - TMI - needs to be edited down to the key headlines of who/what we are about.
- 2) Legacy materials - again covers too much space - this would be a website download and should really cover much more than 2 A4 size pages.
- 3) Where could we add video, testimonials, podcasts etc - would like to explore the integration of such materials, perhaps thats a task for us as hosts when we have suitable materials? Just feel that video would bring the whole thing to life?

What do you guys think, are there any additions you would make? Look it as a critical friend and feel free to make any suggestions - we won't be offended?





Interested to see what other people think?

Kevin

We decided that it would best to get in contact with Claire and Adrian first before we replied to Kevin's email about the requests that he had.

MC

Mulrone, Claire
Thu 09/12/2021 15:05
To: Daniel Middleton
Cc: Ross Curran; Tyler McBride; William Quigley; Hickey, Adrian
Daniel
Did you and the team reply to this email. What have you agreed to do?
Claire








TM

Tyler McBride
Fri 10/12/2021 10:11
To: Mulrone, Claire; Daniel Middleton
Cc: Ross Curran; William Quigley; Hickey, Adrian
Hi Claire,

We have not agreed to have another meeting like Kevin has suggested.

Kevin has responded with some feedback/changes, some of which was never agreed upon or part of the brief (video and podcast), can you please advise if you would like us to reply about this or if you will be doing that?

Kind regards,
Tyler



HA

Hickey, Adrian
Fri 10/12/2021 10:21
To: Tyler McBride; Mulrone, Claire; Daniel Middleton
Cc: Ross Curran; William Quigley
Hi Tyler

Here are my thoughts.

1. The text - for too long - TMI - needs to be edited down to the key headlines of who/what we are about.

You are happy to revise the text on the website but Kevin and his team need to provide a fresh edit.
If that isn't possible by 5 today you will leave a WP manual and Kevin will be able to revise it as needed.

2. Legacy materials - again covers too much space - this would be a website download and should really cover much more than 2 A4 size pages.
Same again, happy to revise these materials if Kevin or someone else provides the new material. You can host it as a downloadable PDF (I think this is what he means?) and can brand two A4 pages if needed. If that isn't possible by 5 today you will leave a WP manual and Kevin will be able to revise it as needed.






3) Where could we add video, testimonials, podcasts etc - would like to explore the integration of such materials, perhaps thats a task for us as hosts when we have suitable materials? Just feel that video would bring the whole thing to life?
These are not covered in the brief and are impossible to achieve by 5 today.
Kevin can add new pages to host these and you will leave a WP manual and Kevin will be able to revise it as needed.

A podcast and a video are a whole other Science Shop project.

Claire? What are your thoughts?

Thanks

Adrian



TM






Tyler McBride
Fri 10/12/2021 11:47
To: Kevin McCaughan <advantage2@btinternet.com>; Ross Curran; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; William Quigley
Hi Kevin,

Thanks for getting back to us!

We are happy to revise the text on the website, however you and the team will need to provide us with the fresh text. If you cannot get that to us by 4.00pm today, we will update the WordPress manual that we have created to guide you on how to do this yourselves.

Regarding the Legacy Pack, if you provide us with fresh text for it also then we can create a branded 2-page A4 PDF that users will be able to download from the Legacy page on the website. If this cannot be given to us by 4pm today, then we will update the manual to guide you on how to do this yourself via WordPress!

Kind regards,
Tyler



KM






Kevin McCaughan <advantage2@btinternet.com>
Fri 10/12/2021 14:30
To: Ross Curran; Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; William Quigley
Hi guys

Don't worry about changes - once we know how we can do that ourselves.

The website will be an organic document and will constantly need content changed.

Thank you so much for your work - fantastic!

Kevin



FINALISE WEBSITE

My Site

Reader

Write

< My Home

Edit page

Change theme

Launch site

Facebook

Instagram

Twitter

Home

About Us

Shop


Contact Us

Legacy Pack

Donate

Causeway Coast & Glens Community Trust

Q



Where there is a will there is a way.

The three community networks covering the Causeway Coast and Glens Area, the Causeway Rural and Urban Network (CRUN), the Northern Area Community Network (NACN) and the Building Communities Resource Centre (BCRC) have come together to create The Causeway Coast and Glens Community Trust.


The creation of the Causeway Coast and Glens Community Trust is our collective response to the need for new creative ways of fundraising and generating income in a fundraising world transformed by the COVID19 Pandemic.

DONATE

READ MORE

Shop Items

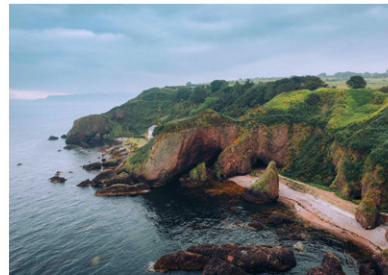
Causeway Coast & Glens Community Trust merchandise



Causeway Coast & Glens Community Trust

The three network organisations collectively cover the second-largest geographical catchment area in Northern Ireland.

However, with an elongated coastline and geographical rural peripherality, the natural beauty of the area does not compensate for the fact that the community is seriously financially under-resourced in all facets of life, a situation that has been further exacerbated by the short, medium, and potentially longer-term by the ongoing COVID19 impact.



For the 3 Networks to future plan on the basis of pre-COVID structures and systems that financed the multiple facets of life in the area doing so both today and, in the future, would putting it simply, be planning to fail.

We collectively recognise that in terms of fundraising and income generation The 'Old Normal' is but a memory – life has moved on and in many areas at an accelerated pace. Take for example the speed of societal digitalisation and how digital platforms are now the 'go-to place' for increasing numbers in society when it comes to shopping, financial transactions, leisure, entertainment, etc.

To be better equipped to maximise the fundraising and income



My SiteReader


Write

My Home



Edit pageChange themeLaunch site

FacebookTwitter

HomeAbout UsShopContact UsLegacy PackDonate





Causeway Coast & Glens
Community Trust



The Networks

Established in 1999 CRUN is at the heart of the community and voluntary sector in the Causeway Coast & Glens area. CRUN is managed by a board elected from representatives of local community groups. Over the last 22 years, CRUN has designed and implemented a broad range of projects for organisations including, Causeway Coast & Glens Borough Council, the Department for Social Development, the Public Health Agency, the NI Executive Office, the European Union via Peace I, II, III and IV funded programmes as well as other voluntary funded projects. CRUN has managed over £8 million in funding since its inception.






Northern Area Community Network

Established in the early 1980s with a local board drawn from local community interests, the network provides community development support to local organisations. Founded in the Glens of Antrim and has developed over the years to cover the three council areas of – Causeway Coast & Glens, Mid & East Antrim and Antrim & Newtownabbey Borough Councils. The primary aims of North Antrim Community Network are to offer a community development service to its member groups and to focus on the practice of networking to allow community groups themselves to share knowledge and experience. The Network aims to provide an opportunity for rural communities to have a voice and an influence, without compelling members to lose their chosen identity, adherence, and different interests.

We were established in 1998 as Ballymoney Empowerment Programme which then became Building Communities Resource Centre (BCRC). BCRC is a community-based Network charity for residents and community/voluntary and statutory organisations mainly in Causeway Coast & Glens borough area. BCRC provides advice, guidance, and information on Community Development and Community & Good Relations as well as responding to the health and support needs of Young People, Older People, Vulnerable adults, and Ethnic communities (Black, Asian & Minority Ethnic). BCRC also assists the Community & Voluntary



BCRC

Building Communities Resource Centre
For the community by the community with the community

My SiteReader


Write

My Home

Edit pageChange themeLaunch site

FacebookTwitter


HomeAbout UsShopContact UsLegacy PackDonate




Causeway
Coast & Glens
Community Trust

QShopping Cart


Latest




Diary
£8.00
ADD TO CART




Mask
£4.00
ADD TO CART




T-Shirt
£15.00
ADD TO CART



Baseball Cap
£10.00
ADD TO CART



Travel Mug
£14.00
ADD TO CART



Coaster
£4.00
ADD TO CART

My SiteReader


Write

My Home

Edit pageChange themeLaunch site

FacebookInstagramTwitter

HomeAbout UsShopContact UsLegacy PackDonate




Causeway Coast & Glens
Community Trust


SearchShopping Cart

Legacy Pack Information

Where there is a will there is a way.

'We can't solve our problems with the same thinking we used when we created them' Albert Einstein





BACKGROUND

The three Community Networks covering the Causeway Area are creative and coordinated in collectively tackling the existing and emerging *funding* needs within local communities across the Causeway Coast and Glens Borough.

Quite simply, the old ways of securing the funding necessary to address the diverse portfolio of community needs are no longer as *effective* as a consequence of the impact of the COVID19 Pandemic.

To address this community funding challenge, the three networks have established the **Causeway Coast & Glens Community Trust** with the specific intention of attracting o new income through donors, both local and the International Northern Irish diaspora.

This collective effort **IS NOT** about diverting existing funding so critical to the work and vision of charities and community groups across the catchment area. Rather it's about encouraging individuals, organisations, companies and 'others' with a love and affection for our area and a capacity to *make a real difference* by supporting financially to do so in support of the collective vision of the three local community networks.



Donate

Donate to help us collectively engage with individuals and organisations, be they local, regional, national or international, who, whatever their charitable motivation, wish to directly financially invest in the people and/or community living within our geographically-defined catchment area.

Choose an amount

Or enter a custom amount

£ 30.00

[Edit](#)



**“Thank you
so much for
your work –
fantastic!”**

Kevin McCaughan

WEBSITE REFLECTION

I feel like the overall website was well-delivered as each member used their strong suit to their ability. I worked on the graphic design side of the website with images and also created three of the pages on the website. Daniel and Billy did problem solving with while working on the shop page. Tyler also created pages as well and helped me too with layout, and gave me feedback as to what he thought of the pages I created.

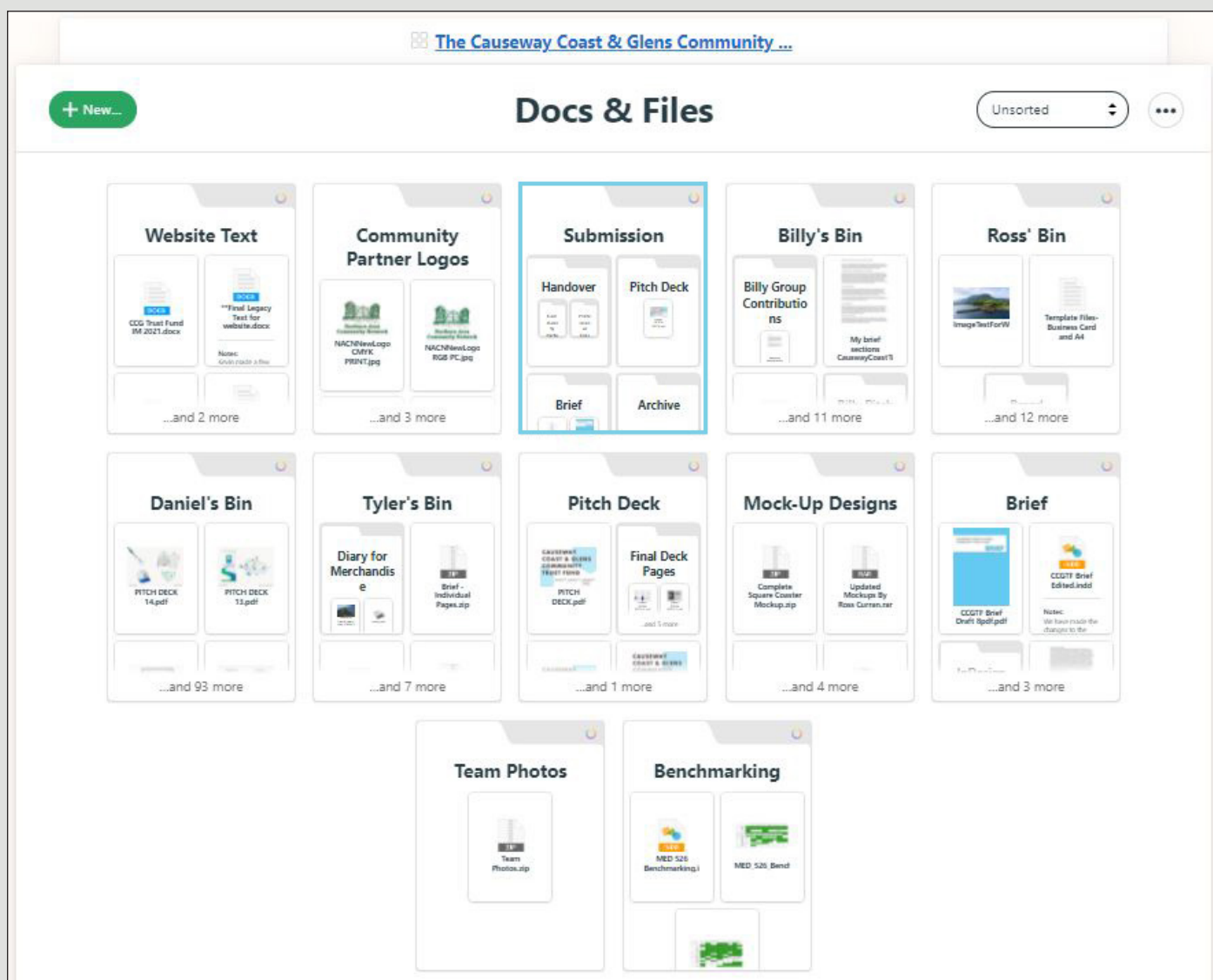


HANDOVER DOCS & DESIGN FILES

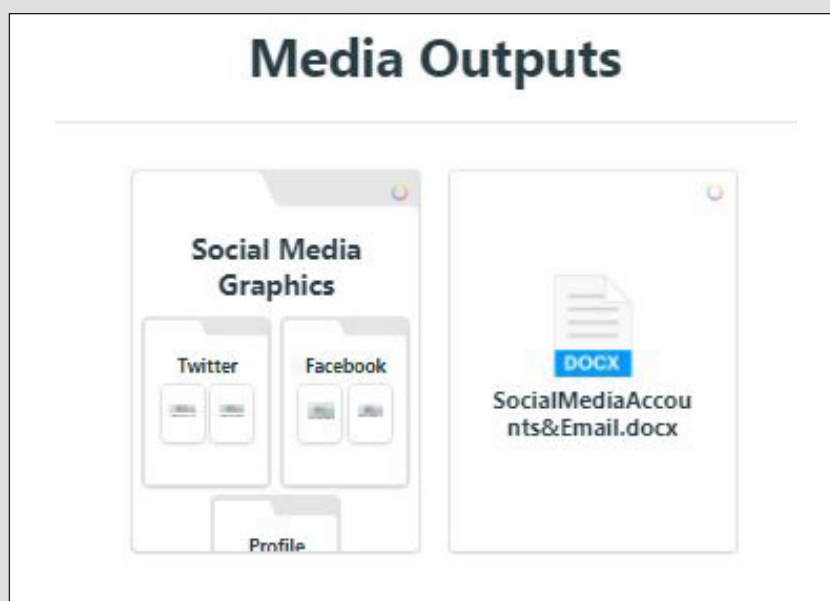
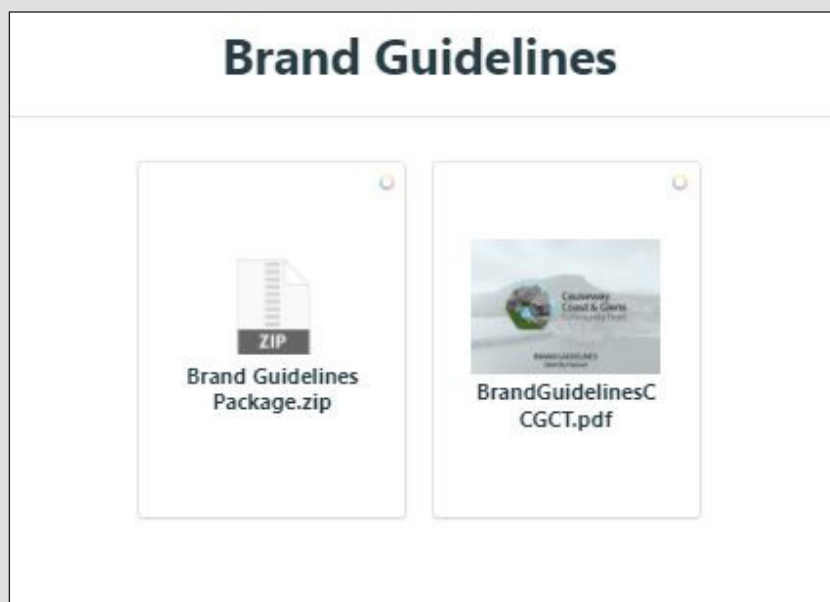
When approaching the deadline for the handover date on the 10th of December, 2021, my colleagues and I decided to create a master folder on Basecamp called “submission.” As a group, we all collectively organised the files into the right folders within the master folder as it was important for organisation management.

HOW DID I CONTRIBUTE?

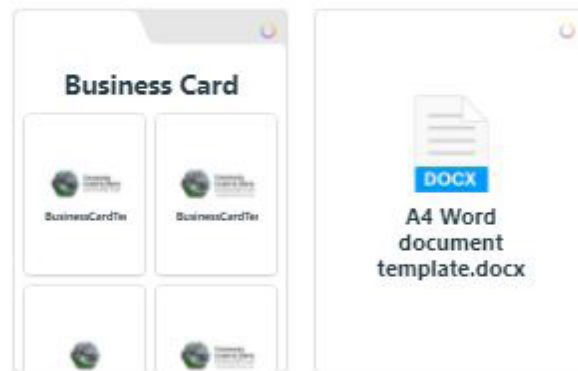
I added brand guidelines as a packed zip files with all the files included that belonged to the document. I also added the social media content that I created for the community partner. This included the PNG files, the PSD Photoshop files, the social media accounts, email address passwords and usernames document. I also included all the images that I edited for the website with PSD files that go along with them. I uploaded the updated mock ups that I completed that were assigned to me. I also uploaded the business card through the AI and PSD file with front and back side of the card and the word documentation template as well.



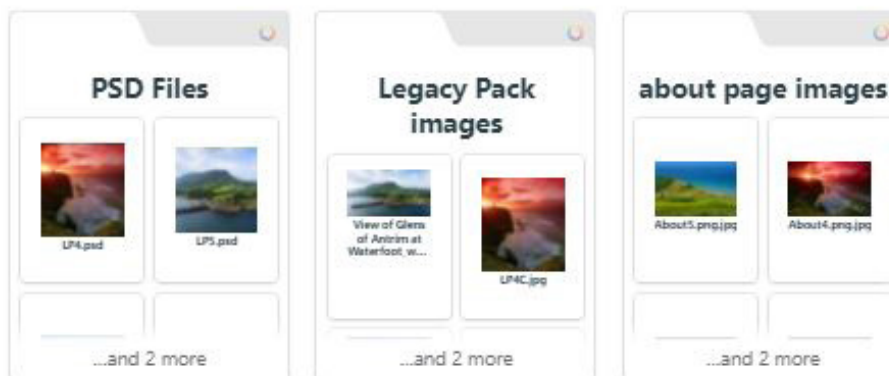
MY CONTRIBUTION TO THE HANDOVER



Templates



Website Images



An aerial photograph of a coastal landscape. In the foreground, there is a large, irregularly shaped body of water, possibly a lagoon or a large pond, surrounded by low-lying, vegetated land. A narrow path or road runs along the edge of this water body. In the middle ground, a long, straight pier or breakwater extends from the land into the sea. The background shows a wide expanse of the ocean and distant, hilly landmasses under a cloudy sky.

9.PROJECT MANAGEMENT

PROJECT MANAGEMENT

INTRODUCTION

Managing a project is vital as it allows us to have an effective regiment as a group because we can structure tasks to be assigned to individual members. This can only happen if all members contribute as a well working team by everyone coming together, using their best skills suited for the roles given to that individual. Without an effective project management system set in place, the group can fall behind or can cause problems later on down the line of production to meet the deliverables for the community partner. With this in mind, as a group we came together and set up some project management tools at our disposal.

BASECAMP

Basecamp was used for setting up a form of communication with each group member as we all chose to use Basecamp for the main outline of our project management for sharing files, assigning tasks and To-Do lists with schedule deadlines. Basecamp also allow us to get in contact with our project manager, Claire Mulrone, and Creative Director, Adrian Hickey, for feedback on our work.

The screenshot displays a Basecamp workspace titled "The Causeway Coast & Glens Community Trust Fund". At the top, there is a header bar with the workspace name and a "More" menu icon (three dots). Below the header, a row of user avatars is shown, each with a colored circle containing initials: BQ, DM, RC, and TM. To the right of the avatars is a button labeled "Add/remove people".

The workspace is organized into six main sections:

- Message Board:** A list of messages. The first message is from "RC" with the subject "Contact page: Info inquiry" and the body "Hello Claire, I hope you are well. I am". Below it are four more messages, each with a profile picture and a subject line: "Ann has been in contact", "confirmation", "payment for theme and domain", and "Good news". Each message has a small blue icon to its right.
- Schedule:** A section with a red calendar icon. The text below the icon reads: "Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook."
- To-dos:** A section with a green circular icon containing the text "ALL DONE!". The text below the icon lists three tasks: "Creating Social Media Accounts", "Website", and "Calendar Photographs".
- Docs & Files:** A section displaying a grid of file thumbnails. The thumbnails are labeled "Website Text", "Community Partner Logos", "Submission", "Billy's Bin", "Ross' Bin", and "Daniel's Bin". Each thumbnail has a small icon and a label.
- Campfire:** A section with a blue speech bubble icon. The text below the icon reads: "Chat casually with the group, ask random questions, and share stuff without ceremony."
- Automatic Check-ins:** A section with a purple question mark icon. The text below the icon reads: "Create recurring questions so you don't have to pester your team about what's going on."

MESSAGE BOARD

This section of Basecamp was useful, as it allowed the team to make a thread and create a discussion surrounding a particular area in the project. This then let us discuss underneath the thread. The message board was also used as an area on Basecamp for updates and follow-ups about the community partner. Although I think this section is a great addition to Basecamp, I think our team could have utilised this area a lot more throughout the project.

+ New message

Message Board

RC

Contact page: Info inquiry
Ross Curran • Dec 3 — Hello Claire, I hope you are well. I am creating the contact page and was hoping you could give me the phone number for the Causeway Coast & Glens and the email address/physical address with their

Ann has been in contact
Claire Mulrone • Nov 22 — Ann has just emailed to know who and when someone will be in contact this morning to take the details for payment. Can someone please contact Ann to get this sorted.

6

confirmation
Claire Mulrone • Nov 22 — When the purchase of the theme and the domain name has been sorted out this morning can you let me know please. C

payment for theme and domain
Claire Mulrone • Nov 22 — Ann will be at the CRUN offices this morning from 10.00am and is happy if one of the team rings her to arrange this. 028 7034 4934 I would suggest that you fill in the details for the purchase of both

Good news
Claire Mulrone • Nov 19 — We can have the domain and theme bought on Monday once Ann is at the office. I'll arrange this with you and how we can facilitate this. Have a great weekend Claire

1

My notes from the Pitch
Claire Mulrone • Nov 16 — New Name: Causeway Coast and Glen Community Trust. (No Fund anymore) Logo : Daniel loved the artistic treatment on the photos for the logo. Photography: 12 representative royalty free photos

Great Pitch
Claire Mulrone • Nov 11 — This was a difficult ask bring together three distinct networks with one common purpose and visual identity. I think the final outcome works best to represent the huge geographic area they

1

Pitch tomorrow at 3.30pm
Claire Mulrone • Nov 10 — Good morning team, tomorrow is an exciting day, were finally going to pitch to the partner. Ann, Briege, Marie-Louise and Kevin are all attending the pitch. Here are a few pointers for the pitch. 1.

Pitch Confirmed
Claire Mulrone • Nov 8 — [Screen Shot 2021-11-08 at 16.47.07.png]

4

BQ

Logo uploads
Billy Quigley • Nov 1 — Hi Claire, Adrian I believe everyone in the group has uploaded their select logos for your review and feedback! We have created separate folders for each member to put their own logos. Once we get

To-Dos

The to-do area on Basecamp was a great tool for creating tasks for members needing to complete a certain role. Mainly, this section was used for separate roles given to individual members of the group to complete.

New list

To-dos

All done!

View as...

3/3 completed – [Archive list](#)

Creating Social Media Accounts

Add a to-do

✓

Facebook

Fri, Dec 3

👤 Ross C.

✓

Twitter

Fri, Dec 3

👤 Ross C.

✓

Instagram

Fri, Dec 3

👤 Ross C.

7/7 completed – [Archive list](#)

Website

Add a to-do

✓

Shop page

Fri, Dec 3

👤 Billy Q.

✓

Donation function/page

Fri, Dec 3

👤 Daniel M.

✓

Contact Page

Fri, Dec 3

👤 Ross C.

[And 4 more completed to-dos...](#)

1/1 completed – [Archive list](#)

Calendar Photographs

Add a to-do

✓

Gather around 20 photographs from Tourism NI website

Fri, Nov 19

👤 Tyler M.

1/1 completed – [Archive list](#)

Preparing Mockups

add Danials Logo to mockup templates and review with group

Add a to-do

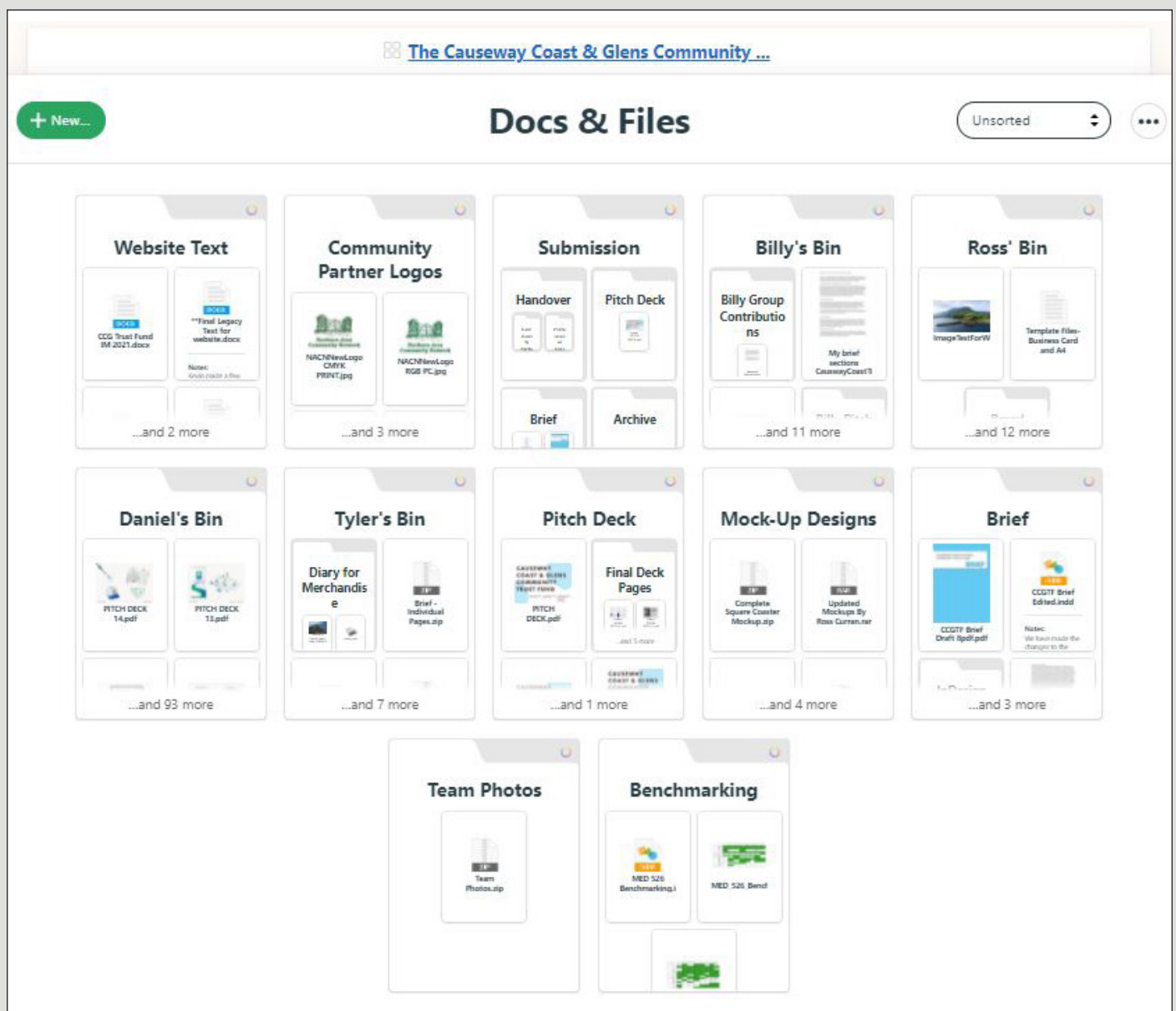
✓

Prepare mockups

👤 Billy Q.

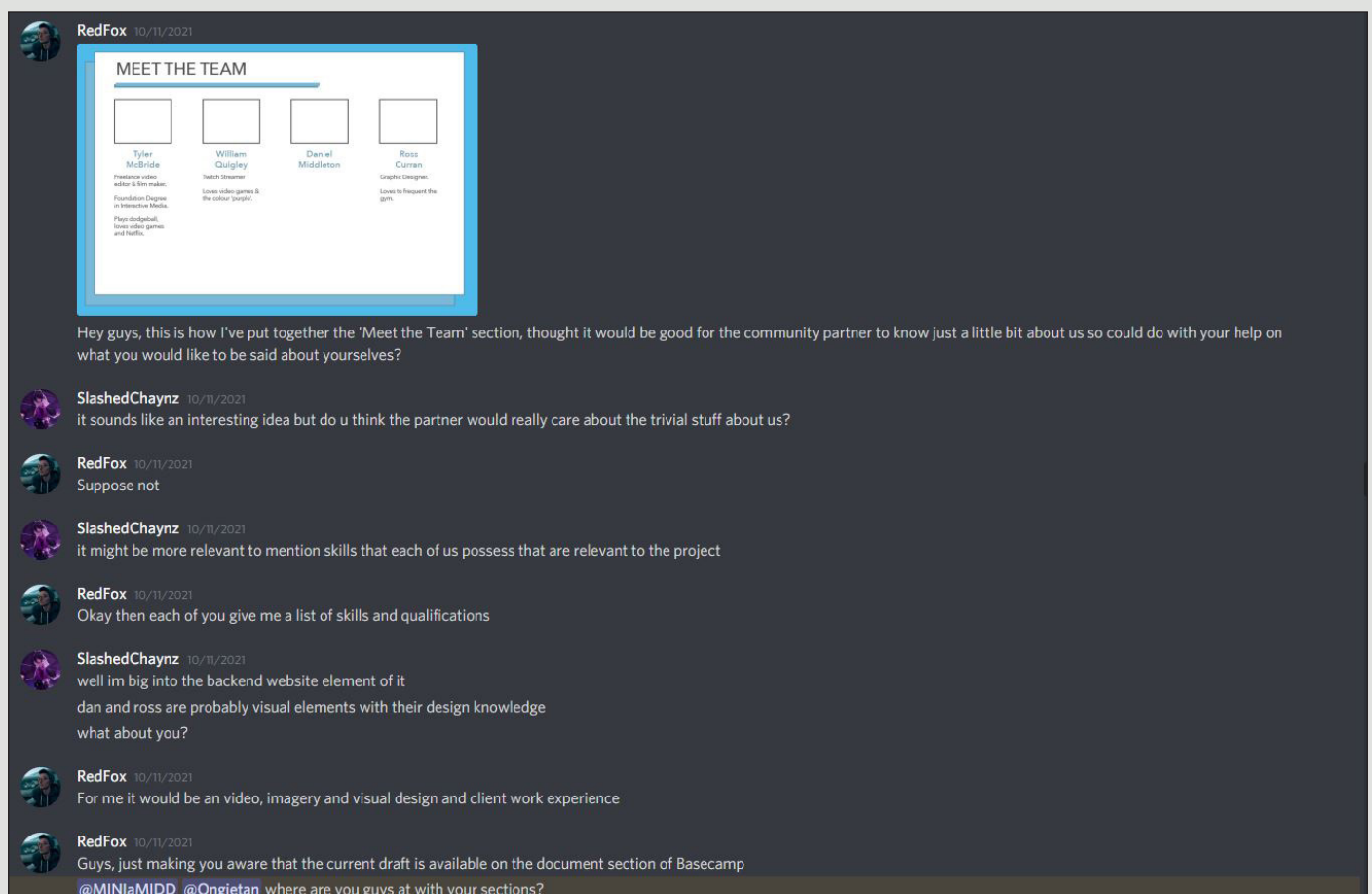
DOCS & FILES

This area of Basecamp was the most used section on the app as it allow us to create folders, share files and documents together, such as Adobe Photoshop PDF file and Adobe illustrator AI files. I found it to be very good for the team and it was a great asset to have for our group work and project management.



DISCORD

Our group also created a Discord group chat as this provided our group with the ability to schedule group calls and also gave us a more casual communication option for members to easily send instant messages between each other.



The screenshot shows a Discord chat interface with a dark theme. At the top, a user named RedFox (10/11/2021) shares a screenshot of a 'MEET THE TEAM' section. The section lists four team members with placeholder images and brief descriptions:

Tyler McBride	William Quigley	Daniel Middleton	Ross Curran
Freelance writer, editor & film maker. Foundation Degree in Interactive Media. Plays dodgeball, loves video games and huffle.	Twitch Streamer. Loves video games & the colour purple.		Graphic Designer. Loves to frequent the gym.

Below the screenshot, RedFox asks for feedback: "Hey guys, this is how I've put together the 'Meet the Team' section, thought it would be good for the community partner to know just a little bit about us so could do with your help on what you would like to be said about yourselves?"

SlashedChaynz (10/11/2021) responds: "it sounds like an interesting idea but do u think the partner would really care about the trivial stuff about us?"

RedFox (10/11/2021) replies: "Suppose not"

SlashedChaynz (10/11/2021) suggests: "it might be more relevant to mention skills that each of us possess that are relevant to the project"

RedFox (10/11/2021) asks: "Okay then each of you give me a list of skills and qualifications"

SlashedChaynz (10/11/2021) responds: "well im big into the backend website element of it dan and ross are probably visual elements with their design knowledge what about you?"

RedFox (10/11/2021) replies: "For me it would be an video, imagery and visual design and client work experience"

RedFox (10/11/2021) concludes: "Guys, just making you aware that the current draft is available on the document section of Basecamp @MINIaMIDD @Ongietan where are you guys at with your sections?"

Ongietan 10/11/2021
@RedFox Finished my sections. Would you prefer if I email you the sections or add them into the Discord chat?

RedFox 10/11/2021
 Email would be best
 mcbride-t6@ulster.ac.uk

Ongietan 10/11/2021
 Thanks I'll send that now

RedFox 10/11/2021
 Cheers Ross 🙌

Ongietan 10/11/2021
 just sent the email. Did it go through?

RedFox 10/11/2021
 Hmm no hasn't come through, what you could do actually is upload it to the 'Brief' folder in the docs section on Basecamp
 That way Claire and Adrian will see you actively communicating
@SlashedChaynz you should do the same, just for them to physically see the part you've played in writing the brief instead of just the end document that I'm creating

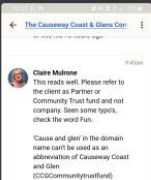
October 12, 2021

MINIaMIDD 10/12/2021
 Uploaded my Summary and sections to Basecamp

@RedFox @SlashedChaynz you should do the same, just for them to physically see the part you've played in writing the brief instead of just the end document that I'm creating

SlashedChaynz 10/12/2021
 Sure il upload the pdfs that I sent you previous
 Thanks

RedFox 10/12/2021





RedFox 10/13/2021
@MINIaMIDD @Ongietan hey guys, have you got your stuff for the benchmarking? Ross, you're summaries? Dan, the stylised table?

Ongietan 10/13/2021
@RedFox Getting my second section finished now. Are we still doing a group meeting now?

RedFox 10/13/2021
 We can do, I can show what the summary looks like for you guys to see
 Don't need to have a long meeting though
 As I'd like to get on with some of research for Helen's tonight

Ongietan 10/13/2021
@RedFox Sounds good. Are you free now for a quick call? Dan is with me rn.

 You missed a call from **RedFox** that lasted a few seconds. 10/13/2021

 **Ongietan** started a call that lasted 2 hours. 10/13/2021

RedFox 10/27/2021
 Adrian explained in class, that each student creates their own deck
 We don't just create the images
 We have to each have our own individual dexks
 Which then get merged into the pitch deck
 So everyone just doing their own designs and not putting them in their own deck is incorrect, that's not how this part is to be done

Ongietan 10/27/2021
 That make sense. Both methods work. Also with the mock-ups I can link them in the discord and you guys can tell me what you all think about them?

RedFox 10/27/2021
 Yes please Ross

Ongietan 10/27/2021
 Np
 I'll look up some for the website mockups and stationary mockups

SlashedChaynz 10/27/2021
il be about too
if it aint too late
dont wanna be missing out :3

@MINIaMIDD Hey guys would you be available again tonight?

Ongietan 10/27/2021
Sure np

Ongietan started a call that lasted 27 minutes. 10/27/2021

MINIaMIDD 10/27/2021
@RedFox you coming on?

RedFox 10/27/2021
Just home, will be on shortly

Ongietan 10/27/2021
<https://mockups-design.com/free-stationery-mockup-2/>
<https://cssauthor.com/mockup/free-hoodie-mockup/>
<https://cssauthor.com/mockup/free-hanging-t-shirt-mockup-2/>
<https://cssauthor.com/mockup/free-baseball-cap-mockup-3/>
<https://cssauthor.com/mockup/fabric-face-mask-mockup-free-psd/>
<https://cssauthor.com/mockup/free-lanyard-id-badge-mockup/>
<https://cssauthor.com/mockup/free-responsive-design-devices-mockup-in-psd/>
These are the mock-ups guys 😊


Ongietan 10/27/2021
<https://mockups-design.com/free-stationery-mockup-2/>
<https://graphicburger.com/branding-identity-mockups/>

GraphicBurger

Laura

Branding / Identity MockUp Vol.12

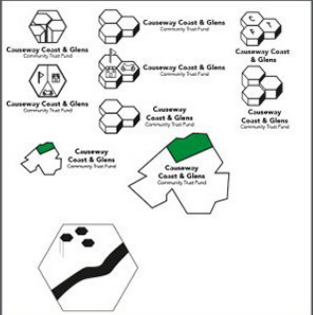
Today we have a new stationery mock-up perfect for branding/identity projects that we'd like to share with you. This one is...



RedFox 10/31/2021
That's grand
I'm doing some more logo work now and then going to upload what I've got tonight
Not going to be able to do that identity system thing, actually drawing out and designing something like that is beyond my abilities

Ongietan 10/31/2021
Sounds good bro 👍 how are you finding the logo designs?

RedFox 10/31/2021
So just trying to conure up some simplistic ideas

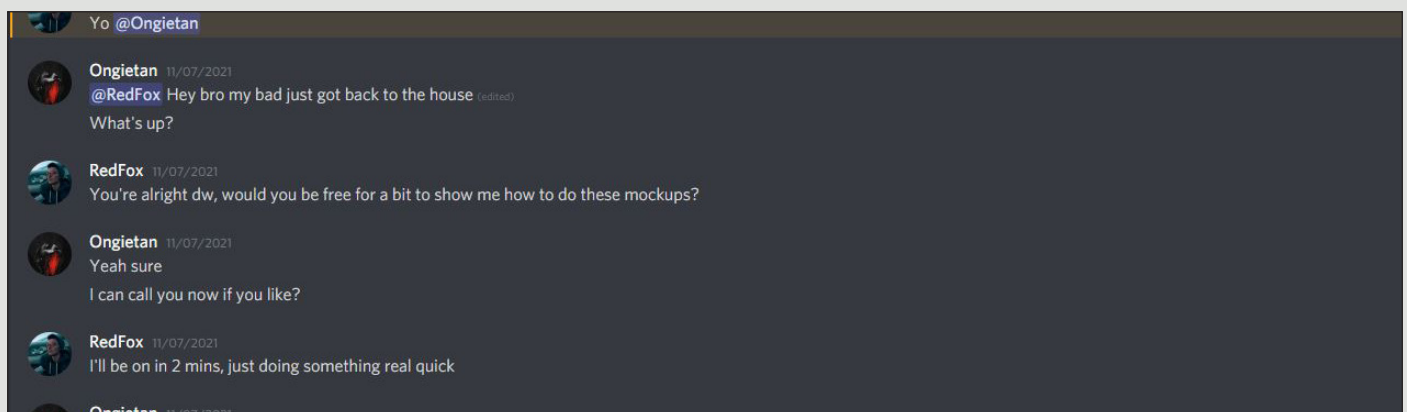
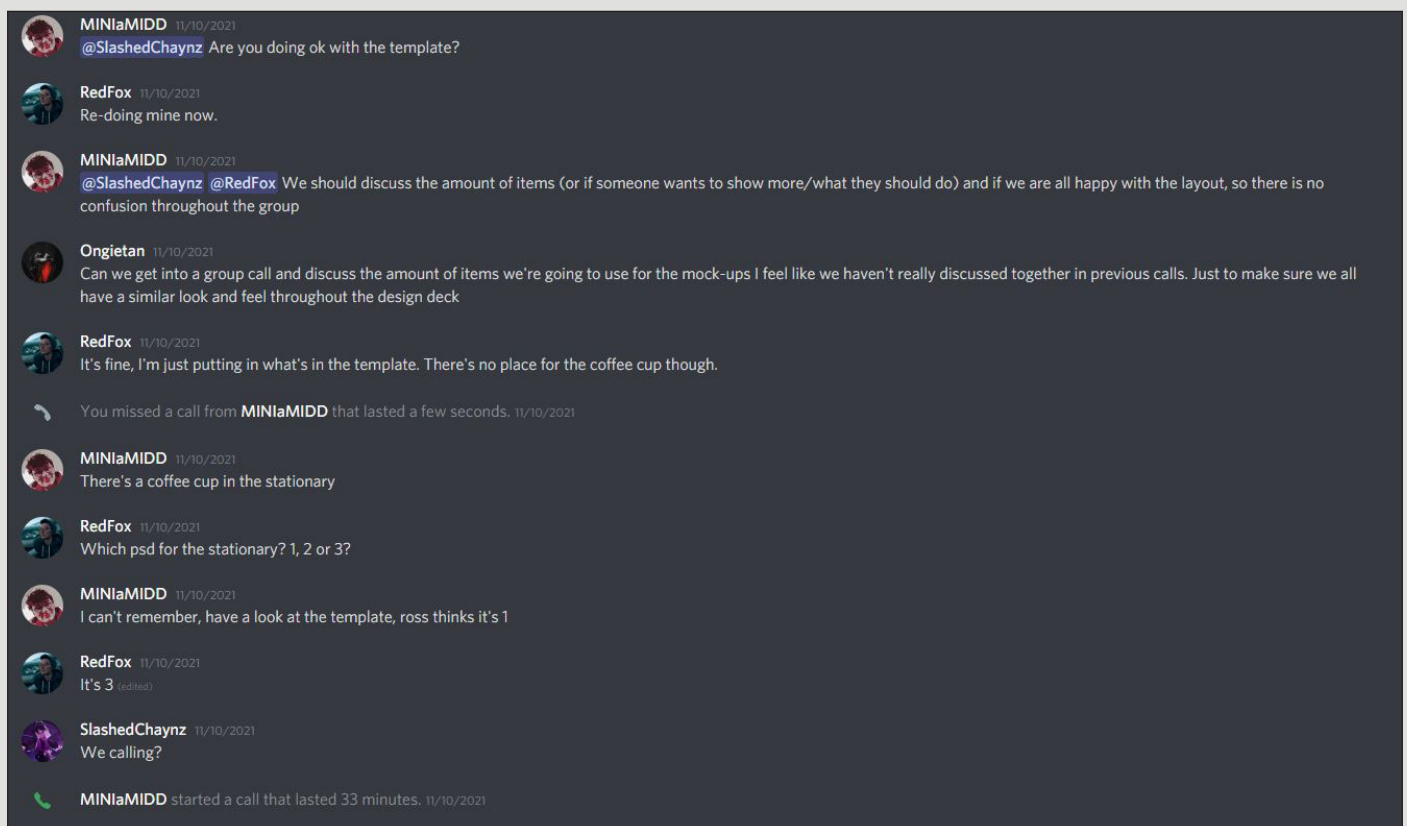
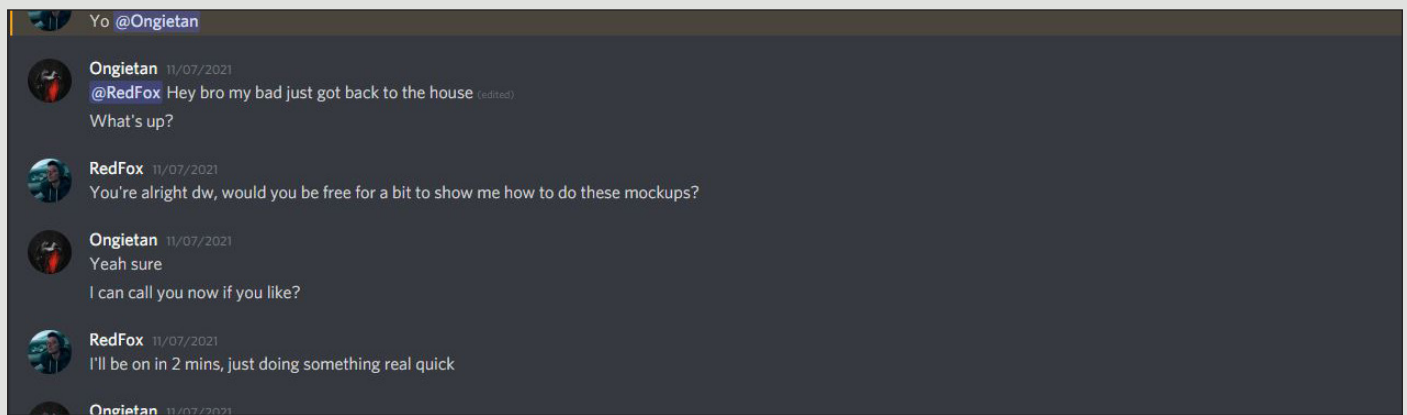


Ongietan 10/31/2021
Yeah it can be tricky. I tried to make a logo for CCGCTF

RedFox 10/31/2021
That's what I've got atm
bottom one I've just started

Ongietan 10/31/2021
looks good keep it up

RedFox 10/31/2021
Cheers man, doing my best with it like, tis a struggle for me this part



Ongietan 11/22/2021
Are you guys free tonight for a quick call? I was wondering about the final pitch deck for Thursday class? I think we should discuss this together

Ongietan started a call that lasted 9 minutes. 11/22/2021

You missed a call from **RedFox** that lasted a few seconds. 11/22/2021

RedFox started a call that lasted 5 hours. 11/22/2021

RedFox 11/22/2021
http://preview.themeforest.net/item/neveda-responsive-fashion-ecommerce-wordpress-theme/full_screen_preview/18587113

Nevada - Responsive Fashion eCommerce WordPress Theme Preview - The...

<p><img src=&qu...

MINIaMIDD 11/22/2021
ccgcommunitytrust.com

RedFox 11/22/2021
ccgcommunitytrust.com



Ongietan 12/03/2021
Finished the brand guide lines and uploaded it to base camp. I'll have a look at word press in the morning and make a start on those pages (edited)

Ongietan 12/03/2021
We have a problem with the Blog/Legacy Pack page



I'm not sure how to work around this issue if there is a way to hide this page then great. If any of you guys know how to edit this page or a work around let me know because am not sure about this

SlashedChaynz 12/03/2021
I can take a look
U want the page deleted?

Ongietan 12/03/2021
Thanks Billy
Sure and I can create a new page and just add to it

SlashedChaynz 12/03/2021
It's gone now

Ongietan 12/03/2021
Thanks bro

SlashedChaynz 12/03/2021
Np
I'm going back to bed il work on it when I get up
If u need anything just post 😊

MINIaMIDD 12/03/2021
@RedFox I have updated the Temple logo (It looked terrible) would you please change it on the website mockups please
I've uploaded it to basecamp in my bin

MINIaMIDD 12/03/2021
@RedFox nvm Ross edited already

MINIaMIDD 12/03/2021
Sorry I couldn't join last night, I had something that needed dealing with

RedFox 12/03/2021
@MINIaMIDD sorry only seeing these now, are the mockups all sorted then?

MINIaMIDD 12/03/2021
yeah
I sent everything to claire

RedFox 12/03/2021
Nice

MINIaMIDD 12/03/2021
I'm not sure how it should be sent to the them

RedFox 12/03/2021
I've got my pages on the website done
The 2 about pages
Home page looks slick so far btw
Email Claire first of all asking if she is happy for it to go to the clients

MINIaMIDD 12/03/2021
The Networks shows twice
at the top

RedFox 12/03/2021
Yeah one is an actual header
The other is the page title

SlashedChaynz 12/04/2021
updated the footer lads



MINIaMIDD 12/04/2021
would we be able to take out "Welcome to the"?

RedFox 12/04/2021
Hey guys, sorry been MIA, website is looking well!

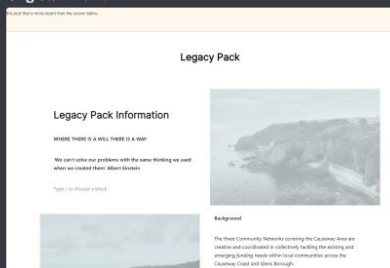
December 5, 2021

MINIaMIDD 12/05/2021
Yeah sorry I had to go yesterday, bought new desks for the office in IKEA

MINIaMIDD 12/05/2021
Just sent them an email with the Final Deck

RedFox started a call that lasted an hour. 12/05/2021

Ongietan 12/05/2021





RedFox 12/08/2021

[@MINIaMIDD](#) can you point me in the direction/send me the final main logo? It's so I can add it to the cover page of my production log



Ongietan 12/08/2021



Causeway
Coast & Glens
Community Trust



RedFox 12/08/2021

Thanks Ross!



Ongietan 12/08/2021

Np



Ongietan started a call that lasted an hour. 12/08/2021



You missed a call from **SlashedChaynz** that lasted a minute. 12/08/2021



SlashedChaynz 12/08/2021

so do i export as PDF or upload indesign file?

[@Ongietan](#) what did u do



MINIaMIDD 12/08/2021

Upload PDF



SlashedChaynz 12/08/2021





Ongietan 12/08/2021

pdf


EMAIL

Another form of project management was the usage of emails for contacting the community partner and our project manager, Claire Mulrone, and Creative Director, Adrian Hickey.

 Tyler McBride
Tue 19/10/2021 13:35



To: ann@crun.org; info@nacn.org; manager@theresourcecentre.org; advantage2@btinternet.com
Cc: Claire Mulrone; Hickey, Adrian; William Quigley; Daniel Middleton; Ross Curran

 CCGTF Brief.pdf
7 MB

Hi all,

I hope you are all keeping well!

I have attached the brief that we, as a team, have put together for you to review. The brief is what we will be using to move forward with in the design and creation phase of the Causeway Coast & Glens Community Trust Fund brand. Please let us know any comments that you have about the brief!

Kind regards,
Tyler

 Kevin McCaughan <advantage2@btinternet.com>
Wed 20/10/2021 09:52



To: Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Claire Mulrone; Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley


Some people who received this message don't often get email from advantage2@btinternet.com. [Learn why this is important](#)


Thanks guys

Will have a look at this and aim to get back to you before end of week.

Kevin

...

 Kevin McCaughan <advantage2@btinternet.com>
Wed 20/10/2021 16:55



To: Kevin McCaughan <advantage2@btinternet.com>; Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Claire Mulrone; Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley

Some people who received this message don't often get email from advantage2@btinternet.com. [Learn why this is important](#)


Hi Tyler


Have you a date/s in mind for discussing the brief etc?

Just conscious of Halloween holidays and your academic timelines?

Kevin

...

 Tyler McBride
Wed 20/10/2021 19:23



To: Kevin McCaughan <advantage2@btinternet.com>; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley; Mulrone, Claire

Hi Kevin,

No specific date in mind but the whole team will be together tomorrow, so we will pull together a couple of dates to put forward for a meeting to discuss the brief!

Kind regards,
Tyler



Kevin McCaughan <advantage2@btinternet.com>

Wed 20/10/2021 20:34



To: Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley; Mulrone, Claire

Some people who received this message don't often get email from advantage2@btinternet.com. [Learn why this is important](#)

Good man!

----- Original Message -----

...



Mulrone, Claire

Thu 21/10/2021 10:25



To: Kevin McCaughan <advantage2@btinternet.com>

Cc: Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org; Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley

Good morning Kevin

I'm in class with the students. Thanks for your feedback Kevin on the brief and I will also forward the details of the course you have identified to the students. Many thanks.

Could I ask Ann, Briega and Maria Louise could also feed back today that would be great. We wont require a meeting we will make whatever changes you request to the brief.

The students are now entering the creative phase. We will need a meeting shortly to present their pitch ideas.

I will need all of you to be available for the meeting online through teams. This will take an hour.

We're looking forward to your feedback, we will adjust the current brief and send you all a final draft of the brief by return email.

Many thanks for your continued support.

Kind regards

Claire



Kevin McCaughan <advantage2@btinternet.com>

Thu 21/10/2021 17:41



To: Mulrone, Claire

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley; ann@crun.org; info@nacn.org; manager@theresourcecentre.org

Some people who received this message don't often get email from advantage2@btinternet.com. [Learn why this is important](#)

Hi Ann/Breiga

I think Claire has received feedback from both Maria Louise and myself can you add comments to Maria Lousies most recent working doc and send it to Claire?

Ta!

Kevin

TM

Tyler McBride

Thu 21/10/2021 19:27

To: ann@crun.org; info@nacn.org

Cc: Mulrone, Claire; Hickey, Adrian; William Quigley; Ross Curran; Daniel Middleton; Kevin McCaughan <advantage2@btinternet.com>; manager@theresourcecentre.org

pdf

CCGTF Brief Updated.pdf

7 MB

Hi Ann and Breige,

I have attached the updated brief with the changes from Kevin and Maria. Are you happy with how the brief is now in its current form?

Kind regards,
Tyler

BC

Briege Conway <info@nacn.org>

Thu 21/10/2021 19:39

To: Tyler McBride

Cc: ann@crun.org; Mulrone, Claire; Hickey, Adrian; William Quigley; Ross Curran; Daniel Middleton; Kevin McCaughan <advantage2@btinternet.com>; manager@theresourcecentre.org

You don't often get email from info@nacn.org. [Learn why this is important](#)

Thanks Tyler

Yes we discussed a few things when we met yesterday and I'm happy with updated version

Kind regards
Breige

Sent from my iPhone

On 21 Oct 2021, at 19:27, Tyler McBride <McBride-T6@ulster.ac.uk> wrote:

Hi Ann and Breige,

I have attached the updated brief with the changes from Kevin and Maria. Are you happy with how the brief is now in its current form?

Kind regards,
Tyler

AM

Ann McNickle <ann@crun.org>

Thu 21/10/2021 19:51

To: Tyler McBride; info@nacn.org

Cc: Mulrone, Claire; Hickey, Adrian; William Quigley; Ross Curran; Daniel Middleton; Kevin McCaughan <advantage2@btinternet.com>; manager@theresourcecentre.org

Some people who received this message don't often get email from ann@crun.org. [Learn why this is important](#)

Hi Tyler, thanks for this brief and I think it's great, however under the heading community partner, I think I would prefer, instead of being formed by the 3 networks if it read either that the trust was initiated by the 3 networks or developed by the 3 networks or was the vision of the 3 networks

Regards
Ann

Get [Outlook for iOS](#)

TM

Tyler McBride

Thu 21/10/2021 21:06

To: Ann McNickle <ann@crun.org>; info@nacn.org

Cc: Mulrone, Claire; Hickey, Adrian; William Quigley; Ross Curran; Daniel Middleton; Kevin McCaughan <advantage2@btinternet.com>; manager@theresourcecentre.org

pdf

CCGTF Brief Updated 2.pdf

7 MB

Hi Ann and Breige,

Thank you for your feedback!

I have attached the brief with change of "being formed by..." to "being developed by..." made under the 'Community Partner' section.

Kind regards,
Tyler

AM

Ann McNickle <ann@crun.org>

Thu 21/10/2021 22:03

To: Tyler McBride; info@nacn.org

Cc: Mulrone, Claire; Hickey, Adrian; William Quigley; Ross Curran; Daniel Middleton; Kevin McCaughan <advantage2@btinternet.com>; manager@theresourcecentre.org

Some people who received this message don't often get email from ann@crun.org. [Learn why this is important](#)

Thanks Tyler

Get [Outlook for iOS](#)



CC& G Community Trust Fund Pitch

⌚ This event occurred 1 month ago (Thu 11/11/2021 15:30 - 16:30)

📍 Microsoft Teams Meeting; Teams meeting

👤 Mulrone, Claire invited you [Accepted 3](#), [Didn't respond 5](#)

Messages Meeting Details

☰ The students and I are looking forward to meeting up again and taking you through the design decks. See you all then.
Kind regards
Claire

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)



Tyler McBride

Fri 19/11/2021 00:49



To: ann@crun.org; info@nacn.org; manager@theresourcecentre.org; Kevin McCaughan <advantage2@btinternet.com>
Cc: Hickey, Adrian; Mulrone, Claire; Daniel Middleton; Ross Curran; William Quigley



Calendar Photos.zip

7 MB

Hello everyone,

I hope you are well keeping well!

I have gathered and attached a selection of 25 high quality photographs from the Tourism Northern Ireland website. What I need from you is to select the 12 photos that you would like to use for the calendar you have asked for as per last week's pitch. If you could decide upon this by end of day tomorrow then that would be greatly appreciated!

Kind regards,
Tyler



Marie-Louise McClarey <manager@theresourcecentre.org>

Fri 19/11/2021 08:47



To: Tyler McBride

Cc: ann@crun.org; info@nacn.org; Kevin McCaughan <advantage2@btinternet.com>; Hickey, Adrian; Mulrone, Claire; Daniel Middleton; Ross Curran; William Quigley

You don't often get email from manager@theresourcecentre.org. [Learn why this is important](#)

hi Tyler
lovely images
can i suggest that we crop photos with business/golf club names ...
i would just keep it neutral landscapes
thanks
best wishes
Marie-Louise



Kevin McCaughan <advantage2@btinternet.com>

Fri 19/11/2021 09:03



To: Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Ross Curran; William Quigley

Hi Guys

Personally, i feel there is something missing in these photos - not sure what it is, maybe it's a lack of faces and emotions?

Many of these scenes could be of anywhere.

There were a few i liked

- a) Rathlin Lighthouse
- b) Dark Hedges - its iconic , internationally renowned so has to be in there
- c) Causeway stones - for same reason as dark hedges
- d) Glens photo - the one with the beautiful colours looking down the glens

But thats it - certainly w/couldnt pick 12

Perhaps we need to revisit the selection and/or commission a photographer to take some photos?

I know Anne had some locations in Limavady area she wished to capture?

Ladies also thinking amongst your archive of materials you may have some good action photos at various project/programme locations that would be suitable?

Re Ballintoy, Dunluce, etc I've also seen much better photos used by others - for, etc a beautiful sunset over Ballintoy harbour etc.

Guys this one, in my opinion that needs some more thinking/creativity as it's really, really important.

Ask yourself how many of these would you thonestly select as a screensaver?

What do others think?

Kevin
c)

MC

Mulrone, Claire

Fri 19/11/2021 09:46

...

To: Kevin McCaughan <advantage2@btinternet.com>; ann@crun.org; info@nacn.org; manager@theresourcecentre.org

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; William Quigley; Tyler McBride

Good morning Ann, Maire Louise, Brieghe and Kevin.

Kevin, thanks for the feedback re photography. It is a great idea, if you have the budget, to commission photography for the calendar, that way you can control the images and introduce action shots, that represent the beautiful landscape the three networks reside in. This however will take time.

For the purposes of this project, as it is a final year course work module, we will create a template of a calendar and include it in the media outputs as a demonstration of the student's skill in developing this type of merchandise. We will need to create this as part of the course work submission for the external examiner to validate and verify their work.

However, as a Community Trust, you can change the photography in the calendar, at the later date, once you want to hard copy print it. Our choice of photography during the pandemic is limited to what we access that is royalty free and this is why we had to source these images from Tourism Northern Ireland website.

However, have a more pressing issue to resolve today. Billy sent an email yesterday afternoon regarding the purchase of a domain name, host and a word press theme for the development of the website. (this is a maximum cost of £38.02 as the hosting is free for a year)

This is critical to the success of this project. We need the Community Trust to purchase these as you will have future control of the website when the students have graduated. Can you please agree which domain you prefer and purchase this along with the theme this morning?

When purchasing these you will be asked to set up a username and password. You can then share these with the students while the develop your site. Once the website has been completed and live you can change the passwords to secure access.

We really appreciate your support in resolving this and we look forward to developing the website. If you are able to get the professional photography commissioned to capture images for the calendar in the coming week, we would be delighted to use them in the merchandise the student will develop for the Community Trust.

Kind regards
Claire

Email from Billy

Hello all,

To begin the process of creating the website, we need you to provide us with a domain name and hosting for your website to allow us to begin. We discussed this in the initial brief. For this project, we recommend that you purchase domain hosting from WordPress, as you get a free domain name for a year with the hosting purchase. To enable the website to have an e-commerce and donate function, we require a premium "theme" that will cost £23.02. To get this, we need you to create an account with Envato and you will need to supply us with the login credentials. The domain name is the link that users will type in to access the site online. We recommend one of the following domain names:

CCGcommunitytrust.com - £10.97/year
CCAGcommunitytrust.co.uk - £15/year
cause-ivay-coast-and-glens.co.uk - £15/year

The price difference is a reflection of the choice of extension e.g. ".com". If you wish to have a specific extension please let us know.

Kind Regards,
William and the Team

KM

Kevin McCaughan <advantage2@btinternet.com>

Fri 19/11/2021 10:27

...

To: Mulrone, Claire; ann@crun.org; info@nacn.org; manager@theresourcecentre.org

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley

Hi folks

I know Anne is in Derry and I'm tied up all day with my manager from London

Obviously, Claire and the students need an answer today.

Marie Claire given the small amount of budget involved vis a vis the critical importance of this matter to the students can i suggest that you go ahead and make the decision on behalf of the partnership?

I know Ann is back later and is possibly contactable by mobile as i suspect CRUN may need to make the payment?

Kevin

BC

Brieghe Conway <info@nacn.org>

Fri 19/11/2021 10:34

...

To: Kevin McCaughan <advantage2@btinternet.com>

Cc: Mulrone, Claire; ann@crun.org; manager@theresourcecentre.org; Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley

You don't often get email from info@nacn.org. [Learn why this is important](#)

thanks,

yes CRUN will make the payment as they hold the money from all 3 Networks

I'm happy with the start for photographs and we can build on these, we have some good professional photos of events with people in them , so that is an option plus we need permission etc.

kind regards

KM

Kevin McCaughan <advantage2@btinternet.com>

Fri 19/11/2021 11:18

...

To: Brieghe Conway <info@nacn.org>

Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Ross Curran; Tyler McBride; William Quigley; ann@crun.org; manager@theresourcecentre.org

Thanks Brieghe

That all makes sense and keeps things moving.

Kevin
PS Claire Anns number is 07971444934 - if you need to speak to her about sorting out payment.



Mulrone, Claire

Fri 19/11/2021 11:24

To: Kevin McCaughan <advantage2@btinternet.com>; Breige Conway <info@nacn.org>

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley; ann@crun.org; manager@theresourcecentre.org

Thanks Kevin

I understand she's busy in Derry at the minute.

I can call or text her later I don't want to interrupt her at a meeting or an event as she probably won't have seen the emails this morning.

Regards

Claire



Ann McNickle <ann@crun.org>

Fri 19/11/2021 15:18

To: Mulrone, Claire; Kevin McCaughan <advantage2@btinternet.com>; Breige Conway <info@nacn.org>

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley; manager@theresourcecentre.org

Some people who received this message don't often get email from ann@crun.org. [Learn why this is important](#)

Hi guys, I would be similar to Kevin, I feel that we have lots more natural beauty areas throughout the area that we are missing out on. I have a friend that sells beautiful photography and has ones of the river Roe, the downhill forest etc, I will contact her and see if she would allow us to use some as long as we possibly could keep her name on bottom of photos

Regards

Get [Outlook for iOS](#)

...



Ann McNickle <ann@crun.org>

Fri 19/11/2021 16:41

To: Mulrone, Claire; Kevin McCaughan <advantage2@btinternet.com>; Breige Conway <info@nacn.org>

Cc: Daniel Middleton; Hickey, Adrian; Ross Curran; Tyler McBride; William Quigley; manager@theresourcecentre.org

Some people who received this message don't often get email from ann@crun.org. [Learn why this is important](#)

Hi folks, I will get payment sorted on Monday when in office



William Quigley

Thu 18/11/2021 14:19

To: ann@crun.org; info@nacn.org; manager@theresourcecentre.org; advantage2@btinternet.com

Cc: Hickey, Adrian; Mulrone, Claire; Daniel Middleton; Tyler McBride; Ross Curran

Hello all,

To begin the process of creating the website, we need you to provide us with a domain name and hosting for your website to allow us to begin. We discussed this in the initial brief. For this project, we recommend that you purchase domain hosting from WordPress, as you get a free domain name for a year with the hosting purchase. To enable the website to have an e-commerce and donate function, we require a premium "theme" that will cost £23.02. To get this, we need you to create an account with Envato and you will need to supply us with the login credentials. The domain name is the link that users will type in to access the site online. We recommend one of the following domain names:

CCGcommunitytrust.com - £10.97/year

CCAGcommunitytrust.co.uk - £15/year

cause-way-coast-and-glens.co.uk - £15/year

The price difference is a reflection of the choice of extension e.g. ".com". If you wish to have a specific extension please let us know.

Kind Regards,
William and the Team



Kevin McCaughan <advantage2@btinternet.com>

Fri 19/11/2021 08:51

To: William Quigley; ann@crun.org; info@nacn.org; manager@theresourcecentre.org

Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Ross Curran; Tyler McBride

Some people who received this message don't often get email from advantage2@btinternet.com. [Learn why this is important](#)

Hi Guys

My thoughts would be to go with what you guys best recommend fits our brief/requirements.

However, as i don't control the budget i will leave this with the 3 network groups to decide.

Kevin



Marie-Louise McClarey <manager@theresourcecentre.org>

Fri 19/11/2021 09:31

To: William Quigley

Cc: ann@crun.org; info@nacn.org; advantage2@btinternet.com; Hickey, Adrian; Mulrone, Claire; Daniel Middleton; Tyler McBride; Ross Curran

You don't often get email from manager@theresourcecentre.org. [Learn why this is important](#)

hi William

thank you

im happy with the first option because it puts more emphasis on community trust

however we shall probably need a consensus from everyone

and perhaps have to meet to agree

what does anyone else wish to do?

kind regards

Marie-Louise



Ann McNickle <ann@crun.org>

Fri 19/11/2021 16:55

To: Marie-Louise McClarey <manager@theresourcecentre.org>; William Quigley

Cc: info@nacn.org; advantage2@btinternet.com; Hickey, Adrian; Mulrone, Claire; Daniel Middleton; Tyler McBride; Ross Curran

Hi William, thanks for this, I'd be happy with 1st or 2nd

Regards

Ann





Ross Curran
Fri 03/12/2021 20:02
To: Mulrone, Claire



Dear Claire,

Hello, I hope you are well. I am creating the contact page and was hoping you could give me the phone number for the Causeway Coast & Glens and the address to put down.

Thank you,
Ross



Mulrone, Claire
Mon 06/12/2021 09:17
To: Ross Curran
Cc: Hickey, Adrian



Ross

They don't have an office as such, so no address or specific contact number. The contact details will be the contact numbers addresses and emails for the three networks you are currently working with.
Hope this helps
Claire



Ross Curran
Mon 06/12/2021 13:10
To: Mulrone, Claire



Dear Claire,

Hello, I hope you are well. I have sorted the contact page on the website now. I appreciate you getting back to me.

Thanks,
Ross



Ross Curran
Thu 09/12/2021 16:37
To: ann@crun.org; info@nacn.org; manager@theresourcecentre.org; advantage2@btinternet.com
Cc: Mulrone, Claire; Hickey, Adrian; Tyler McBride; Daniel Middleton; William Quigley



Hi all,

I hope you are keeping well!

Please see the details to view the website below. As it is not launched or live on the web, you will need to login through WordPress itself to view it.

<https://ccgcommunitytrust.com/>

Causeway Coast & Glens Community Trust

Causeway Coast & Glens Community Trust The three community networks covering the Causeway Coast and Glens Area, the Causeway Rural and Urban Network (CRUN), the Northern Area Community Network (NACN) and the Building Communities Resource Centre (BCRC) have come together to create The Causeway Coast and Glens Community Trust. The creation of the Causeway Coast…
ccgcommunitytrust.com

Email: mcbride-16@ulster.ac.uk
User: CCGTrust
Password: causeway2021#

To view, click the link above. Then in the top right, click 'sign in' and input the details above. You should then be taken to the WordPress dashboard. In the top left there will be the link to the website (above where it says 'coming soon'). Click on that to open the website. From there, you will be able to view and click through the website.

If we could ask you to please provide **feedback** by 10am tomorrow.

Kind regards,
Ross and the team



Kevin McCaughan <advantage2@btinternet.com>
Fri 10/12/2021 09:21
To: Ross Curran; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Mulrone, Claire; Tyler McBride; William Quigley



Hi folk

I've just had a quick look and feel that we had a great foundation to build on.

There are some immediate points

- 1) The text - far too long - TMI - needs to be edited down to the key headlines of who/what we are about.
- 2) Legacy materials - again covers too much space - this would be a website download and should really cover much more than 2 A4 size pages.
- 3) Where could we add video, testimonials, podcasts etc - would like to explore the integration of such materials, perhaps that's a task for us as hosts when we have suitable materials? Just feel that video would bring the whole thing to life?

What do you guys think, are there any additions you would make? Look at it as a critical friend and feel free to make any suggestions - we won't be offended?

Interested to see what other people think?

Kevin



Tyler McBride

Fri 10/12/2021 11:47

To: Kevin McCaughan <advantage2@btinternet.com>; Ross Curran; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Muirone, Claire; William Quigley

Hi Kevin,

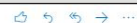
Thanks for getting back to us!

We are happy to revise the text on the website, however you and the team will need to provide us with the fresh text. If you cannot get that to us by 4.00pm today, we will update the WordPress manual that we have created to guide you on how to do this yourselves.

Regarding the Legacy Pack, if you provide us with fresh text for it also then we can create a branded 2-page A4 PDF that users will be able to download from the Legacy page on the website. If this cannot be given to us by 4pm today, then we will update the manual to guide you on how to do this yourself via WordPress!

Kind regards,
Tyler

...



Kevin McCaughan <advantage2@btinternet.com>

Fri 10/12/2021 14:30

To: Ross Curran; Tyler McBride; ann@crun.org; info@nacn.org; manager@theresourcecentre.org
Cc: Daniel Middleton; Hickey, Adrian; Muirone, Claire; William Quigley

Hi guys

Don't worry about changes - once we know how we can do that ourselves.

The website will be an organic document and will constantly need content changed.

Thank you so much for your work - fantastic!

Kevin



Daniel Middleton

Wed 08/12/2021 16:41

To: advantage2@btinternet.com; manager@theresourcecentre.org; ann@crun.org; info@nacn.org
Cc: Muirone, Claire; Tyler McBride; Ross Curran; William Quigley



Dear Causeway Coast and Glens Community Trust,

Hope you are all doing well,

Attached is the Final Design Deck with the changes with the Town Hall logo removed and replaced with the Dark Hedges.

Regards,
Daniel



MICROSOFT TEAMS

Our group used Microsoft Teams to communicate to the community partner. Microsoft Teams was very useful due to the current pandemic circumstances in the world.

ber 2021

Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	1 Sep	2	3	4	5
7	8	9	10	11	12
14	15	16	17	18	19
21	22			25	26
28	29			2	3

The Causeway Coast & Glens Community Trust Fund

Wed 29/09/2021 16:30 - 17:30

Microsoft Teams Meeting

Join

Calendar

Mulrone, Claire invited you.
Accepted 4, Didn't respond 2

Looking forward to our discussion and the development of a media brief for your new website. See you all on Wednesday. Claire

Yes, I'll attend



10.EVALUATION & REFLECTION

EVALUATION & REFLECTION

WORKING AS A TEAM

As a team I feel we all got the chance to utilise our skills for the project. We all have our own unique skills that we used to develop the deliverables for the community partner. Each member of the group gravitated towards their strengths within the group work. Working in a group of four was a brand new experience for myself. Spreading the workload evenly with all the group members can be difficult at times, as we do not want someone to fall behind, or not contribute to team by helping other members. Overall, I am very happy working with my colleagues on this project for the community partner. We were able to meet the deliverables required for the client.

APPLYING KNOWLEDGE & SKILLS

Implementing the theory and skills that I gathered in MED109 Fundamentals of Digital Design was helpful, as I referred back to skills such as the importance of following the brief and delivering it in the most efficient way I can. Doing research before getting deep into the project without knowing anything about the community partner would set me up for failure. This is why I had to carry out research, as it backed up my confidence and knowledge trying to develop the best outcome suitable for the community partner. Being able to demonstrate a good understanding of interactive media practices, such as the use of the Adobe Creative Suite, was essential for the creation of the visual brand identity for the community partner. All of these apply as graphic design materials, and answering a live brief for the community partner is important. Showing my applied knowledge and skills with the initial design experiments, trying my best to develop concepts for the brand identity, and explaining my thought process with the decisions that I chose to implement into the initial practice were vital. I also showcased numerous designs with different colour treatments and created mood-boards for inspiration and research going into the development stages of the project. I also applied my skills towards the group work by adding my knowledge, which I have developed over the years as a creative designer. I also helped my colleagues with constructive feedback on their work.

Being able to apply skills from different modules has been a great refresher as to why they are just as important as time goes on. As I develop a greater knowledge of design, it is because time goes on. Working on this project has made me think back to all my modules, such as Designing for Data with Alan Hook. This module had a similar structure as I developed a design and showcased it to my group in that module, and then came together and decided which idea would best fit the client, and answer the live brief. Each brief is different, but the skills that come from delivering a live brief will always stay with me. Each module develops my technical skills, and this means I can apply them to whenever a live brief is given to me. I feel I have strongly showcased this throughout this production log as it shows the journey of my work and contribution to the team.

KNOWLEDGE OF SOCIAL ENTERPRISE

This module provided me the opportunity to work with a client and add value back to the community by helping to develop their vision for the organisation. This was developed by using design to brand the Casuseway Coast and Glens Community Trust to an audience of the public.

Our group has shown that we can take our skills and develop them into practice to fit the community partner's ambitions for the brand. During this module, we learned to utilise tools such as Basecamp and Clockify for time management. We also learned how to communicate professionally with a client and carry out the deliverables assigned to our group. Finally, there was a high expectation level of quality going into this project, as we are representing the University of Ulster and the whole of Interactive Media students along with our Project Manager, Claire Mulrone, and Creative Director, Adrian Hickey.

WORKING WITH A CLIENT

This was a great experience for myself, as I have never worked in this environment before with a team of people developing content for a client. Working with the client was really enjoyable, as they were very helpful in the team meetings answering my question about what they were looking for in their brand identity. They gave us 100% of freedom with the design for picking colour and styles for the designs. They were really excited to see each member's design pitch for the project, and the feedback that we got from the design pitch was constructive criticism that will help all of us develop individually. I really enjoyed this journey with the community partner as I learned a lot from the project by working with people and communicating with a client.

FINAL THOUGHTS

Overall I am happy with the outcome of the project with my colleagues as we got all of the deliverables for the community partner and successfully created a new visual identity for digital and print work, including a website with e-Commerce, merchandise mocks-ups and social media accounts for their online presence. The community partner was also grateful for all the work that we had created as a team by calling our work "fantastic."

CONCLUSION

I am happy that I had an opportunity to work with a client. This opportunity has been amazing to expand my learning as this project has widened the scope of my knowledge and understanding of how to work with a team of people and talk to clients. Not only was this a great stage in my development, but it also provided me with the chance to develop an idea for the community partner, which was great for my social skills and talking to new people. I had a lot of fun researching and creating logos, which was a process that really enhanced my design skills as this was a new skill that I have been trying to improve on over the past couple of months. This was one of the main skills I really developed over time as I created more ideas and refined them with the feedback given to me from Adrian. Personally, I think that I have tried my best coming up with ideas suited towards the live brief.

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