



Causeway Coast & Glens Community Trust



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The Module

The Project Social module provides me with the opportunity to use the skills that I have developed throughout my higher education. This includes the recently acquired skills and knowledge gained from completing a year of placement with an agency in Belfast (Journeyfor).

Through this module, I am given the chance to put back into society what I have learnt up to this point. The module will place me into a group to show (and learn) how I can work as part of a team and emulate that we are part of a design and creative agency, working for a real life client.

My team and I will work together and alongside Adrian Hickey and Claire Mulrone, to develop a creative brief that meets the needs of our client. By the end, we aim to have created the necessary content that the client requires, using each of our skillsets to our advantage.

Aim of Module:

- An opportunity to work as a team.
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.

The Project

Our client is the **Causeway Coast and Glens Community Trust**. They were initially a 'Trust Fund' but halfway through the project they dropped the 'fund' from their name.

The project specification is:

Create a visual identity and brand for new Community Trust Fund formed by 3 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.

Develop an interactive web site that explains why the 3 networks came together to establish this new Trust Fund and to showcase the work of each of the individual rural network. It is critical that the website has an ecommerce function on the landing page to allow to people to donate to the Trust Fund or the any of the individual rural networks and to sell merchandise.

Create branded designs for a range of print materials including a downloadable Legacy Pack, advertising, social media templates and designs for range of branded merchandise for the Trust Fund. This could also include video footage and photography depending on PHA advice re COVID19.

Skills Required:

- WordPress
- HTML
- CSS
- Photoshop
- Illustrator
- InDesign
- DSLR Skills

How did we fit in?

Having worked for a branding and film agency, I knew that I would be able to adapt to help out across this project. I understand the runnings of a real-world project. Whilst my strength lies in filming and video editing, I will be able to assist the team by keeping us organised and keeping communication as clear as possible between the team, the client and Adrian and Claire.

Ross' main strength is graphic design so I knew we would be covered for graphic and visual elements with him on our team.

Daniel is a jack-of-all-trades. He can turn his hand at a bit of everything this project has to offer.

Billy is very technology and website minded. When it comes time to create the WordPress website, I know he will be of great assistance.

The Team



Me

Client Manager
Lead Communications
Web/Graphic Designer



Daniel

Lead Graphic Designer
Pitch Designer
Branding
Web Designer



Ross

Graphic Designer
Social Media Manager
Brand Guidelines
Web Designer



Billy

Web/Graphic Designer
Tech Support
Web Documentation

The Client

Three community networks have come together to form the Causeway Coast and Glens Community Trust. They are:

- Causeway Rural and Urban Network (CRUN)
- Northern Area Community Network (NACN)
- Ballymoney Community Resource Centre (BCRC)

The following is from the introduction to our client document that Claire Mulrone (supervisor for this project) had supplied myself and the team with.

Prior to the onset of the pandemic, the world of fundraising and income generation was witnessing the growing positive influence of social media via digital marketing. However, there can be no doubt that the pandemic witnessed an acceleration in the importance of online platforms and associated digital marketing in achieving successful fundraising objectives. Nowhere was this more evident than in the case of Captain Tom Moore. The family had hoped to raise £1,000 however the captain became an internet sensation and ended up raising more than £32 million for the NHS.

The three community networks that collectively support community organisations located across the Causeway Coast & Glens Council area are looking to modernise their approach to their traditionally fundraising and income generation.

Quite simply COVID19 decimated their traditional fundraising approaches while at the same time creating an ever-increasing demand for their services and supports. A return to the 'Old Normal' in terms of their traditional fundraising approach is not a viable option.

Aim and Objective

The 3 networks working collectively are seeking the support of the University in establishing a cutting-edge website complemented by the identification and implementation of a digital marketing strategy.

The primary aim is to utilise the website as a critical engagement tool in terms of the partnership being able to link up with and influence the giving potential of a diaspora of national and international donors.

The Trust fund will also develop a digital marketing strategy is an essential phase two component of the project. We are aware that a website The partners have already had contact discussion with Profile Tree (<https://profiletree.com>) regarding the potential implementation of an appropriate digital strategy.

The primary objectives are to:

- Enhance the collective potential of the three networks to tackle needs via the recruitment of a new generation of local, national, and international donors.
- To create a model of delivery that can be cascaded across the province via the existing local Community Networks to be found in each council area.

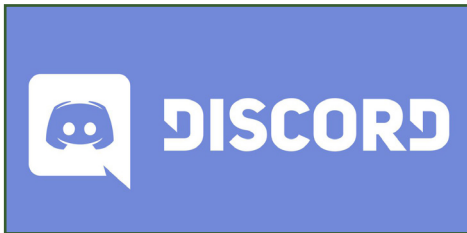
Time Frame for the Trust Fund:

- To have the website ready to launch at the beginning of the new calendar year 2022. This will be completed by a team of Final Year Interactive Media students from Ulster University
- To have identified an appropriate complementary digital market strategy by the beginning of the new calendar year 2022.
- To secure the funding required to fully implement the digital strategy by the beginning of the new financial year 2022/23.



Project Management

For this project, we will be making use of two platforms for communicating as a team:



We have decided as a team to use Discord as our primary platform for communicating with one another. It offers benefits such as being able to type-chat, video call, share screens and allows file-sharing. All four of us already have accounts with Discord, which saves us hassle trying to set up a different platform.



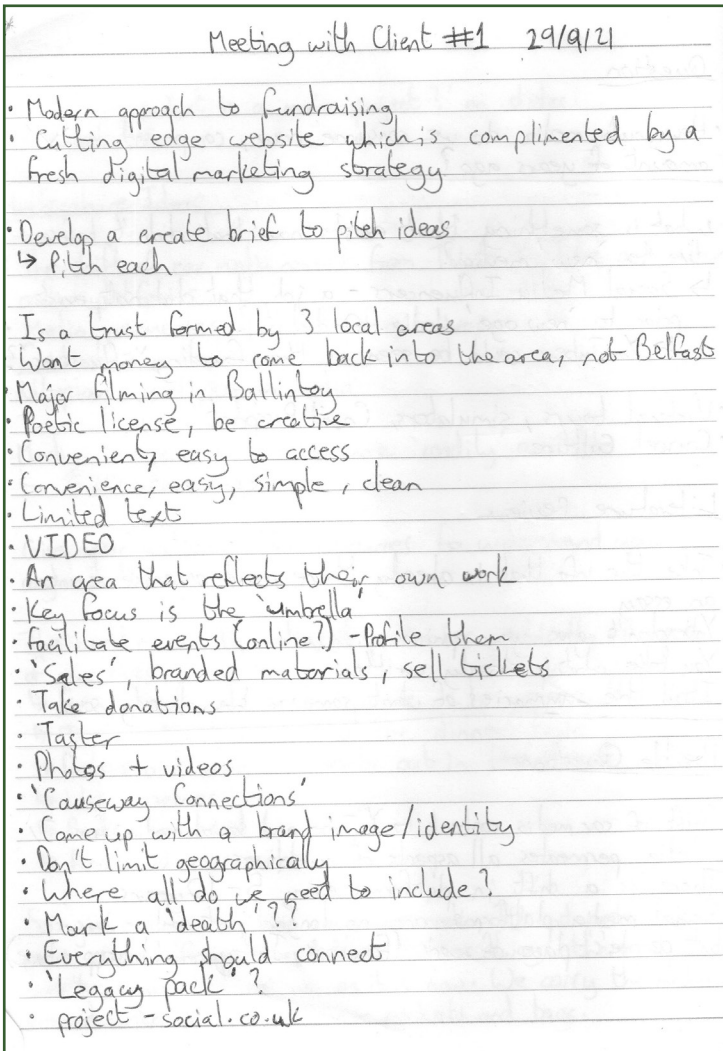
Basecamp is the official platform for communication that is set up by Adrian (project manager/creative director). Basecamp is where we will all post our work, documentation and share files. We will be able to easily communicate with Claire and Adrian through this medium. It also allows for them to provide us with feedback on our work as Basecamp allows users to comment under files and documents! We can also create 'to-do' lists on Basecamp, which will be useful for showing who is working on what task and when it is to be delivered by.

We will also be using our university emails to communicate with the client and to share our work and documentation with them to gather feedback.



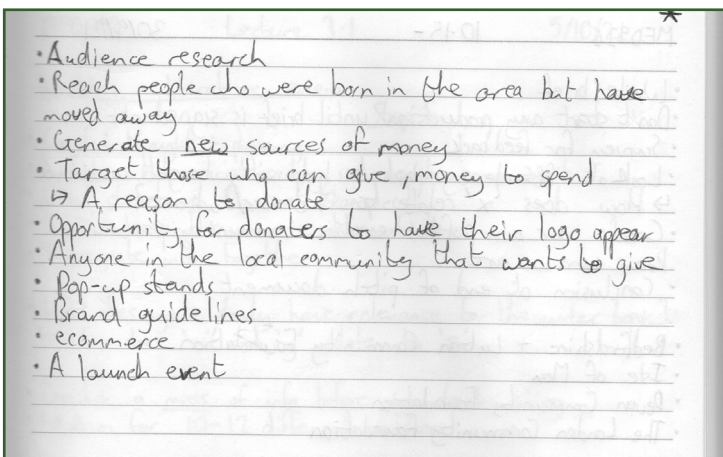
PHASE ONE

Client Meeting



After getting confirmation of being assigned to the Causeway Coast & Glens Project, within a few days we had our initial meeting with them (29/9/21). This was conducted though Microsoft Teams, as due to COVID-19, we were unable to meet with them in person.

During this meeting I took notes (see left) so that I could ensure that we had a record of what the client wants from this project.

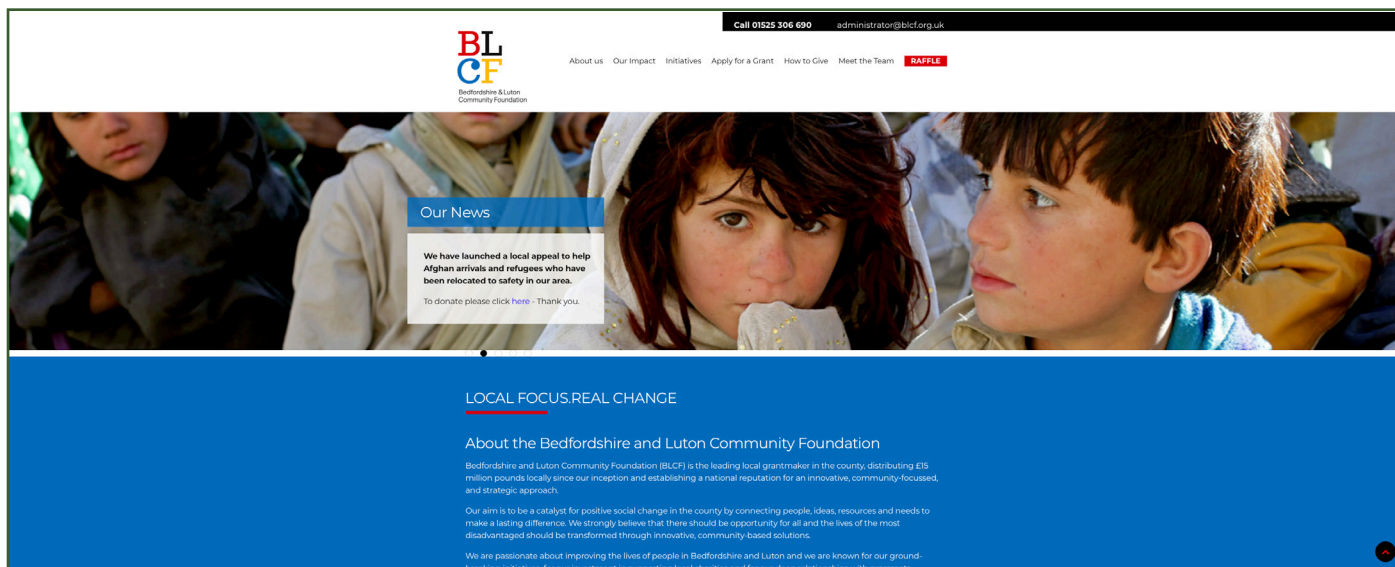


Research

Once we had spoken with our client during our initial meeting, we had a much better idea of what to research. As the client is a community trust, we all researched two community trust/foundation websites each. It is this research that would form the basis of our benchmarking. This enabled us to determine what features and design elements would be best and most suitable for the Causeway Coast and Glens Community Trust.

Below is the research that I had performed on the two community foundation websites that I had undertaken. Each team members research was incorporated into the client's brief under the 'summary' section. This was to allow the client to understand our perspective of looking at other websites from a design and functionality point of view.

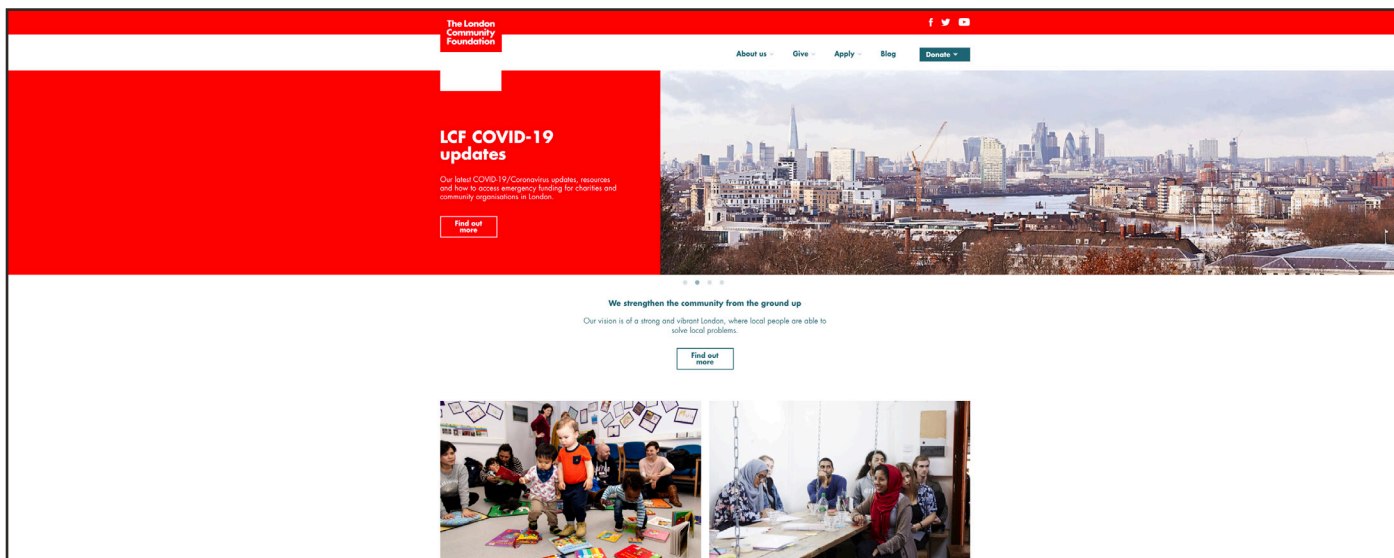
Bedfordshire and Luton Community Foundation: <https://blcf.org.uk>



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.

London Community Foundation: <https://londoncf.org.uk>



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.

Benchmarking

Once each member of the team had assessed and evaluated their two chosen community foundation websites, we got together on Discord to have a team meeting. The purpose of this meeting was to create a benchmarking table (Daniel took the responsibility of this). This table would allow us to more easily understand at a glance what features and elements we will need for creating the Causeway Coast and Glens Community Trust Website. It would also help us to know what not to do with the website!

The following page contains the benchmarking table which will show the key ideas and elements that we will use to build the foundation of the website around. To the right I have summarised the main takeaways as a result of our research.

Key Research Points:

- We want to create a clean, minimalist website
- Not text-heavy
- Our target audience are the local population, those with wealth and people that used to live in the area but have since moved.
- Sans-serif typeface
- A donate function is crucial
- Easy and clear menu navigation

Benchmarking Tables

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	

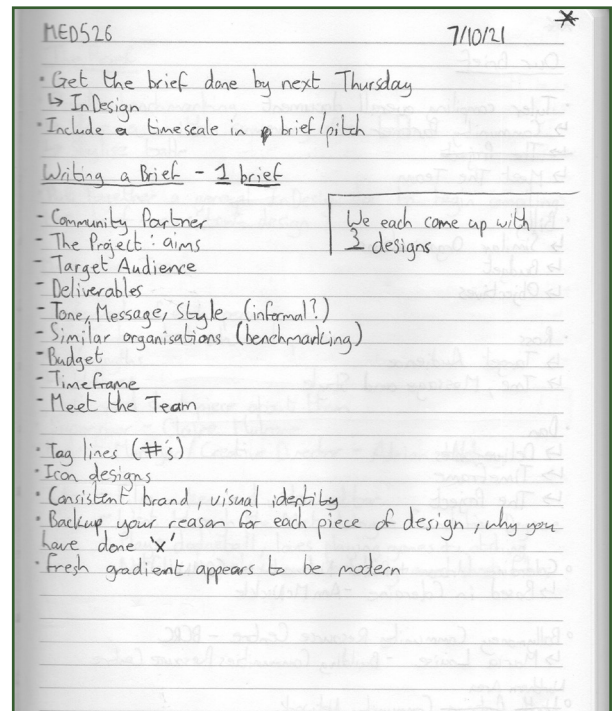
		Forever Manchester	Norfolk Community Foundation	Bedfordshire & Luton Community Foundation	The London Community Foundation	Cheshire Community Foundation	The Community Foundation N.I.	Community Foundation Wales	Cornwall Community Foundation
	Explanation of service	On homepage	On homepage	On homepage	On 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%

The Brief

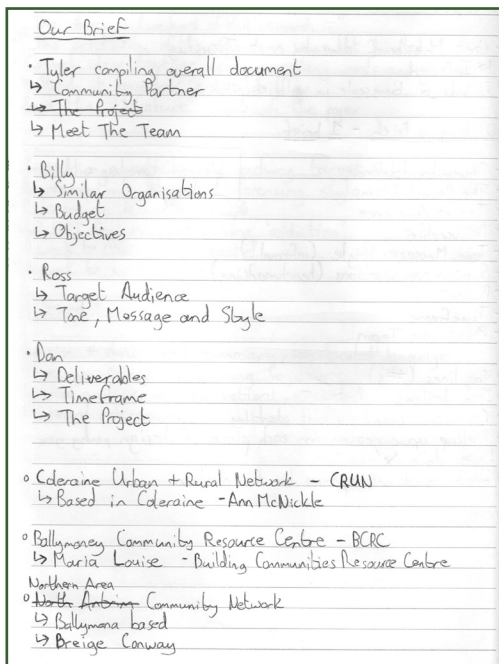
When it came to writing the brief, every team member played a key role. We split each section of the brief up and allocated them to someone.

My role was to create the brief document and compile everyone's sections together. I was also to write the section about the community partner and the 'Meet the Team' section. I was happy to take this role on as I knew this would be an opportunity to combine some design work along with my organisational skills.

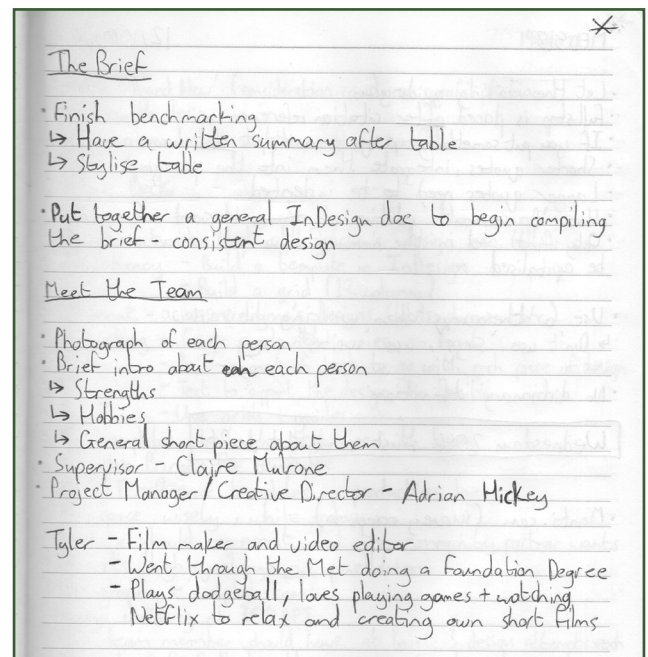
The images on this page are of my notebook. They are notes that I had taken during class time which turned into a team meeting for organising the runnings of the brief document.



Notes of what needs to be included in the brief.

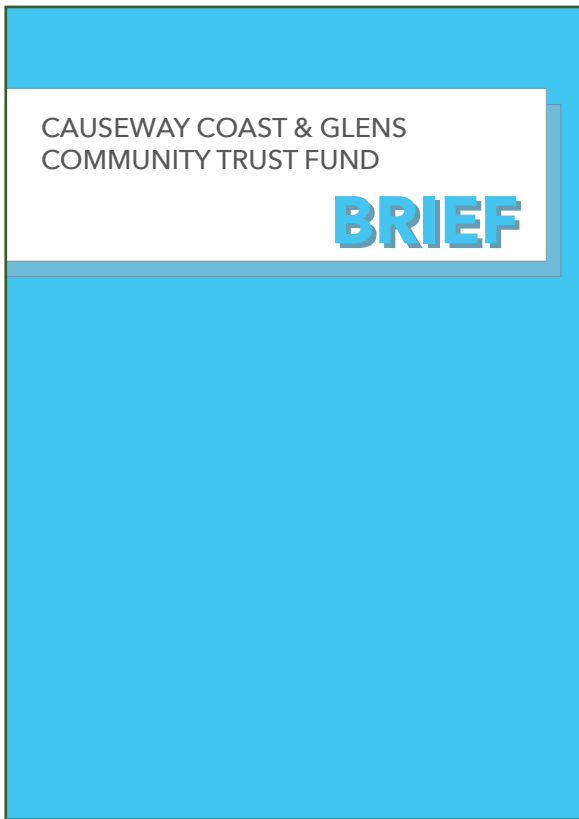


Deciding which section of the brief everyone would take.



Some initial ideas I had for the sections that I had been allocated.

The following pages contain the final client brief as I am the one who created the document.



Cover Page

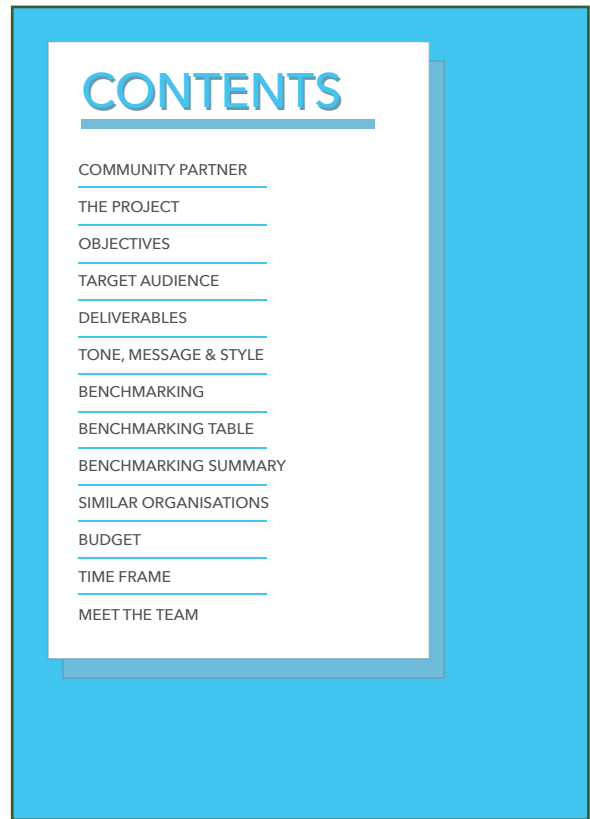
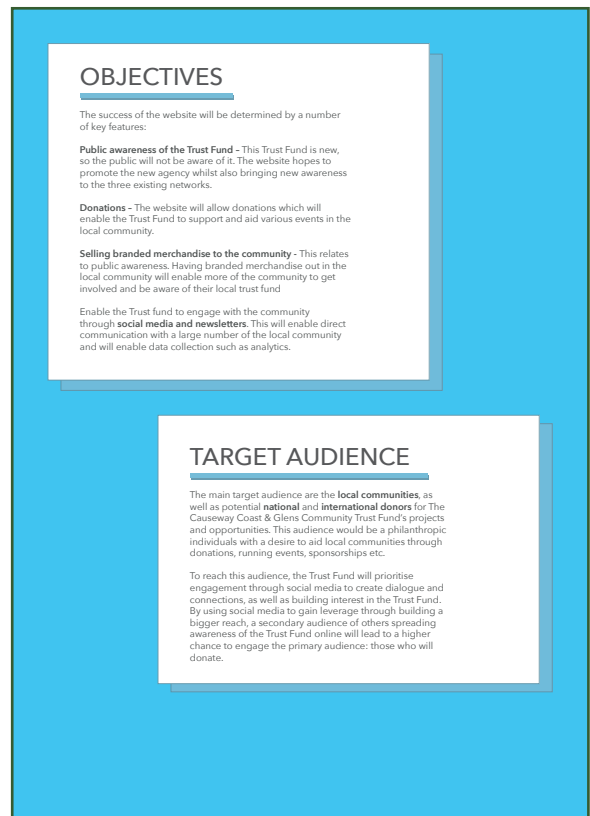


Table of Contents



Community Partner - Me
The Project - Daniel



Objectives - Billy
Target Audience - Ross

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.

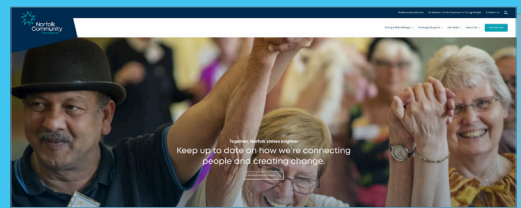
The message of the brand will be conveyed through a website style featuring interactive elements, engaging users in a history of the Trust Fund and the three networks that came together to form it. This is made more personal and intriguing by a showcase of each network's impact to encourage donations. 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/>



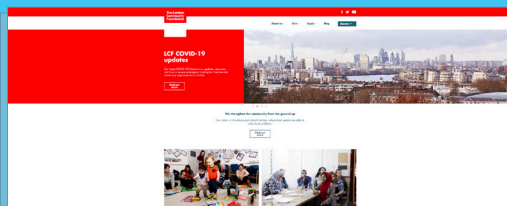
Norfolk Community Foundation
<https://www.norfolkfoundation.com/>

Deliverables - Daniel
Tone, message & style - Ross

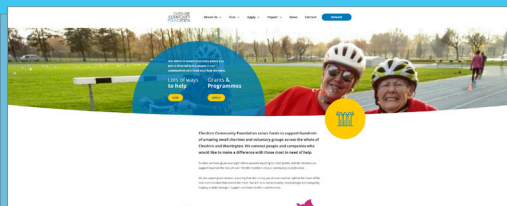
Benchmarking - Collaborative



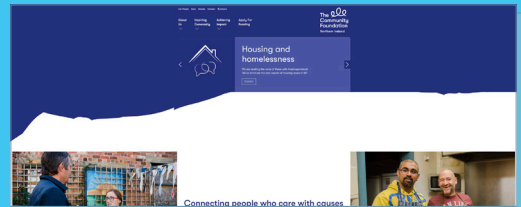
Bedfordshire & Luton Community Foundation
<https://www.blcf.org.uk>



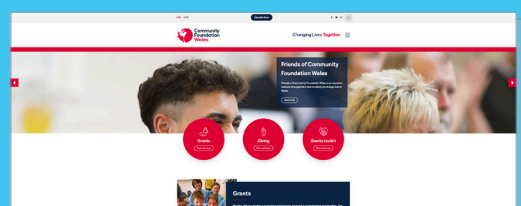
The London Community Foundation
<https://londoncf.org.uk>



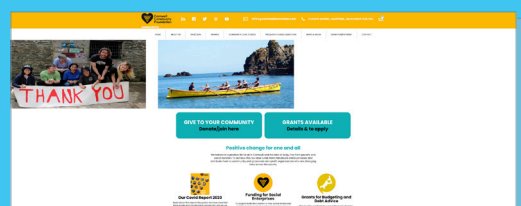
Cheshire Community Foundation
<https://cheshirecommunityfoundation.org.uk/>



The Community Foundation NI
<https://communityfoundationni.org/>



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



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

Screenshots of each website used for research and benchmarking.

Screenshots continued.

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 into.

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	Fast heavy too much on the page. Tabs awkwardly placed	Clear and Clear	Content Heavy	Clear and Professional	Contentful and inviting	Clear and corporate	Simple and clean	Fast to load, looks professional
	Target Audience	Local	Local	General Public and those who want to fundraise	Local and Business	Local and Business	Local and Business	Local and Business	Local and Business
	Responsive	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Content Prioritisation	Good articles	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider	Image slider
	Mobile nav test	Horizontal	Horizontal	Horizontal	Horizontal	Horizontal	Horizontal	Horizontal	Horizontal
	Logo placement	Top left	Top left	Top left	Top left	Top left	Top left	Top left	Top left
	Technical	Donate online	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Analytics	Google analytics	Google analytics	Google analytics	Google analytics	Google analytics	Google analytics	Google analytics	Google analytics
	Navigation	Roll-down	Click through	Roll-down	Roll-down	Roll-down	Roll-down	Roll-down	Roll-down
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	Page of page	None	Page of page	None	None	None	None	None
	Readability	None	None	None	None	None	None	None	None
	Contact Us	In the Footer	In the Header	In the Header and Footer	In the Footer	In the Header and Footer	In the Header and Footer	In the Header and Footer	In the Header and Footer
	No. of clicks to Contact Us	1	1	1	1	1	1	1	1
	Exhibitions of services	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage
	Evidence of research	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	Links in Header
	Privacy Policy	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer	On CCF Away in the Footer
	Load Time	3.1s	2.3s	2.5s	2.3s	2.5s	2.3s	2.5s	2.3s
	Accessibility	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Flow easy to navigate	2	2	2	2	2	2	2	2
	Clear & Accurate Headings	Yes, but too many	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Buttons clearly visible	No	No	No	No	No	No	No	No
	Buttons clearly visible on mobile	No	No	No	No	No	No	No	No
	Only in menu	No	No	No	No	No	No	No	No
	Uncluttered	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	High quality images	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Overall Score	58%	68%	60%	76%	64%	52%	72%	60%

Benchmarking Tables - I asked if someone on the team could put the table together and Daniel stepped forward to do so.

BENCHMARKING SUMMARY

The Forever Manchester website received one of the worst scores out of all the websites we benchmarked with 58%, this is because it was very text heavy which instantly gave the impression that it is old. On top of this 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.

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 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.

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 not satisfied 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. What we appreciate that they have a sticky horizontal bar with right hand side.

Overall, the Bedfordshire & Luton Community Foundation website is far from a bad website, though receiving a score of 60% means there is a large amount of room for improvement. We did not have a bad experience, but we feel it has missed the mark on conveying 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 was 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.

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 core 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 N.I. website seemed very 'old 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 text, 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

Summary of our research and benchmarking.

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.

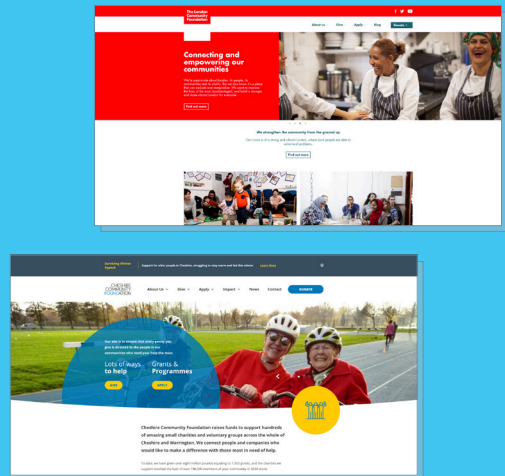
Overall, the Community Foundation Wales scored 72% in our benchmarking process.

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 tablet. 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 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!

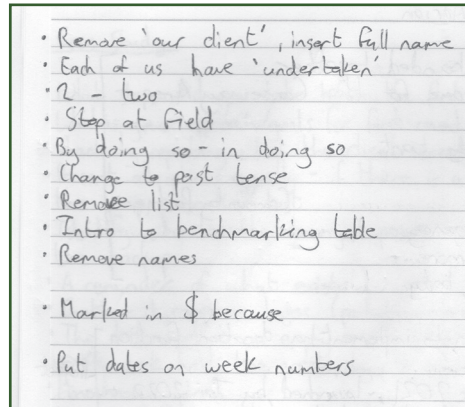
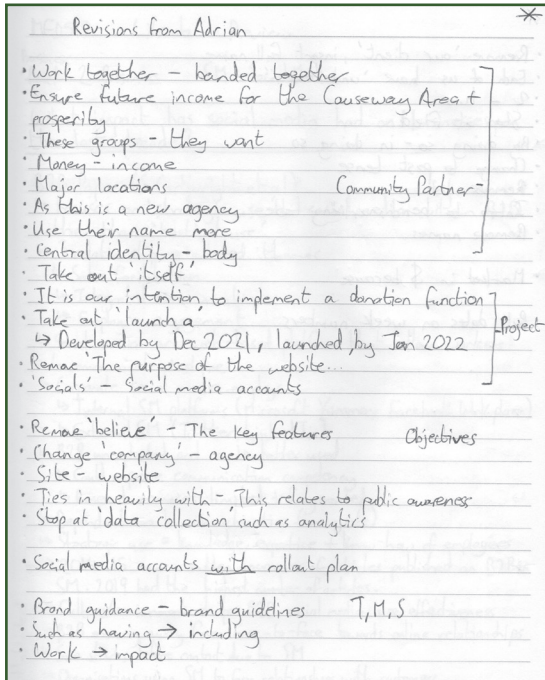


Research and benchmarking continued.

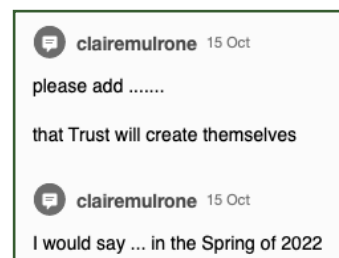
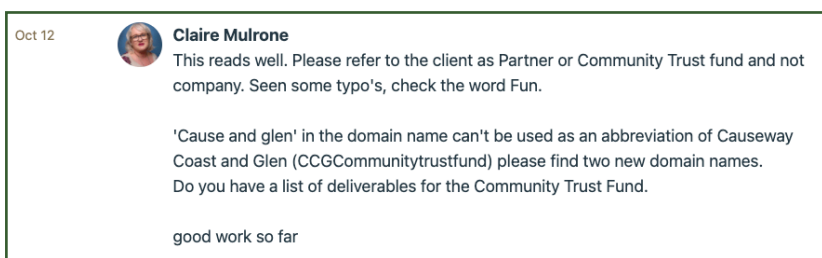
Similar organisations - Billy

The Brief - Feedback

Feedback from Adrian and Claire



These two images are scans from my notebook. Adrian sat with me in class of week 4 and went through the brief document. I noted down what he suggested should be changed. The changes were mostly text based. That night, using these notes, I went through the brief and applied each of these changes.



In the two screenshots above are Claire's feedback on the client brief document. Similar to Adrian, Claire's feedback was in reference to the text. She had noticed some spelling errors. She also made us aware that the domain names that Billy had initially put forward were not suitable. I informed Billy of this and he found two new domain suggestions. Those are the two that are in the final brief document.

Feedback from the client

COMMUNITY PARTNER

The Causeway Coast & Glens Community Trust Fund is being formed by three local **Networks**:

Causeway, Urban and Rural Community Network (CURN)

Northern Area Community Network (NACN)

Building Communities Resource Centre (BCRC)

These **Networks** will work together with a common goal to **fundraise for new income** to support the **local community**. The **Causeway Coast and Glens catchment area**. These **Networks** have a **strong identity** that will also **bring to the community** a **strong identity** to **enable** **the community**. As the **local community**, with the **correct 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 and social engagement**. We will **develop a customised 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. It is our **intention** to implement a **donation function** that will allow the agency to receive **income directly** through the website.

Funding Officer Deleted: was

Funding Officer Deleted: Networks

Funding Officer Deleted: Causeway

Funding Officer Formatted: Right: 2.88 cm, Space Before: 0 pt, Line spacing: Multiple 1.03

Funding Officer Deleted: y

Funding Officer Deleted: the

Funding Officer Deleted: of both

Funding Officer Deleted: ina.

Funding Officer Deleted: ing

Funding Officer Deleted: be invested in the 'not for profit'

Funding Officer Deleted: in

Funding Officer Deleted: designated geographical

Kevin McCaughan Deleted: wanting money to come back into the area instead of Belfast.

Funding Officer Deleted: groups

Funding Officer Deleted: want to have

Kevin McCaughan Deleted: o ensure

Funding Officer Deleted: and

Funding Officer Deleted: area

Funding Officer Deleted: With places such as Ballinbo 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.

Kevin McCaughan Deleted: a agency

Funding Officer Deleted: i

Funding Officer Deleted: to branch out to

THE PROJECT

The website will include explanations on each of the three networks, a donation page, legacy page and a shop. We also need the space/capacity to be able to **embrace any emerging opportunities**. The website will link together the new Trust Fund with the 3 local **urban and rural networks**.

This will give the Trust Fund an online presence which allows **the ability to donate or buy merchandise** 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.

Funding Officer Deleted: in

Funding Officer Deleted: it has been formed by.

Funding Officer Deleted: anyone who wants to.

Funding Officer Deleted: straight

Kevin McCaughan Deleted: .

TARGET AUDIENCE

The main target audience are the **local communities, as well as potential national and international donors** for The Causeway Coast & Glens Community Trust Fund's projects and opportunities. This audience would be a philanthropic individuals with a desire to aid local communities through donations, **running events, sponsorship, etc.**

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.

Kevin McCaughan Formatted Table

Kevin McCaughan Deleted: particularly

Funding Officer Deleted: made up of like-minded,

Kevin McCaughan Deleted: .

After receiving and implementing Adrian and Claire's feedback, the next stage was to pass the brief over to the client to allow them to provide input and feedback. This was crucial to ensure that we as a team, were hitting the mark of what the client wanted out of this project.

Thankfully the feedback from the client was positive and any changes were of minor detail. It was mostly wording changes. They wanted to ensure that the correct and appropriate vocabulary that was specific to who they are as an organisation was being applied. One such example of this was to change the word "profit" to "invested".

The screenshots to the left show all of the feedback that was given to us by the client.

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 +2 others

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

Phase 1 - Communication


Communication with the team

The following pages contain my communication log with my team during phase 1 of the project and development of the brief. We used Discord as our main platform for communication. Due to this being an external platform, we each have usernames that are different to our real names. The key to the right shows who relates to what username.

Discord Usernames:

- RedFox - Myself
- Ongietan - Ross
- MINlaMIDD - Daniel
- SlashedChaynz - Billy

Benchmarking Meeting

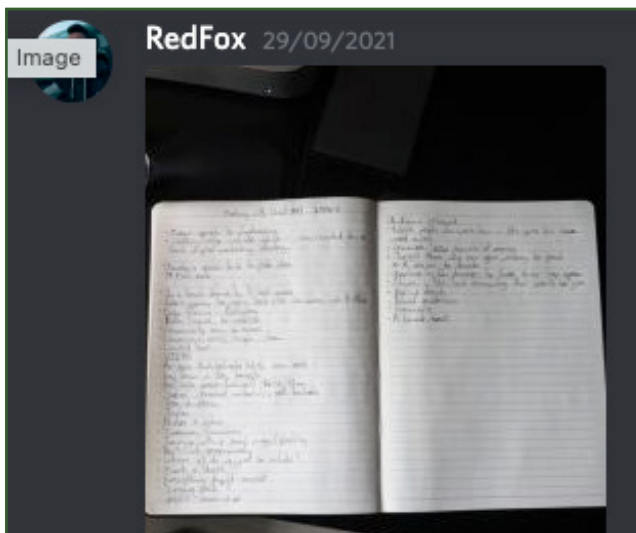
 Tyler McBride · Oct 4 · Notified 5 people

Hi guys, I think it would be best if we all could meet on Wednesday evening to compile all of our reviews. Discord will probably be easiest as we can share screens and share files easily that way. If this does not suit anyone, do say so that we can at least organise to get your reviews off you in order to create the unified benchmarking document.

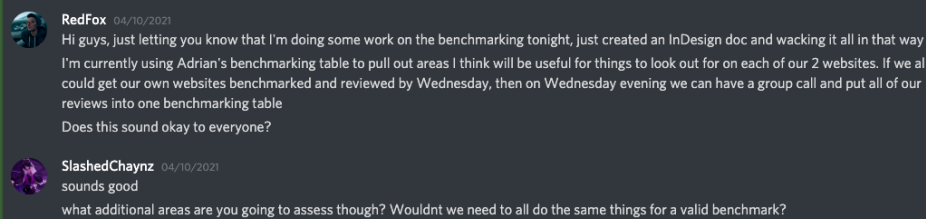
Thanks!
Tyler



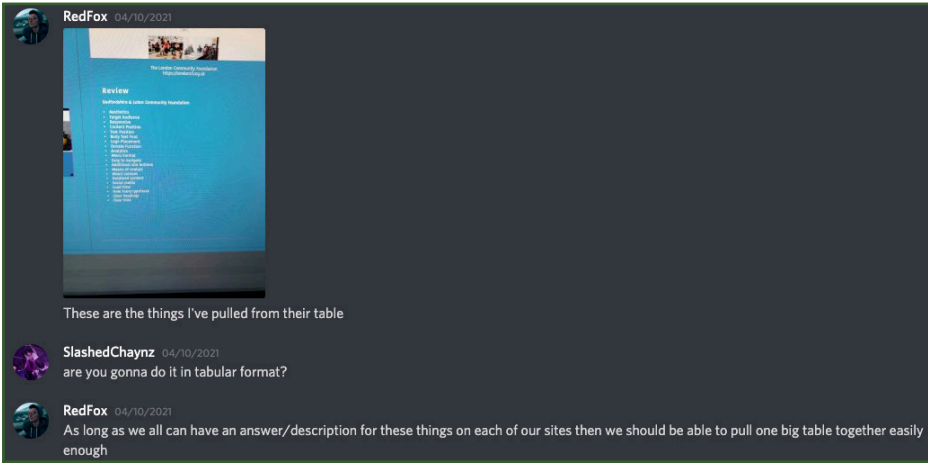
As I was the one compiling the brief document, I wanted to make sure it was done in a timely manner. This screenshot shows my message to the team on Basecamp, calling for a meeting (October 10th).



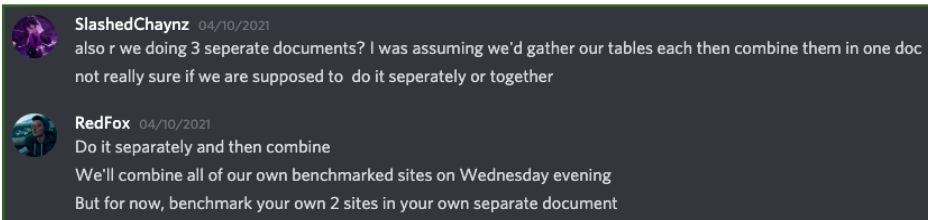
I shared the notes that I took during our client meeting with my team. This was to help anyone with their sections of writing the brief.



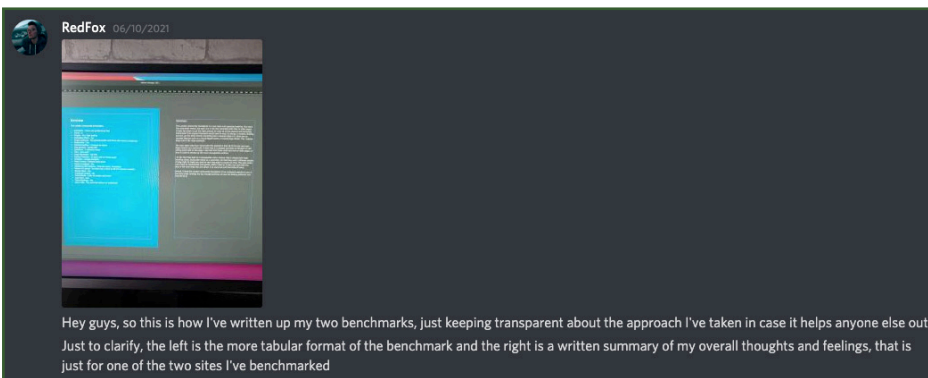
Updating the team of my own progress on the brief and benchmarking.



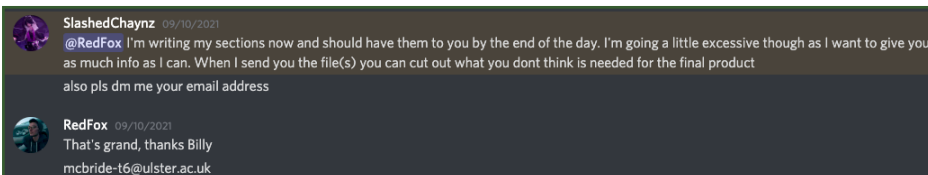
Sharing the key areas to include in our benchmarking table (aesthetics, target audience etc.).



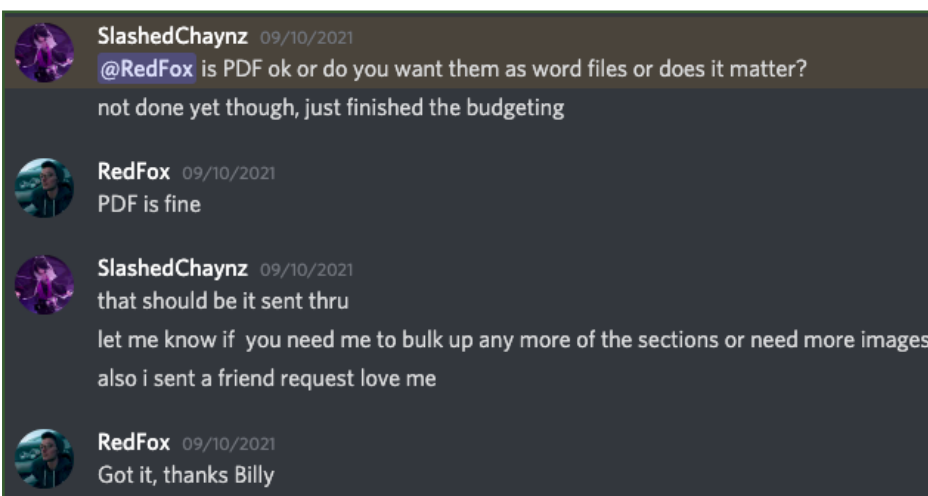
Clearing up confusion about how the brief would be compiled.



Showing the team how I went about doing my benchmarking. This was to help anyone who was struggling and so that we could have consistency.



Billy informing me that he had emailed his sections of the brief to me.



RedFox 11/10/2021

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

RedFox 11/10/2021
Suppose not

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

RedFox 11/10/2021
Okay then each of you give me a list of skills and qualifications

SlashedChaynz 11/10/2021
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 11/10/2021
For me it would be an video, imagery and visual design and client work experience

RedFox 11/10/2021
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?

Asking the team for feedback on my ideas for the 'Meet the Team' section of the brief.

Using their feedback, I was able to create this section so that everyone was happy with it and had an input.

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

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

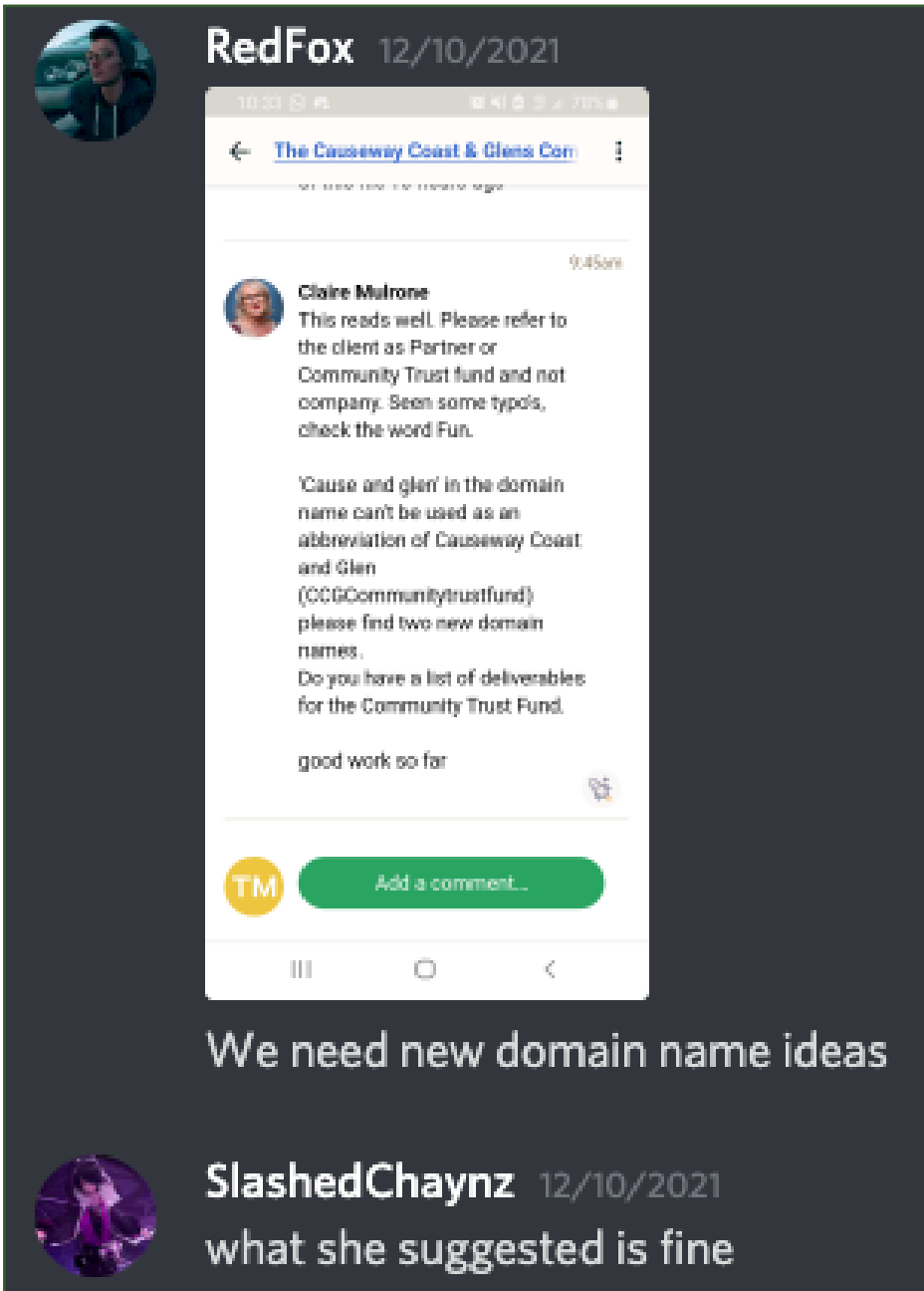
Ongietan 11/10/2021
Thanks I'll send that now

RedFox 11/10/2021
Cheers Ross 👍

Ross confirming he had finished his sections of the brief.

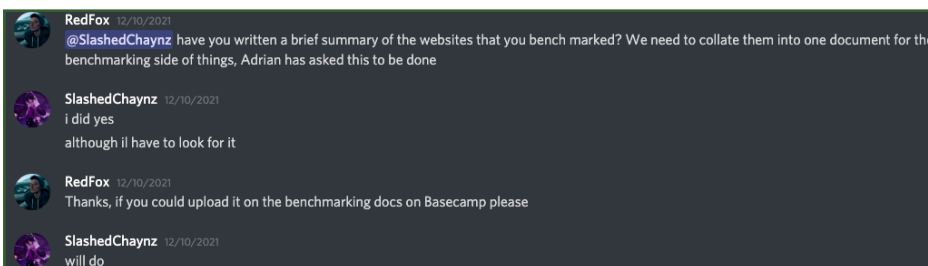
MINIaMIDD 12/10/2021
Uploading my Summary and sections to Basecamp

Daniel confirming he had finished his sections of the brief.



Informing the team that Claire had posted feedback on Basecamp about the brief.

I specifically highlighted to Billy that the domain names he had put forward as suggestions for the client had been flagged by Claire. I asked him to update the domain names and resend them to me as screenshots so I could update the brief document.



I kept on top of the team to ensure I received each section of the brief to form the final document in a timely manner.



RedFox 12/10/2021



Right lads

Which group of photos do you want?



MINIAMIDD 12/10/2021

Top row



RedFox 12/10/2021

Okay 1 vote for top row



SlashedChaynz 12/10/2021

either



RedFox 12/10/2021

@Ongietan



Ongietan 12/10/2021

I like the top one



MINIAMIDD 12/10/2021

Hey Ross used my account..

But idc



Ongietan 12/10/2021

I think the bottom ones are too dark on our faces



MINIAMIDD 12/10/2021

Seems like it's the top one

@MINIAMIDD Hey Ross used my account..



RedFox 12/10/2021

?

Okay, top row it is

For the 'Meet the Team' section of the brief, I had brought my own camera to take photographs of each team member after class (week 3).

I asked them for feedback of which photographs they would rather be used.

RedFox 12/10/2021
 @SlashedChaynz we need two new domain name suggestions, are you able to come up with two new ones and send me screenshots like the two you had in your PDF?

SlashedChaynz 12/10/2021
 Yep can do will have u them tmr

RedFox 12/10/2021


Reminding team members of when I needed their pieces of work.

RedFox 13/10/2021
 The latest version of the brief has been uploaded to Basecamp if you guys want to have a look

SlashedChaynz 13/10/2021

Updating the team of when the latest version of the brief was on Basecamp for them to view.

RedFox 13/10/2021
 @SlashedChaynz where are we at with the replacement domain name examples?
 @SlashedChaynz @Ongietan I need your guys summaries for the benchmarking of your websites, need to get that sent off today
 @MINIaMIDD if I send you the colour codes and typeface for the documents I've created for benchmarking, could you style the table with it?



This is what the summary currently looks like if you need some idea of what Dan and I have written for our summaries

Keeping on top of the team to ensure their sections of the brief are completed on time.

I asked Daniel if he would assist me by creating the benchmarking table.

MINIaMIDD 13/10/2021
 @RedFox yeah I can do that

RedFox 13/10/2021
 @MINIaMIDD awesome I'll send you the stuff now, 2 secs
 Typeface: Avenir Next
 Use bold for headings in the table and regular for the actual content
 Use white for the background of the body content
 9fc9df: Use this colour for the background of the Website boxes
 6e9eb4: Use this colour for the border and lines
 65b8db: Use this colour for the feature heading box
 29a3cd: Use this colour for the category heading box
 b9d2e1: Use this colour for the category and feature column, just tint the category one slightly darker so that it's distinguishable from the feature column but still fits in with the colour scheme
 For the colour of the text itself, anything in the main body of the content make sure it is black with an 80% tint to make it slightly grey
 Any text that is in a green box, use 'paper' (i.e. white), same goes for any text that is on top of a blue background, unless the grey definitely stands out better (such as on some of the lighter blue colours)
 I'll look for a good green here
 3fa535: Use this for the green highlight

To ensure consistency, I gave Daniel the hex codes for the colours I had used to create the document.

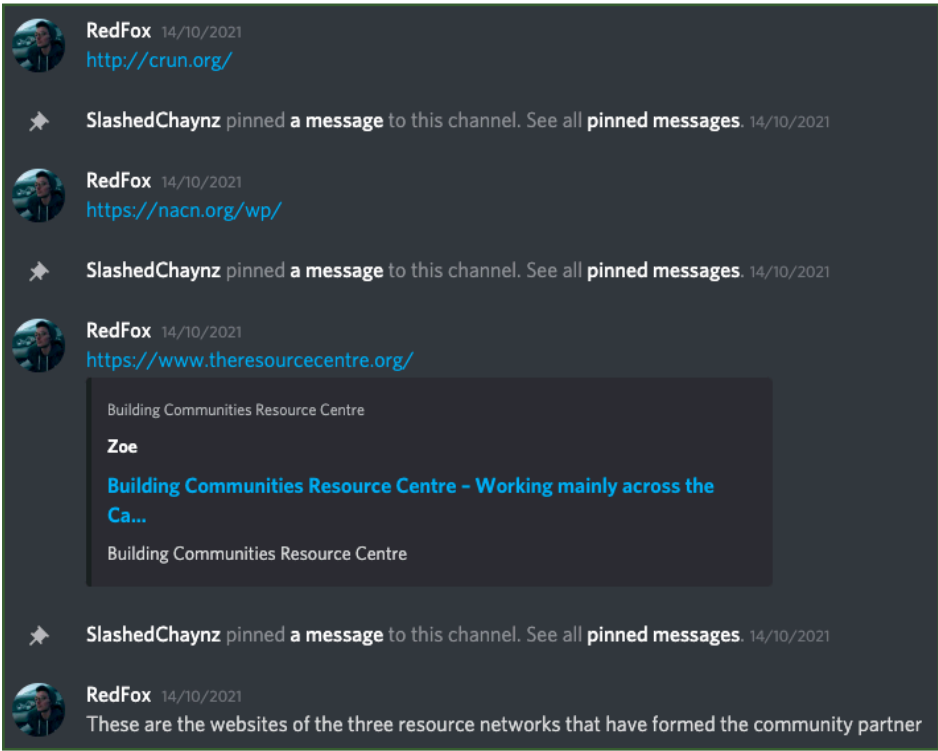
This was a great help from Daniel, as the tables were an important feature of the brief.

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

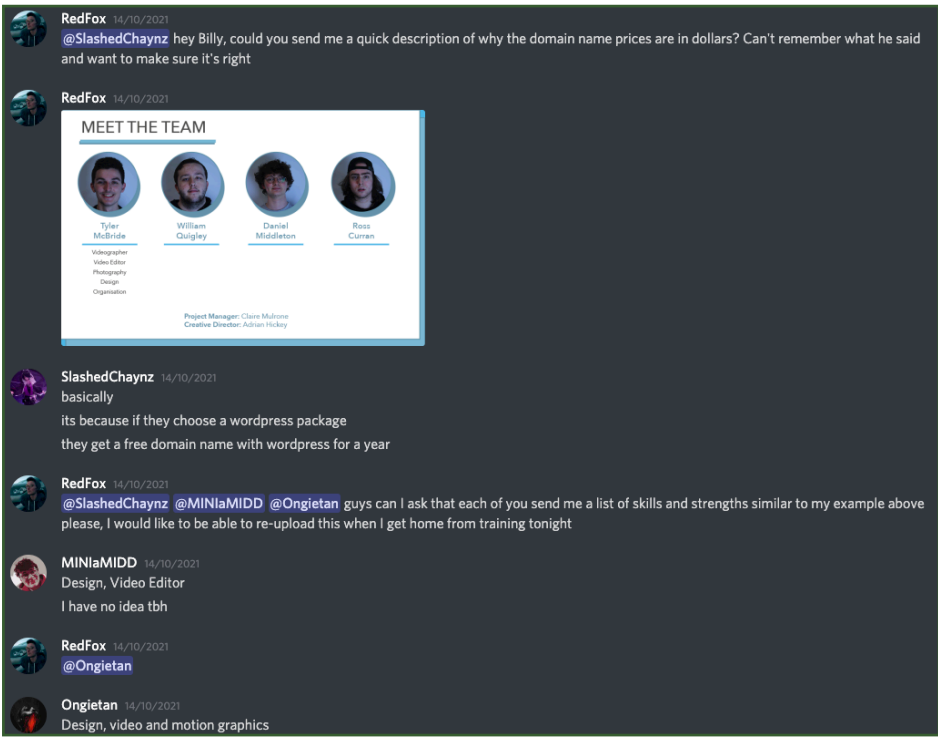
Ongietan 13/10/2021
 @RedFox Getting my second section finished now. Are we still doing a group meeting now?

RedFox 13/10/2021
 We can do, I can show what the summary looks like for you guys to see

Ensuring team members are carrying out their part of the brief.



I shared each of the client's websites to the team.




Asking Billy to clarify a discrepancy with the prices of the domain names.

To complete my section, 'Meet the Team', I asked each member to send me a list of skills they possess.


Communication with Adrian and Claire

The following pages will show my communication with both Claire and Adrian during this phase of the project. I did also communicate with them verbally during class time, asking questions and getting queries resolved.

Oct 12  **Claire Mulrone**
This reads well. Please refer to the client as Partner or Community Trust fund and not company. Seen some typo's, check the word Fun.


'Cause and glen' in the domain name can't be used as an abbreviation of Causeway Coast and Glen (CCGCommunitytrustfund) please find two new domain names. Do you have a list of deliverables for the Community Trust Fund.

good work so far


Oct 12  **Adrian Hickey**, Senior Lecturer in Interactive Media
Can you let us know when this is complete please and then I will take a pass over it?


Thanks

Adrian

Oct 12  **Tyler McBride**
Yes will do, we will be finalising tonight and tomorrow so should have it checked off by tomorrow.


Thanks,
Tyler

 Tyler M. added a new version of this file on Oct 13

Oct 13  **Claire Mulrone**
Great, I'll look forward to reading it.
see you tomorrow.
C


Adrian informing me that he would provide feedback once I had fixed the changes from Claire.

I updated them both, ensuring we would have the work ready on time.

Oct 15  **Claire Mulrone**
Two minor changes please see sticky notes.
This revised version with simpler more concise language reads really well.
Adrian I am happy for this to go to the group. please email it to all three partners and to Kevin

1. Coleraine Urban and Rural Community Network Ann McNickle ann@crun.org
2. Northern Area Community Network Breige Conway info@nacn.org
3. Building Communities Resource Centre Maria Louise McClarey manager@theresourcecentre.org
4. Kevin McCaughen advantage2@btinternet.com


Further revisions of the brief from Claire.

Oct 15  **Tyler McBride**
Hi Claire,

That is grand, I will make those changes as soon as I can and will re-upload to the brief document folder.

Thanks,
Tyler


Acknowledging Claire's message.

Oct 18  **Adrian Hickey**, Senior Lecturer in Interactive Media
Tyler,

Have you sent this?
If not, can you please CC Claire and I in when you do?

Thanks
Adrian


Acknowledging Adrian's message.

Oct 18  **Tyler McBride**
Hi Adrian,

No I will send that to the 3 partners and Kevin ASAP!

Kind regards,
Tyler

As we needed to send the brief off to the client as soon as possible by this point, we rectified any issues we had during class. I had uploaded the brief as an 'InDesign Package' to Basecamp in case of such an event. However, the font would not link. I wrote the message to the left on Basecamp to inform Adrian and Claire of this issue and that it would be resolved ASAP when I had access to my personal computer.



CCGTF Brief Edited.indd
Posted by Daniel M. · October 21, 2021 · 6.6 MB
[Download](#) · [Replace with a new version](#)

Notes:
We have made the changes to the brief, however, we have an issue with the fonts. I am uploading this document here that has the changes made so that as soon as I get home, I can re-export the brief with the original fonts.

Claire, was it Ann and Breige that I need to email it to directly and then everyone else CC'd?

Thanks,
Tyler

 **Daniel Middleton**
I was logged in to the base camp on the PC in lblock, however, Tyler wrote the message. Just to clear any confusion

 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 +2 others

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

During class, I spoke with Claire to flag that we had incomplete feedback from all of the clients. She emailed them on our behalf to try and speed them up in replying to us.

 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 +1 other

Hi Ann/Breiga

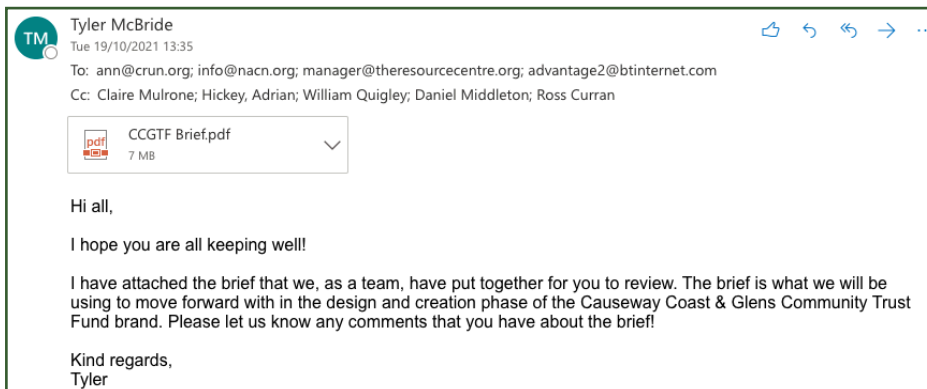
I think Claire has received feedback from both Maria Louise and myself can you add comments to Maria Lousies most recent working doc and send it to Claire?

Ta!
Kevin

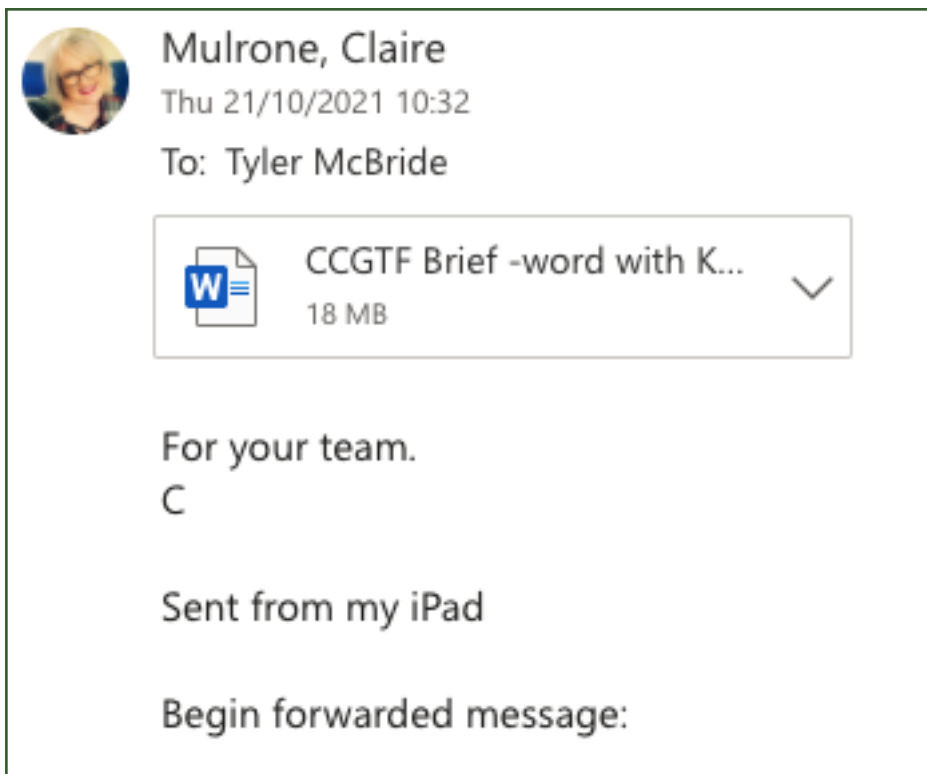
Claire's email (above) worked as it spurred Kevin on to chase the rest of the clients up to provide their feedback on the brief.

Communication with the client

The next few pages highlight my communication with client. The only time I had to contact the client during this phase of the project was to send them the brief so that we could get their feedback. Using the feedback gained through these emails, we were able to deliver the final brief document rapidly.




As I have the most experience emailing and dealing with real-world clients, as a team we agreed that I would pass the brief on to the three community partners and Kevin.



Kevin provided us with some feedback in a Word document. Claire passed this document on to me as he forgot to tag me in the email.

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 +2 others

 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

After speaking with Claire during class that day, she told me to make the most recent changes provided by Kevin. Claire asked me to then email the updated brief directly to the two community partners who were yet to reply to my initial email for feedback.

BC Briegie 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 +2 others

Thanks Tyler

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

Kind regards
Breige

After providing them with the latest brief, they replied.

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 +2 others

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

Ann then replied with some further feedback.

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 +2 others

 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

I promptly made the changes Ann had requested and sent them the updated (and final) brief document.

AM Ann McNickle <ann@crun.org>
Thu 21/10/2021 22:03
To: Tyler McBride; info@nacn.org
Cc: Mulrone, Claire; Hickey, Adrian; '

Thanks Tyler

The end result: the clients were very pleased with the brief that we had put together for them.

Phase 1 - Reflections

The Project

I was very pleased with the outcome of the brief. I was glad that I got to create the first document that would get the project off the ground and on to its feet. I did find it tricky to initially come up with the design for it, as at this point there was no material for the Causeway Coast and Glens Community Trust. I gave it my best attempt to create something that would be neutral but yet colourful and hopefully inspiring! I wanted to give the clients a good first impression of our work as a team and a reason to put their trust in us.

If I were to create the brief document again, I would reassess the full-blue background. Looking back, it is not something I feel will age too well. Instead, I would perhaps use a white background with blue accenting throughout the document.

As for the rest of the document, I am happy with it. I gave each item a 3D effect. This was to stop the document from feeling 'flat'. I wanted the information to pop out for the client and to catch their eye.

The Team

I was very happy with the team's performance during this phase of the project. Everyone was responsive and replied quickly whenever I would ask them for updates on their progress.

I did find myself a bit frustrated at times with the speed at which everyone completed their sections of the brief. However, I know that this frustration is down to the fact that I work in the industry and have a lot more experience of working to tight deadlines and understand the runnings of a project.

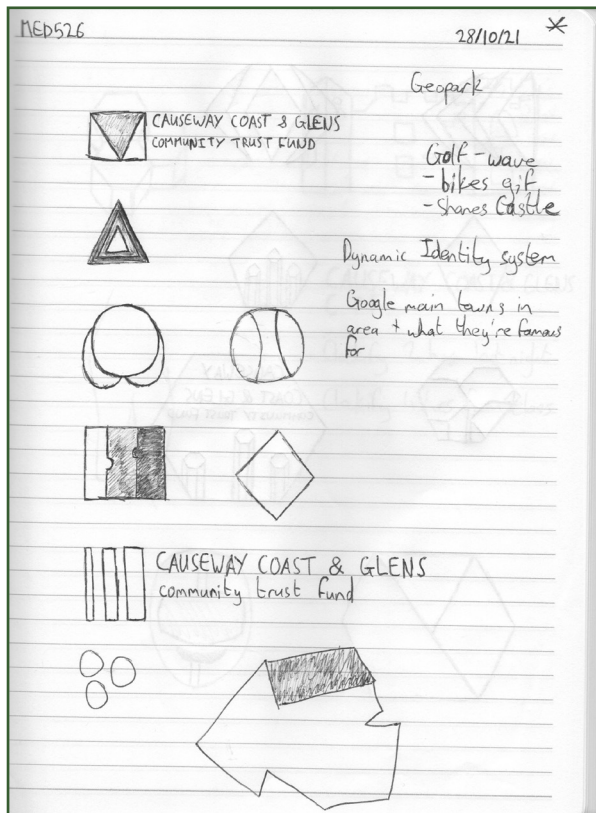
Instead of getting frustrated with the team, I applied my experience. I regularly checked in with the each member to track their progress and ensure they were fulfilling their role.

In the end, we managed to deliver a complete brief to the client. We did run a week late with it, but I feel that with that extra time we came up with the right brief to fit the client.



PHASE TWO

Logo Design



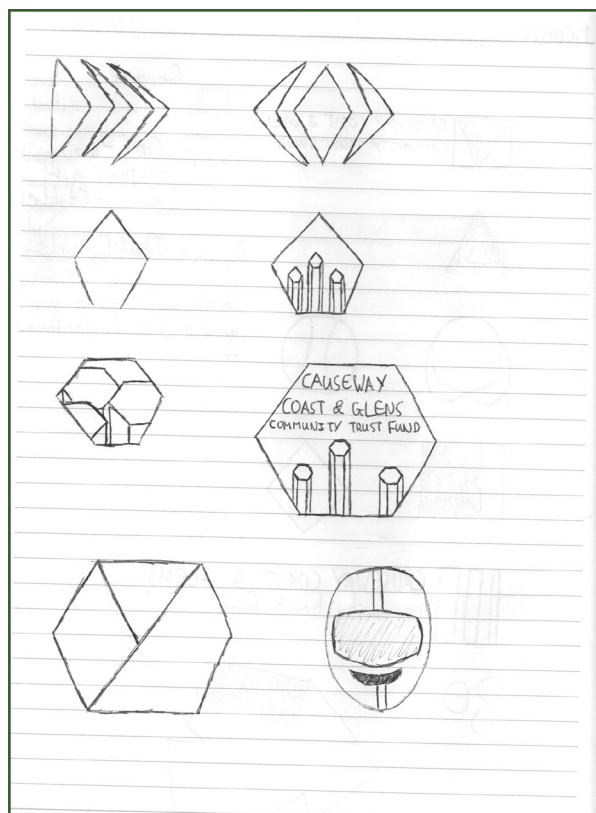
Coming up with a completely new brand was going to be hard, and graphic design is not my strength.

To get myself into it, I started by drawing some sketches.

My thoughts were to come up with a logo that mirrored the three community partners coming together to form one new organisation.

The sketches to the left show my first attempts at trying to come up with an idea that met my thinking.

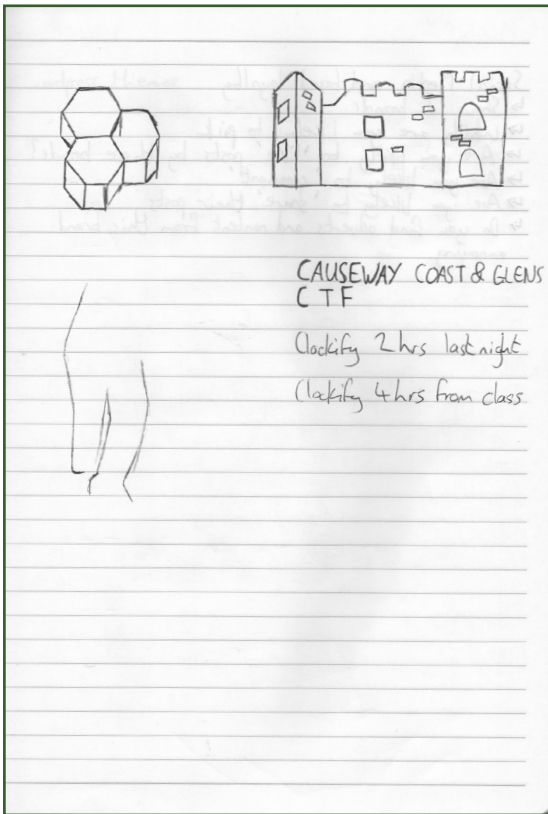
The bottom sketch is a rough outline of Northern Ireland, with the Causeway Coast and Glens borough highlighted.



This page continues on with the idea of trying to show the connection of the three community partners.

After speaking with Claire and Adrian, they suggested looking at the branding from a geographical perspective.

Claire specifically aided me in thinking about what landmarks stood out in the Causeway borough. We then chatted about the idea of how could we incorporate the three networks geographically into the logo. For example, the helmet sketch is of Joey Dunlop. This would represent Ballymoney Community Resource Centre (BCRC), as that is where Joey and the famous Dunlop family are from.

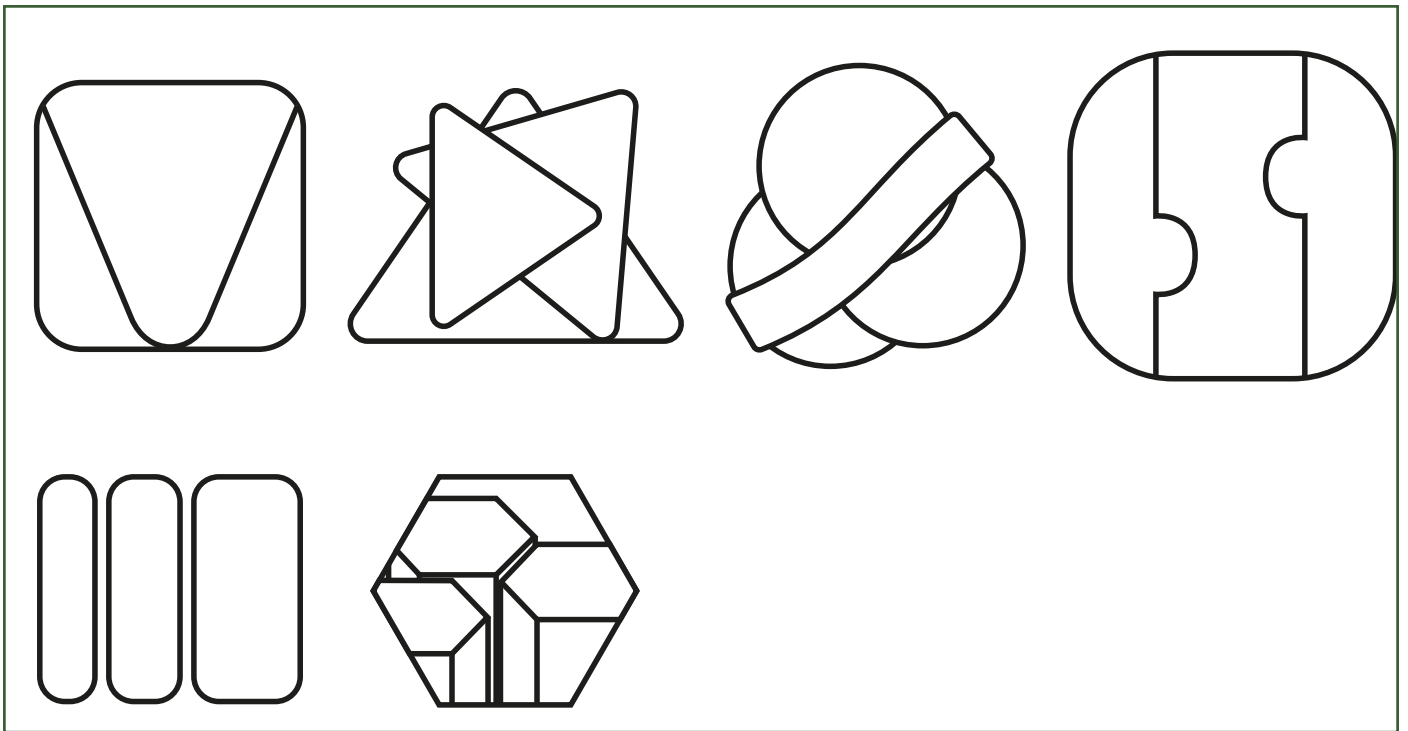


Claire and I discussed that Shane's Castle could be sketched to represent the Northern Area Community Network (NACN). I looked up a photograph of it on Google and attempted to recreate it, as seen in the scan to the left.

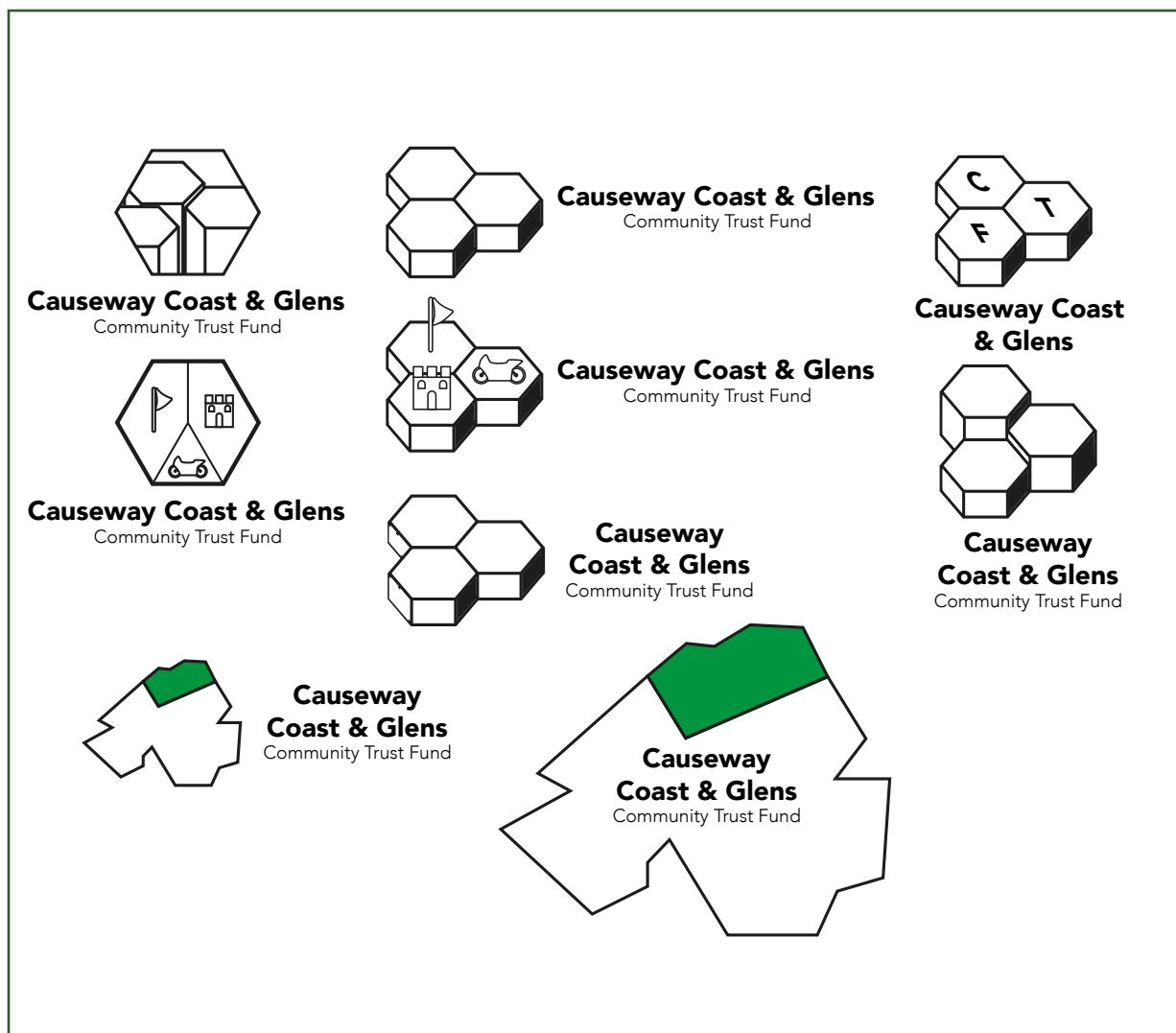
For Causeway Rural and Urban Network (CRUN), Claire said that Ann was a big fan of golf. Using this idea I attempted to sketch out a golfer. Unfortunately I do not possess the drawing skills for that, but I do carry the idea of golf over further down the line.

I also began to experiment with lettering and words for the logo, rather than having an icon.

With 'Causeway' being in the name of the organisation, I tried to use it for inspiration. The sketch in the top left goes on to be a part of my final logo design.



Above are some of my initial sketches from my notebook recreated in Illustrator. At this point I still had no clear or definitive idea of how I wanted the logo to look. These digital sketches were to get me started on using Illustrator to go further with my ideas.



These are my first real designs. Adrian suggested that I try to use icons within my design to represent the three networks respectively.

The first design: the three hexagonal pillars within the hexagon were to represent the three networks coming together into one. This idea translated to the other hexagonal designs. The hexagons being physically connected were purposely designed to show this theme of the networks coming together.

From my sketches, I wanted to digitally see the Northern Ireland map idea brought more to life. I experimented with the placement of the text as well as the size of the icon to see which suited the style of the logo better. The green area represents the Causeway borough. The idea was that the logo would geographically

highlight the entire borough, instead of trying to represent the area through individual icons, which could verge on being too area-specific.

Icons on the raised hexagons:

- The flag is to represent golf in the borough. This is something I created to appeal to Ann from CRUN and to represent the area.
- The motorbike represents the motorbike racing heritage of the area, such as the North West 200 and the Dunlop family.
- The castle was created to represent Shane's castle, as previously sketched. I opted for a more simple style of a castle so that it could be applied to other heritage sites in the borough and not be restricted to the one castle.

I created three variations of the text/letter logo to play around with the colours on it. The black and white version was the base idea.

The blue/green version was to represent the area as a place of natural beauty, as it is a coastal borough with plenty of wildlands, such as the Glens of Antrim.

The red version was a riskier take on it. I wanted to see if it would make the logo stand out more when compared to the other variants. The faded white segment going through the centre of it is supposed to be a river, again to allude to the area's sense of nature.

Reflections of initial designs

At this point I was pleased with the initial design concepts I had come up with. With graphic design not being my strongest element, I felt I had so far done a good job of attempting to represent the community partner geographically in my designs.

By this point I was favouring the three joined hexagons. I liked how the colours and 3D effect gave them a stronger 'presence' amongst the other designs. I also liked the map design, particularly the smaller version with the text to the right. I feel that this would have looked nice on a t-shirt/hoodie. However, it is too generic and does not have as much connection to the community partner as some of the other designs.

Logo Feedback

 **adrianhickey** 4 Nov

CTF is out!

 **adrianhickey** 4 Nov

This is quite successful
Can you develop this to include a range of icons that map more activities and therefore be more useful in different contexts.

 **adrianhickey** 4 Nov

Can I see this with icons on it too please?

 **adrianhickey** 4 Nov

Can I see the text underneath - this perhaps needs a horizontal and vertical version depending on use case - like the ulster logo

 **adrianhickey** 4 Nov

Can I see these with icons instead of CTF please?

I think if you develop this one and the one above we can decide on which to pitch.

 **adrianhickey** 4 Nov

Can I also see this in a range of colours? - including a version that pulls the colours from the existing agencies
And put trust fund under the text on the left please.

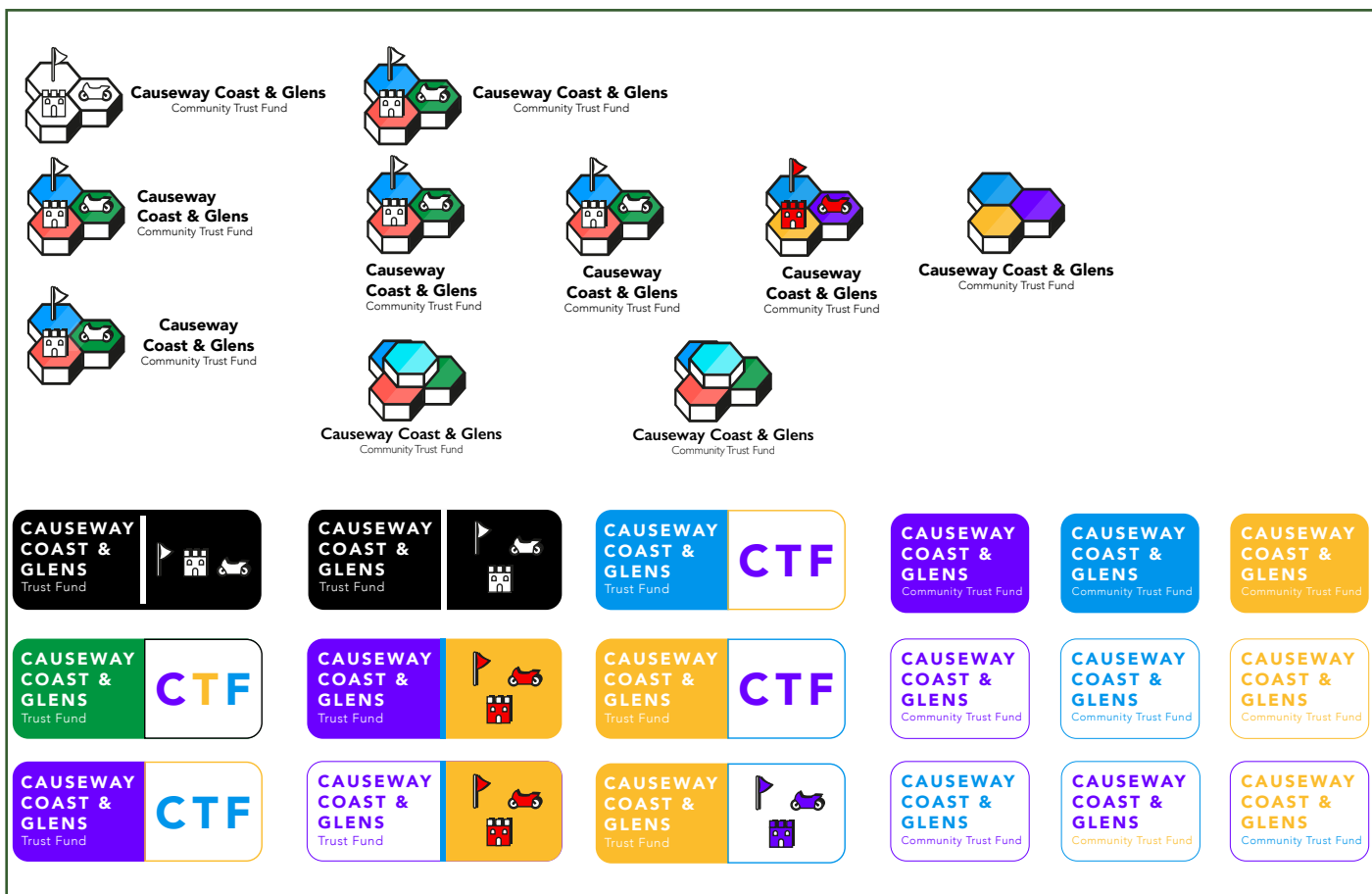
I uploaded my designs so far to Basecamp to receive feedback from Adrian. The screenshots to the right display what he had to say.

I misunderstood what Adrian meant by 'CTF is out', thinking that the alignment of the letters was out. It was only after my second batch of designs did I realise that he meant 'CTF' was not to be used in the logo - it was too confusing for the audience to understand what it stood for.

The next three comments are in reference to the three combined hexagons. I was pleased that Adrian liked this concept.

Adrian is referring to the text/letter 'capsule' logos. I was glad to know that he liked another concept of mine. It gave me a touch more confidence in my graphic design abilities.

You will see in my next batch of designs that I took the advice of pulling the colours from the existing agencies.



This page shows my second round of designs. Using Adrian's feedback, I attempted to improve the two designs that he pointed out as my strongest concepts.

For the hexagon design, I created multiple variations. These ranged from colour variations, text alignment/placement and with or without icons.

After looking through each of the community networks websites, I pulled one colour from each that stood out as what could be their 'main' colour. Blue - NACN, purple - BCRC and yellow - CRUN.

I will admit that I was stumped for more icons. I found this to be quite challenging to come up with three more unique ways of representing the community partners. Instead of giving up on the icons entirely though, I added the colour red to make them stand out more.

I also added a fourth hexagon variation to the design. The idea for this was to more visually show the three networks coming together to form the new organisation.

I tried to build upon the 'capsule' concept using Adrian's feedback. I created many variations, utilising the colours from the networks websites. I also created versions with the icons to replace the letters 'CTF'.

Logo Feedback

Nov 5



Adrian Hickey, Senior Lecturer in Interactive Media

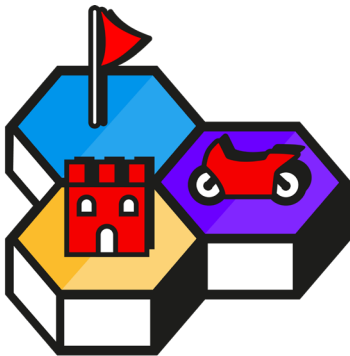
Big improvement Tyler. I think I said to one of the others in the group 'CTF' is out - not well enough known to run with CTF.

My preference is the raised Hexagon treatment with the icons on top - left align text underneath - and it has the full wide horizontal version too. But I prefer the vertical version. It is up to you which you run with.

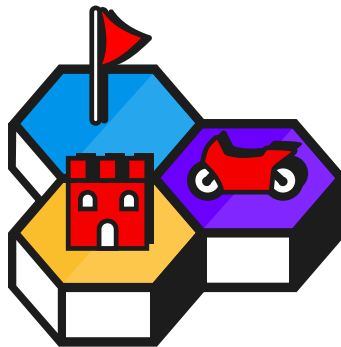
If you run with a bottom version make sure you replace CTF with icons.

Well done.

Above is Adrian's feedback on my second round of designs. Again, I was very pleased at the positive response. Taking this feedback, I was able to refine my final logo, which can be seen below.



**Causeway
Coast & Glens**
Community Trust Fund



**Causeway
Coast & Glens**
Community Trust Fund

Reflections of final designs

I am pleased with the second round of designs that I created. I feel that I applied Adrian's feedback in an appropriate manner and gave it my best efforts.

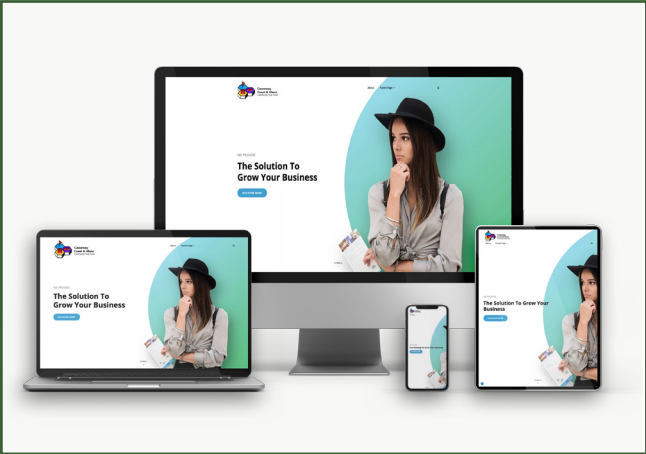
Looking back, I wish I had given myself more time to try and come up with more icons, or refined the ones I had even more. I would also experiment with more colours, particularly for the icons. After I pitched, I feel that the red of the icons did not work in my favour. A softer, more inviting colour may have been more suitable for this particular project.

Overall, I feel that I accomplished something in this part of the project. With graphic design being a weaker skillset, I feel that I have learnt more about the craft and how to analyse my work more critically. It has also given me more confidence in my abilities given that I successfully made it through this phase.




Design Deck



abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

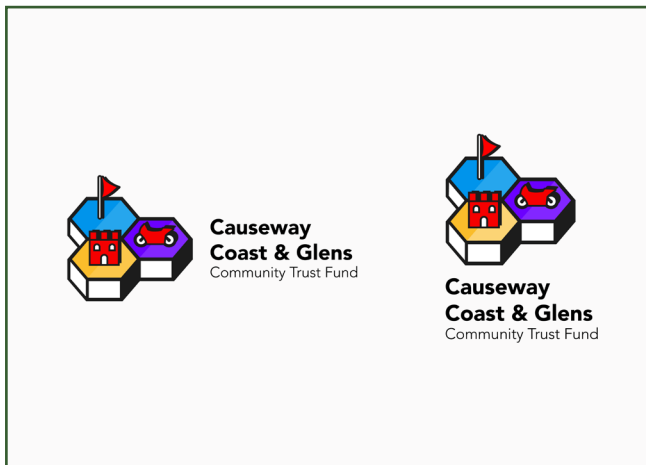


Design Deck Feedback

Nov 10	 Adrian Hickey , Senior Lecturer in Interactive Media Tyler, Ill wait until the full final deck with all 4 in it for feedback. I think you should replace the fashionista with something North Coast - a golfer? a surfer? a motorbike? Otherwise, the web layout is very good.
Nov 10	 Tyler McBride Okay I'll see what I can do in Photoshop, the image is part of the WordPress template that's screenshot. Tyler
Nov 10	 Adrian Hickey , Senior Lecturer in Interactive Media Step 1. Cut her out Step 2. Fix the circle Step 3. Add in a North Coast image Done!

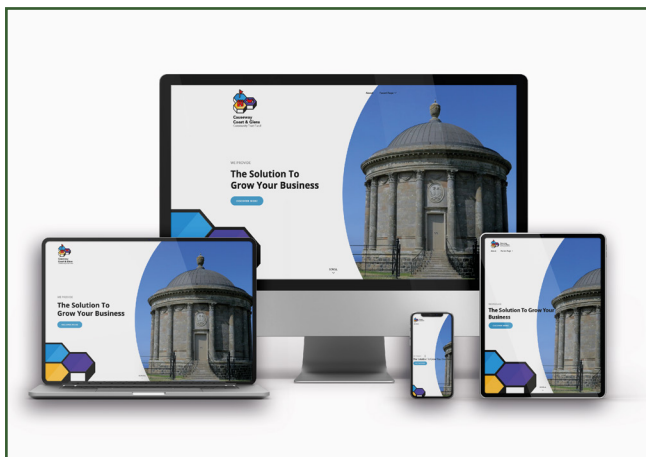
After uploading my design deck to Basecamp, Adrian promptly gave me some feedback. He pointed out that the image of the woman in the website template I had used was inappropriate. This is not something I had considered and I am glad that he flagged this up to me. Following his advice, I quickly rectified this using Photoshop.

Pitch Deck



The next two pages show case the deck that I pitched to the client.

I wanted to demonstrate how my logo could be used in two different formats. I explained that depending on where the logo was being placed, on a piece of merchandise for example, that if it did not fit using one, then the other variation would likely work better.



Having taken Adrian's advice, I replaced the woman from the WordPress theme using photoshop. I used my own photograph of Mussenden Temple to replace her.

I used this theme as in the first meeting with the client, Kevin had explained that they want a clean and clear website. To me, this theme represented that idea best, making use of definitive areas to display text and images.



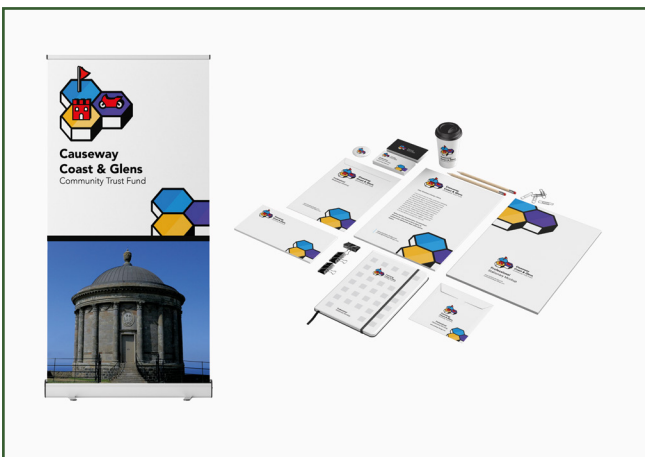
In my first design deck I felt that the merchandise were simply too plain. This was my solution. I took the hexagon icon part of the logo and used it almost like a pattern to add a bit more texture and colour to the merchandise.

I am glad that I made this change as even my team mates commented that they liked the aesthetic of my merchandise with the update.



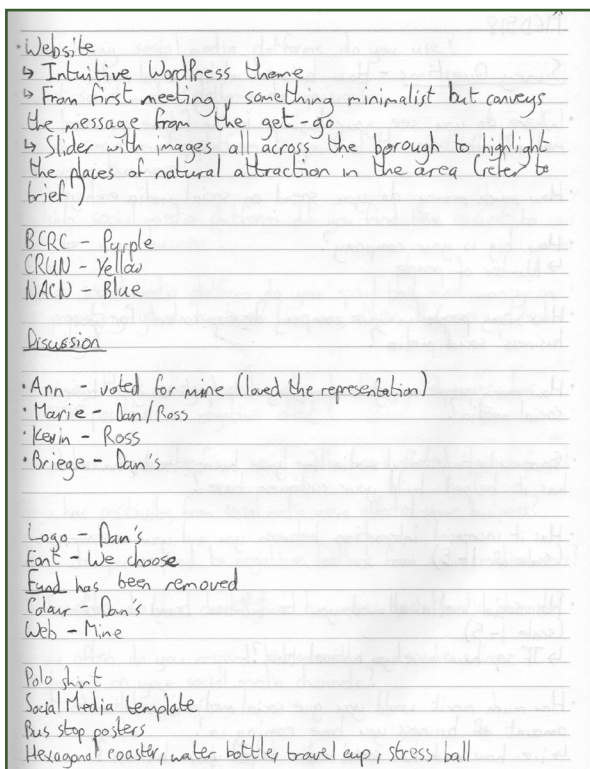
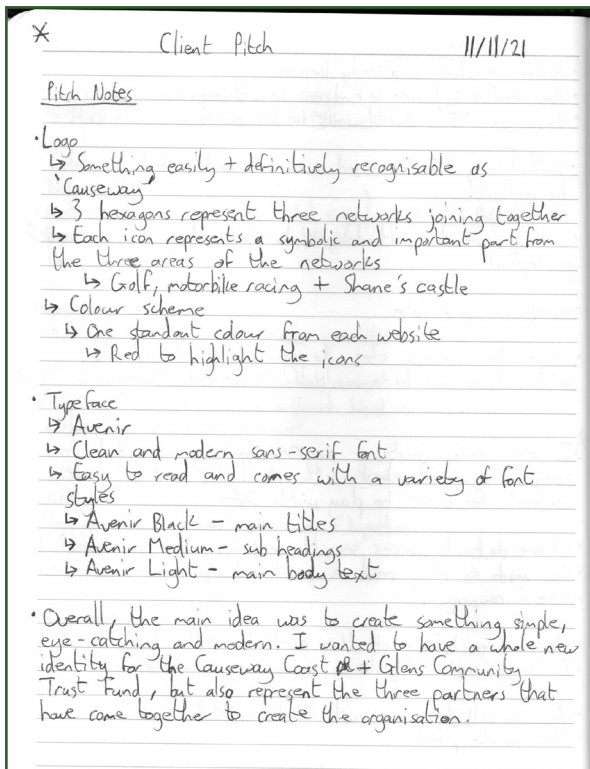
I also updated my typography page to include the colour palette I had used for my design. I added this to my pitch deck so that I could visually display the breakdown of my theme and to assist the client in understanding my colour choices. I explained how I pulled a key colour from each of their websites and applied them to my logo.

I then explained my reasoning for choosing 'Avenir' as my typeface for my design. I made reference to our benchmarking and that each website researched uses a sans-serif typeface. I also explained how it is commonplace to use sans-serif typefaces online as they are clean and modern: fitting with what we wanted to create for them, as outlined by the brief.



When showing my stationary mockups, I was able to explain better how the two variations of my logos would be of benefit. With some items suiting one version over the other.

The Pitch



These are the notes that I had prepared before pitching to the client. Whilst I knew I would be able to see the pitch deck in front of me, I wanted to have key points and explanations at hand to keep a flow during my presentation.

I feel that the pitch went very well for all members of the group. Despite Billy being absent for this, he managed to create an audio recording of his pitch, which Daniel played for the clients.

Looking back, I am happy with how I presented my design. It gave me a chance to put my presentation skills to use and I feel that I spoke clearly and confidently. Towards the end I did start to ramble and quickly wrapped my presentation up. This was due to nerves of putting my design to the client and ultimately opening it up for criticism.

Even though my design was not chosen as the one to go ahead for the organisation, I am still proud of what I was able to produce. I received some positive feedback of my design from the clients. Ann said she believed my design represented the organisation nicely in a geographical manner. I was very pleased to hear this as that was the ultimate goal of my design, to represent the networks and organisation in a geographical way. Kevin, Breige, Marie-Louise and Kevin did all praise my design. They felt that Daniel's design represented their vision more fully and that was understandable! Daniel had created a very strong and geographic design and I can see why they were drawn to it.

The Pitch - Feedback

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.

I was relieved to hear that Adrian and Claire were pleased with how the pitch went. I now felt that as a team, we stood on good ground to enter the final phase of the project.

Claire provided us with her notes from the pitch through Basecamp. It was using this, that we were able to develop the final pitch deck as we now knew exactly what the client wanted.

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 to be selected for an inter-changeable. these must include the images of the coast and inland including the glens, shane castle, dungiven and limavady. source and send to them to select images and the three reps from the trusts to approve.

Gif: loved Daniels demo

Font: happy for the team to choose an appropriate font.

Colour Pallet: Deniel

Web design : want a responsive website that has a scrolling carousel of appropriate royalty free images. the website must have a donate button and an shop to sell merchandise so will need an ecommerce plugin.

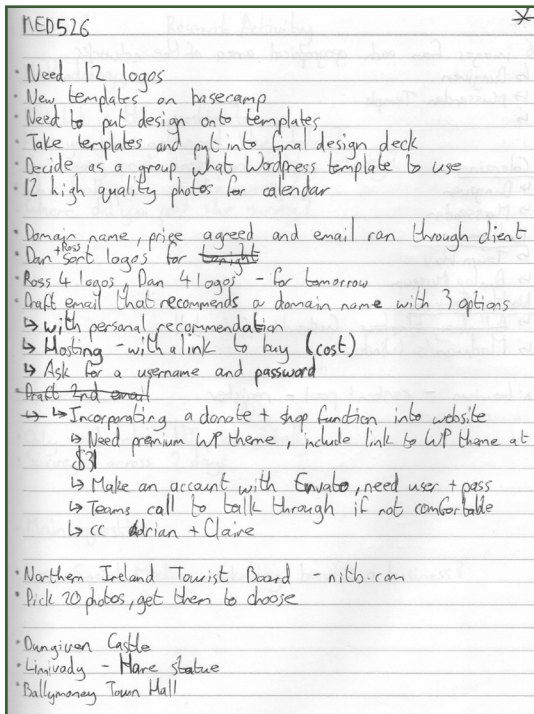
Merchandise

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 12 images chosen
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.

Hope these are useful

Claire

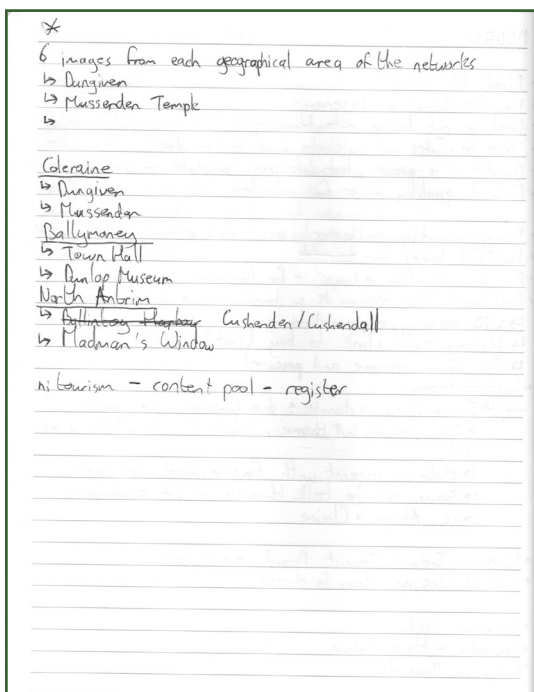
Final Design Deck



During the class following the pitch, I took down notes of the key elements that we needed to create for the final design deck to submit to the client.

As it was Daniel's design that had been chosen, he became the lead graphic designer.

We split up the jobs that were required to create the final deck. I took on the role of sourcing a new WordPress theme and photographs for the calendar the client had requested during the pitch.



At the pitch, the client requested for a selection of logos (using Daniel's design) that were of different landmarks around the borough. Initially we were instructed to come up with 12 designs. However, after some discussion with Claire and Adrian, we settled on coming up with 6 designs. I wrote down in my notes some of the options we had come up with for each town the networks were from.

I spoke with Claire about sourcing quality photographs for the calendar and she recommended 'nitourism'. I signed up for to the site and picked out 25 photographs that were all to do with the Causeway Coast & Glens Borough.

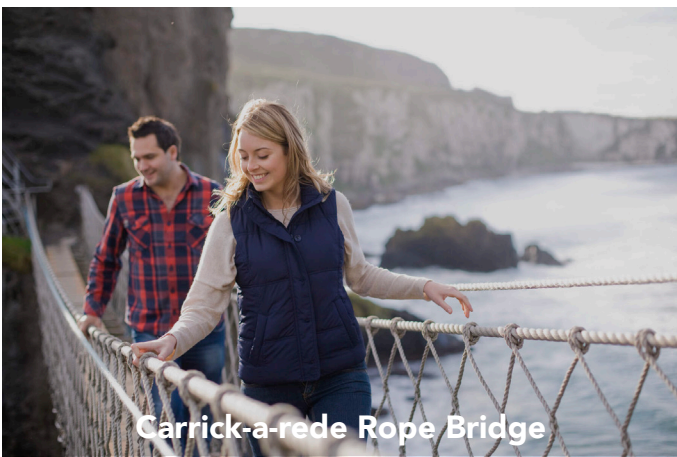
Calendar photographs



55 Degrees - Portrush



Longline Surf School - Limivady



Carrick-a-rede Rope Bridge



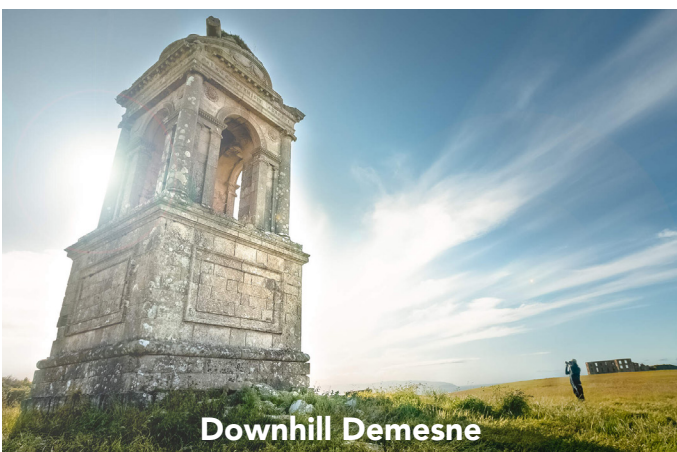
Castle Rock Golf Club



Children of Lir Sculpture - Ballycastle



Cushendun Caves



Downhill Demesne



Dunluce Castle



Mussenden Temple



Ballintoy Harbour



The Dark Hedges



Bushmills Railway



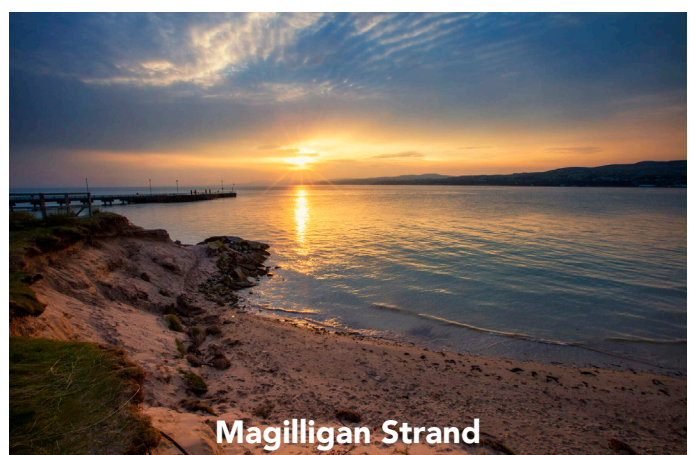
The Giants Causeway



The Glens of Antrim



Green Lane Museum - Roe Valley



Magilligan Strand



Mussenden Temple



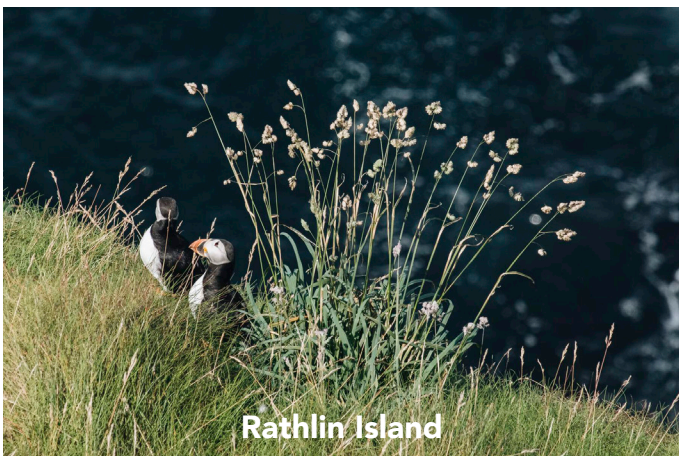
Mussenden Temple



North West 200



Portstewart Golf Course



Rathlin Island



Rathlin Island



The Royal Portrush Golf Course



Whiterocks Beach



All photographs were sourced from:

'Tourism NI Content Pool'

<https://northernirelandscontentpool.com/en>

Towns and villages

- [Armoy](#)
- [Ballintoy](#)
- [Ballycastle](#)
- [Ballymoney](#)
- [Bellarena](#)
- [Bushmills](#)
- [Castlerock](#)
- [Cushendall](#)
- [Cushendun](#)
- [Coleraine](#)
- [Dervock](#)
- [Downhill](#)

Drumsum

- [Dunloy](#)
- [Limavady](#)
- [Magilligan](#)
- [Portballintrae](#)
- [Portrush](#)
- [Portstewart](#)
- [Rasharkin](#)
- [Waterfoot](#)

To assist me in searching for photographs of locations in the area, I Googled "Causeway Coast and Glens". On Wikipedia, I found a list of all of the towns and villages that exist within the borough. Using this list, I searched for photographs of each of these places on the content Tourism NI Content Pool website. Whilst not every town and village had photographs on the website, it made gathering photographs for the calendar a lot easier and quicker. This way, I knew I was putting together appropriate images to show to the client.

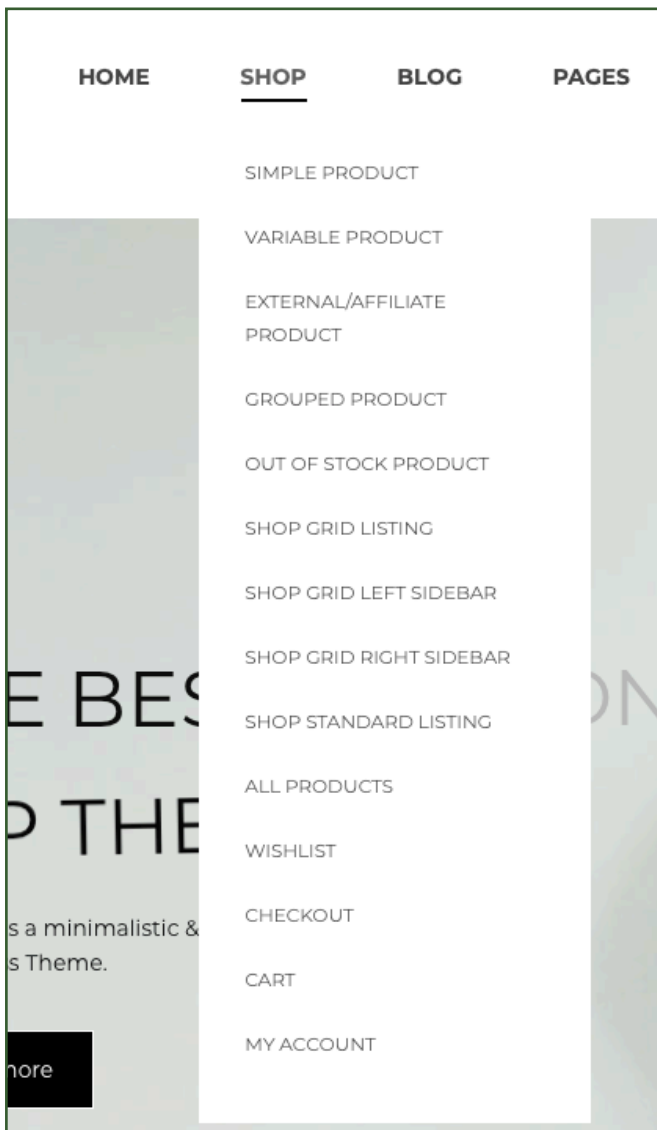
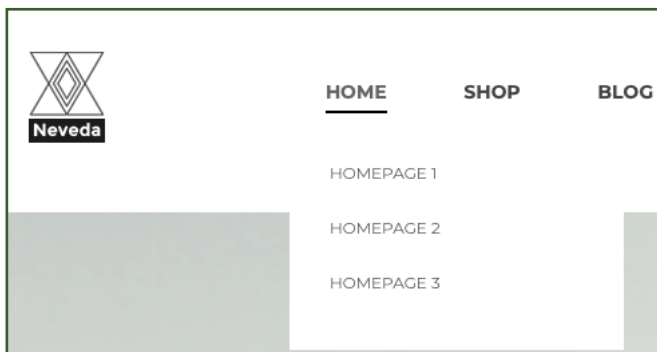
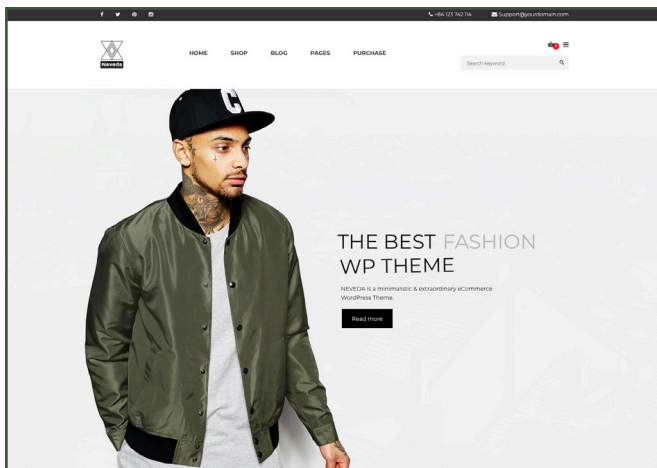
The reason I only used Tourism NI Content Pool for photographs is because they are high quality, professional and free. This was to reduce costs for the client, as they would not have to worry about licensing for these images.

Diary Mockup



Even though Daniel and Ross were handling the mockups and design element of the final design deck, I made sure to regularly check in with them and ask if there was anything I could do to assist. On one of these occasions, Daniel asked if I could put together a mockup of a diary whilst he and Ross worked on something else. I was happy to oblige and using Photoshop, I produced the above mockup. I posted it to the Basecamp for Daniel to add it to the final design deck.

WordPress Themes



As well as sourcing photographs, my other task for the second half of phase two was to find a new WordPress template. The problem with the one I had used in my pitch deck is that it did not come with a shop function.

After discussing with the team, we agreed it would be best to find a premium theme, rather than a free one. Daniel explained to me that premium themes tend to come with more features and the shop functions are better optimised.

Theme 1 - Neveda (£23.43)

Now knowing the requirements I was looking for, I started searching for a premium WordPress theme. I found Neveda on Themeforest Envato.

It stood out to me amongst others as it retains a similar aesthetic to the one I had used in my pitch deck - which the clients had said they liked the style of.

Another key reason I selected it as an option is the amount of built in pages, options and features it boasted (see left). It looked like a strong option to use to build our WordPress website, so I saved it and continued searching to see if any other themes would rival it.

Razzi - Multipurpose WooCommerce WordPress Theme
 By dtruri ★★★★★ 5.00 (11 ratings) 38 Comments 670 sales Recently Updated Well Documented

Item Details | Reviews | Comments | Support



Regular License - **\$19**

- ✓ 6 months support from dtruri
- ☐ Extend support to 12 months \$6.13 \$2.63

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Price is in US dollars and excludes tax

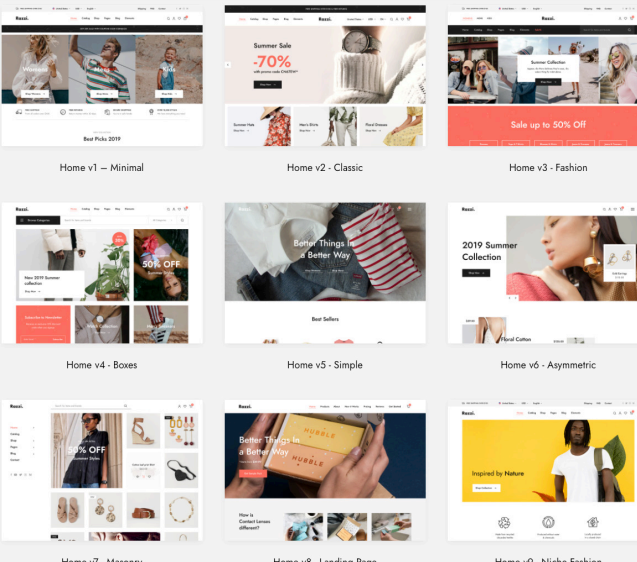
- ✓ Quality checked by Envato
- ✓ Future updates

This item was featured on ThemeForest

Add to Favorites | Add to Collection

Theme 1 - Razzi (£14.36)

Razzi is the second WordPress theme that I sourced. It also fit the requirements. It is modern and contains many presets and features. With the selection of preset builds it contains, creating a website in the minimalist style the client wants would be straightforward.



Home v1 - Minimal | Home v2 - Classic | Home v3 - Fashion

Home v4 - Boxes | Home v5 - Simple | Home v6 - Asymmetric

Home v7 - Masonry | Home v8 - Landing Page | Home v9 - Niche Fashion

Some of the presets.

Core Features

The theme is packed with a lot of features. You can check the demo site to view them all in action

- One-Click Demo Import
- SEO Optimized
- Powerful Theme Options
- Multi-Currencies Supported
- Fast Performance
- Sticky Headers
- Unlimited Color Schemes
- Multilingual Supported
- Newsletter Popup
- Social Sharing
- Responsive & Retina Ready
- Lifetime & Regularly Update

And many more...

List of core features

Reviews for Razzi - Multipurpose WooCommerce WordPress Theme

11 Reviews ★★★★★

★★★★★ for **Flexibility** by [vaiden](#) 19 hours ago

Absolutely awesome theme for my WooCommerce store. Highly recommended.

★★★★★ for **Feature Availability** by [arnabb7](#) 21 hours ago

It has many features and awesome thing-worthy things to buy and its customer support is so fast. for all you should buy it its my personal recommendation

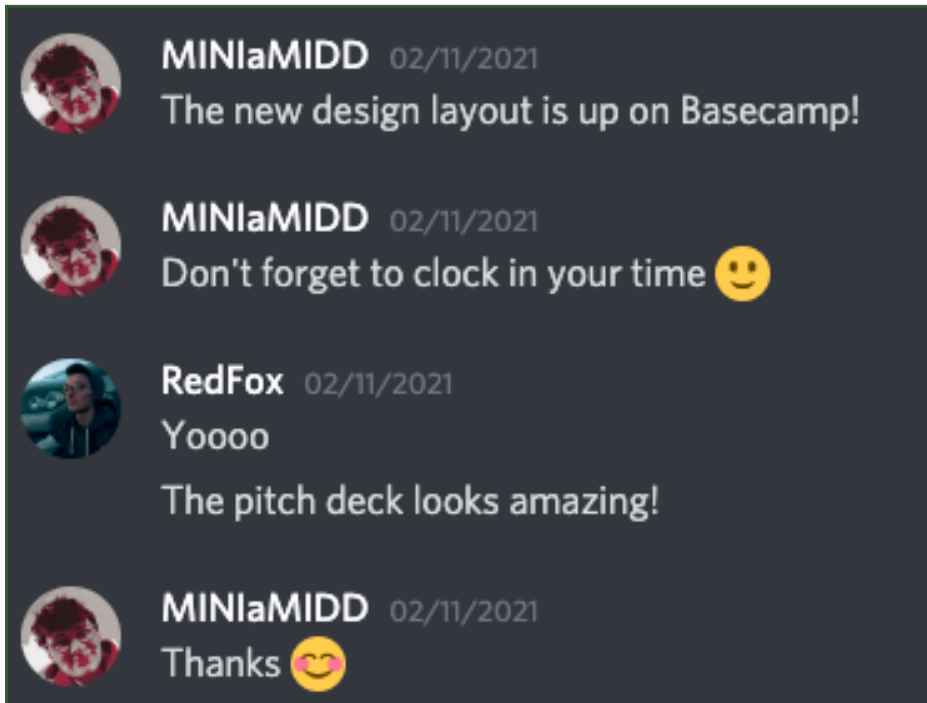
★★★★★ for **Customer Support** by [ryanmourao](#) 6 days ago

Very well constructed theme. Amazing fast and efficient support. It really is very professional.

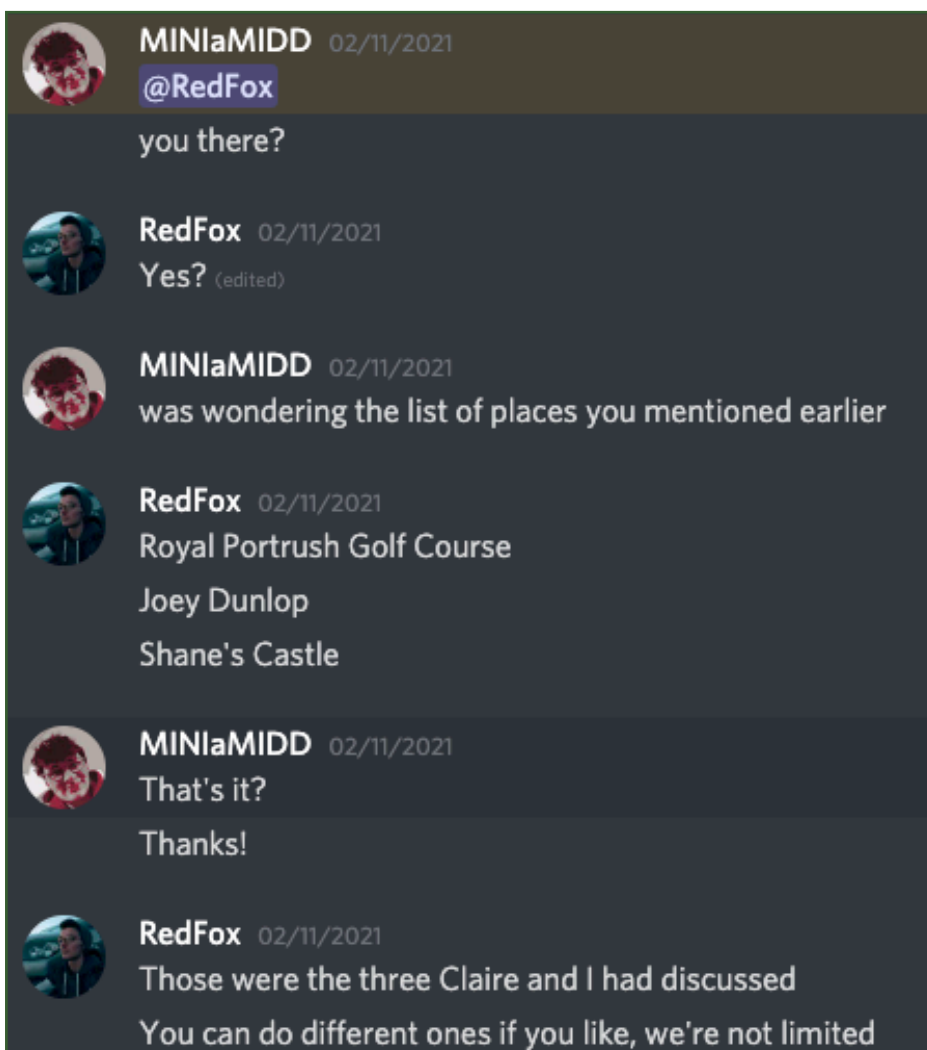
Reviews and ratings for the theme.

Phase 2 - Communication

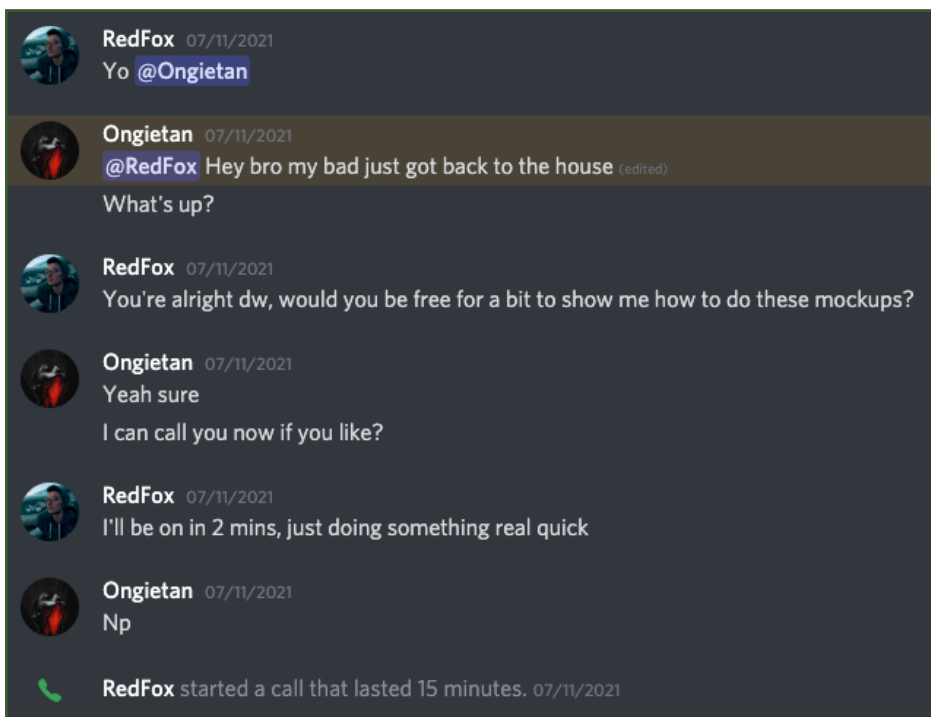
Communication with the team



When Daniel uploaded the first draft of the pitch deck, I wanted to let him know that he had done a good job with it. I know he had spent some time working on it.

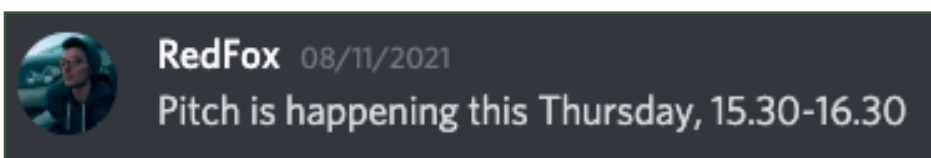


I communicated with Daniel the list of geographical areas that we had discussed in class. This was to help us design our logos around. Claire and Adrian had suggested the idea, and so when Claire and I discussed the possible areas we could use for inspiration, I took note of them.

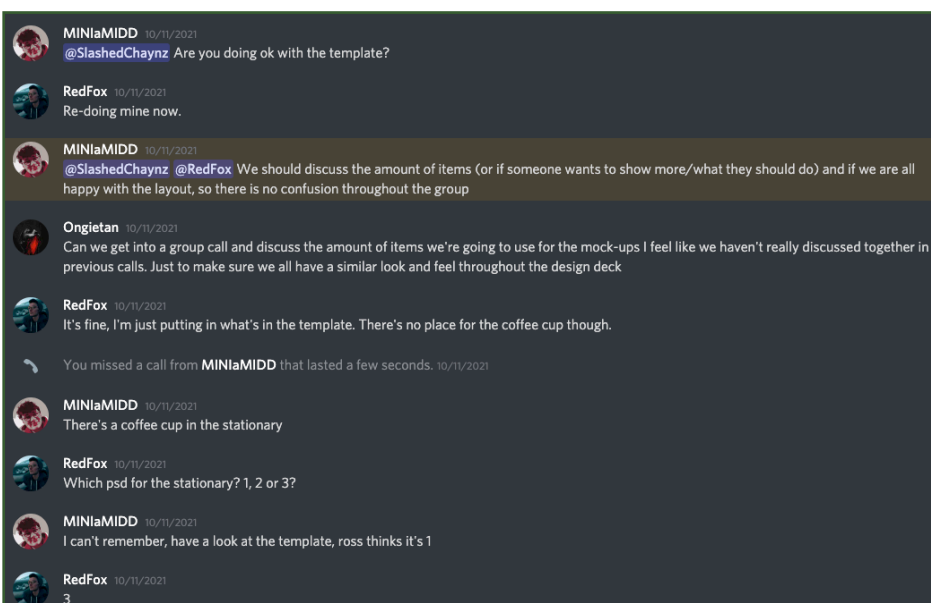


When it came to creating the mockups for my design deck, I was unsure how to do it. I knew Ross has much more Photoshop experience than I do, so I asked him if he could show me the process.

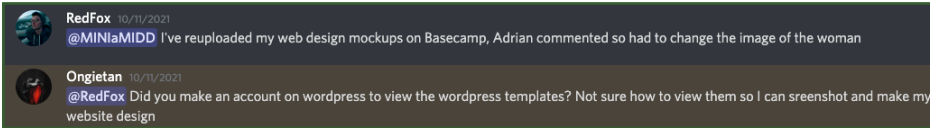
After chatting on a call with him, I was able to successfully create my mockups for my design and pitch deck.



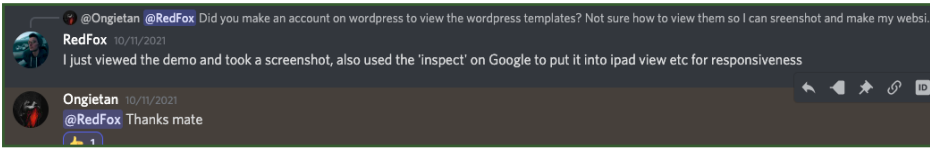
I ensured to communicate with the team of when the pitch had been set, as this was a major date we had been waiting for and working towards.



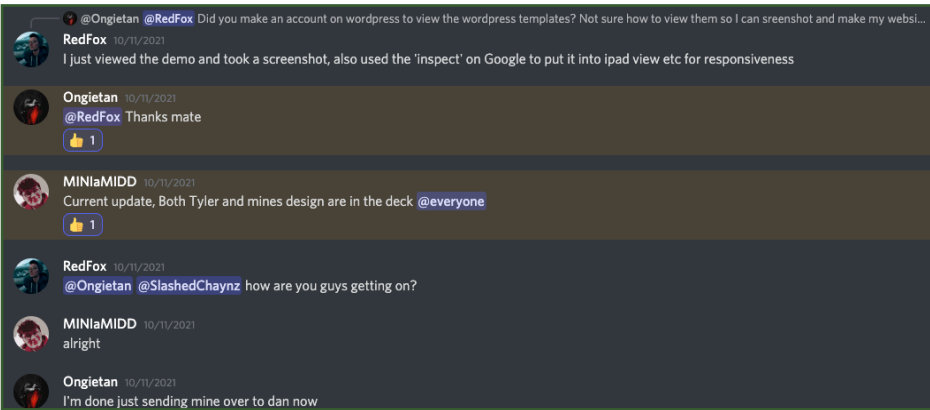
There was some confusion when it came to creating our pitch decks. We had not discussed which templates and how many we were going to use. In order to keep our decks consistent with one another, Daniel came up with a template for all of us to follow.



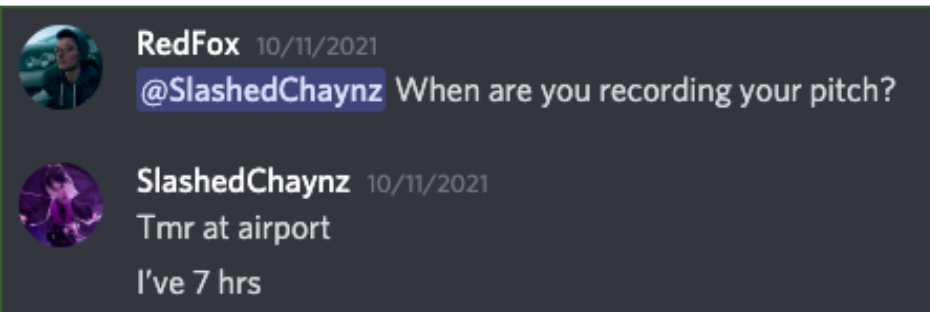
I explained to Ross how I created my website mockups, as he was unsure of how to create this particular one.



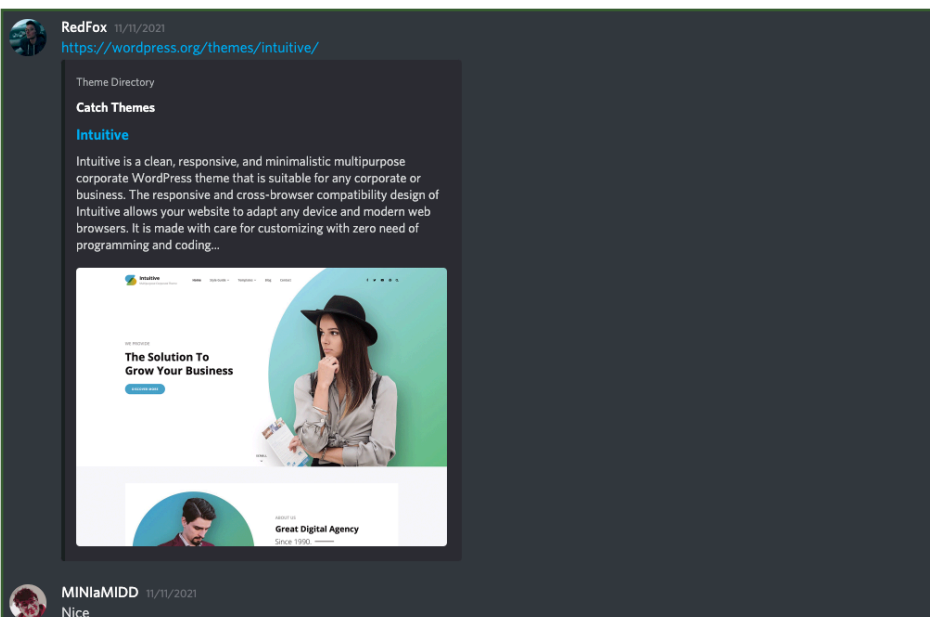
Daniel communicated with the team to update us of what stage the pitch deck was at.



As the pitch drew closer, I wanted to make sure Billy had his recorded in time.

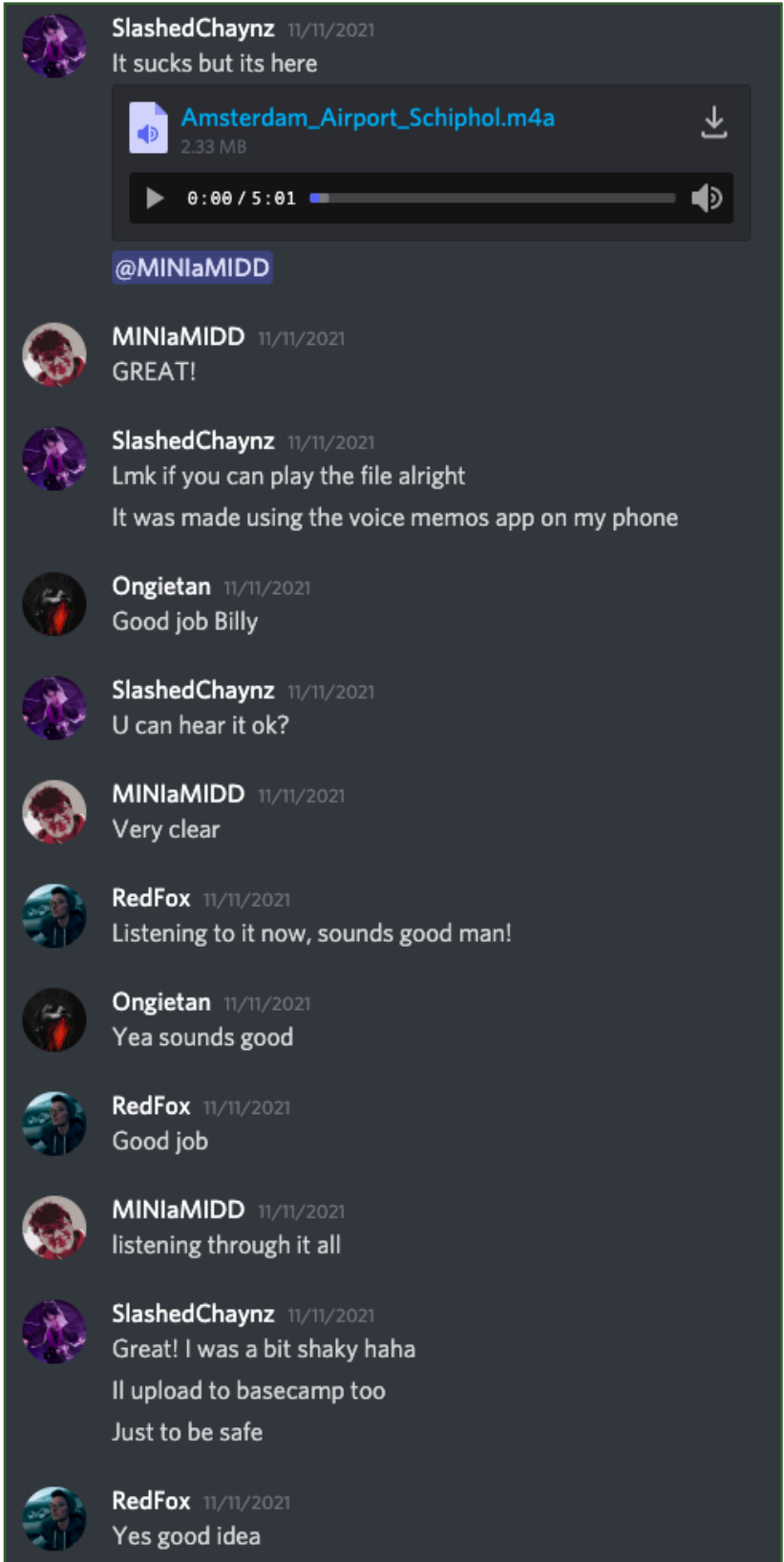


As Daniel was the one putting the pitch deck together, I made sure he had all components of my deck. Whilst I had uploaded my design deck to Basecamp for him to download it from, I forgot to include the link to my WordPress theme. I rectified this by sending it to him through Discord.

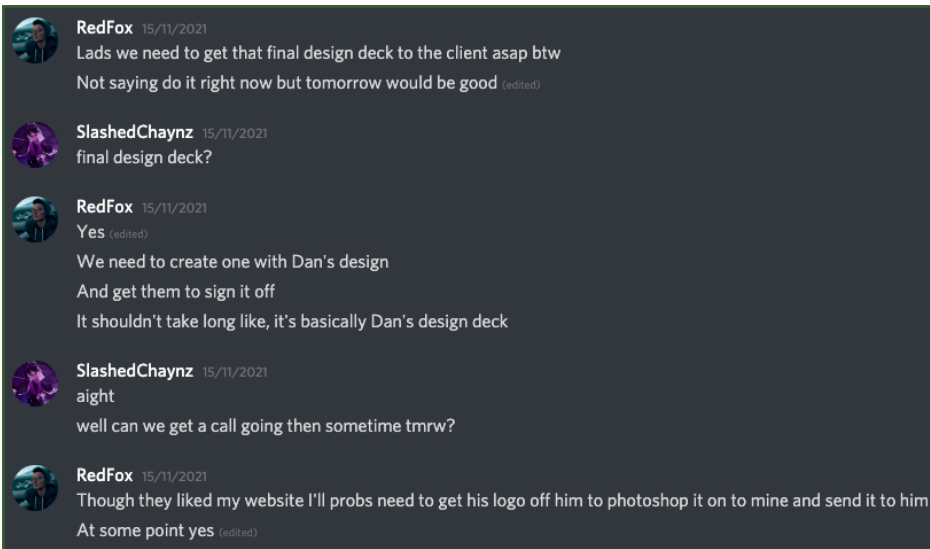




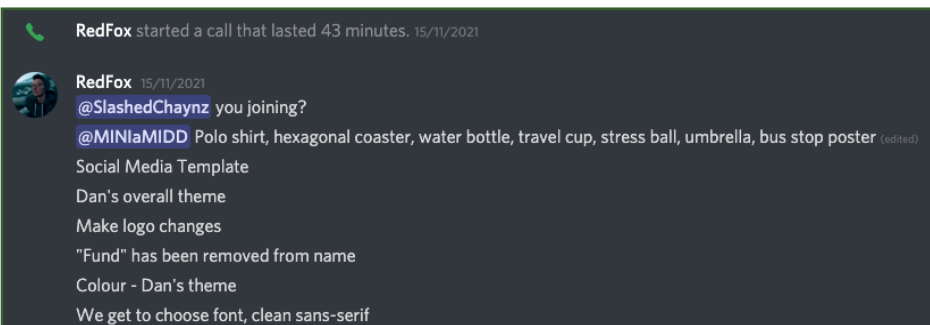
As the time for the pitch got closer, I grew anxious about Billy getting his recording to us, as I did not want him to miss his chance to show case his work.



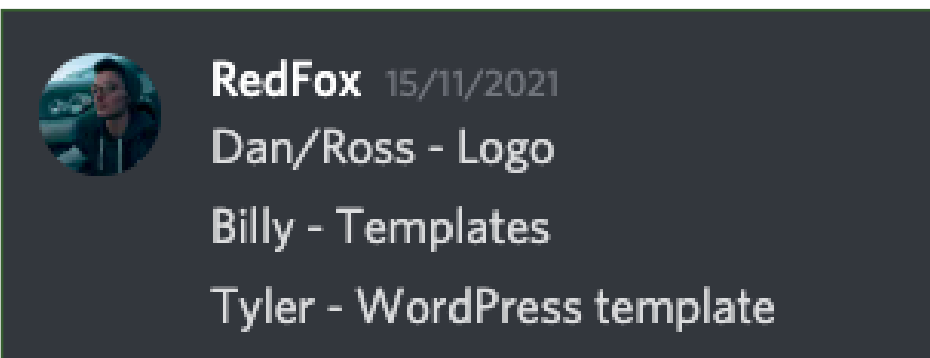
Once Billy got his pitch recorded and sent over to us, we gave it a listen. Thankfully for the rest of us, it gave us a good insight on how we should also conduct our pitches. We made sure to let Billy know that he had done a good job with his pitch and overcoming the fact that he could not be present for the pitch itself.



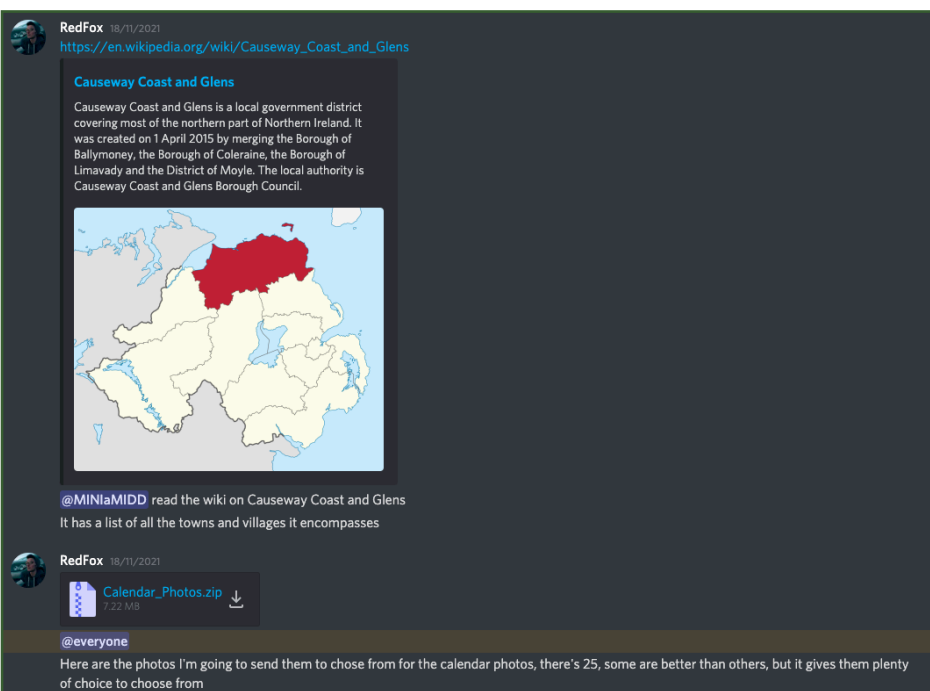
Communication fell silent for a few days in regards to the final design deck. I tried to remind the group that it was something we needed to get done as soon as possible.



We had a meeting and I took note of the key elements that needed to be included in the final design deck.



During the same call, we allocated who would carry out each task.



To assist Daniel with creating more logos for the final design deck, I shared the Wikipedia page with all of the towns and villages within the Causeway Coast and Glens borough that I had found. This was to help give him ideas of other geographical areas he could use for the 12 designs he needed to come up with.

I updated the team that I had fulfilled my task of gathering photographs for the calendar.

Daniel shared some of his recent logo designs with us and asked for our feedback.



Causeway
Coast & Glens
Community Trust



Causeway
Coast & Glens
Community Trust



RedFox 19/11/2021

I like the last 2, is the 2nd one Cavehill?



MINIAMIDD 19/11/2021

Dungiven Castle

[@MINIAMIDD](#) *Click to see attachment*



RedFox 19/11/2021

I mean this one



MINIAMIDD 19/11/2021

Fairhead



RedFox 19/11/2021

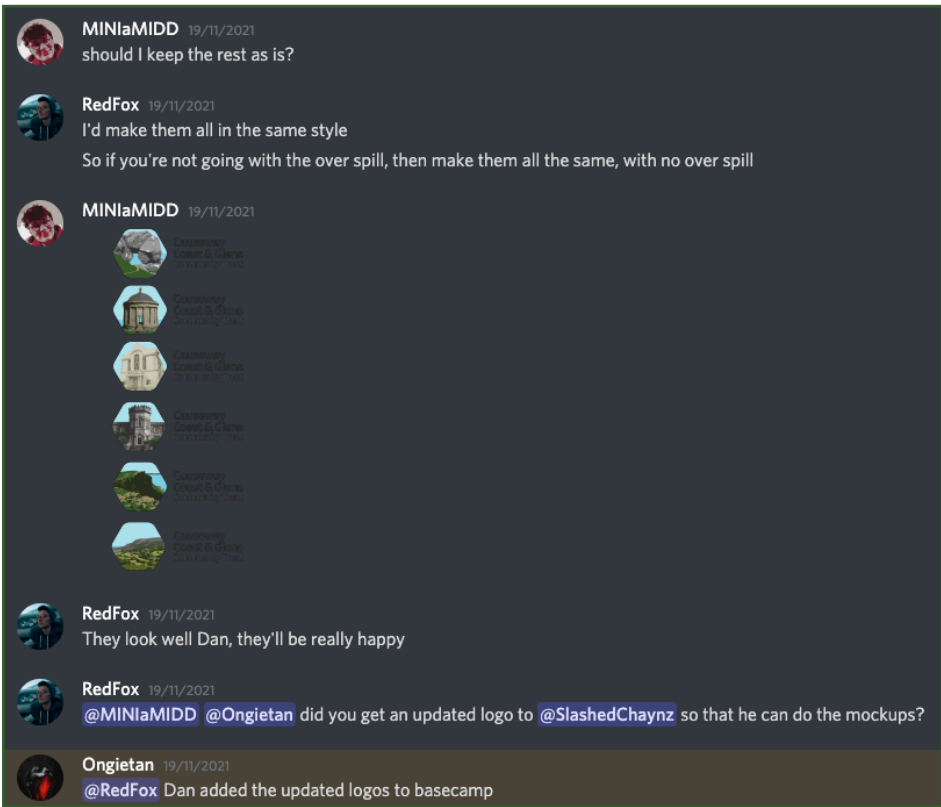
Ahh

I prefer that over the 1st fairhead one

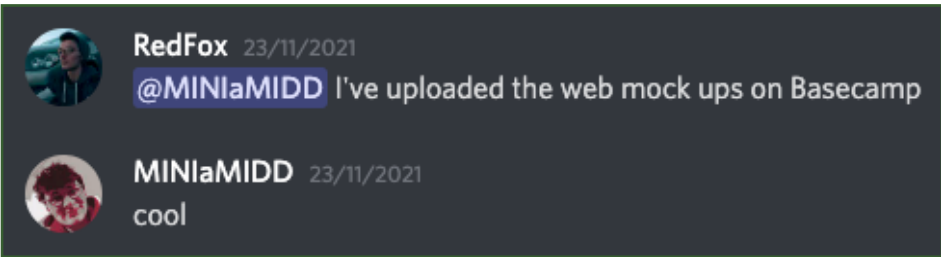


MINIAMIDD 19/11/2021

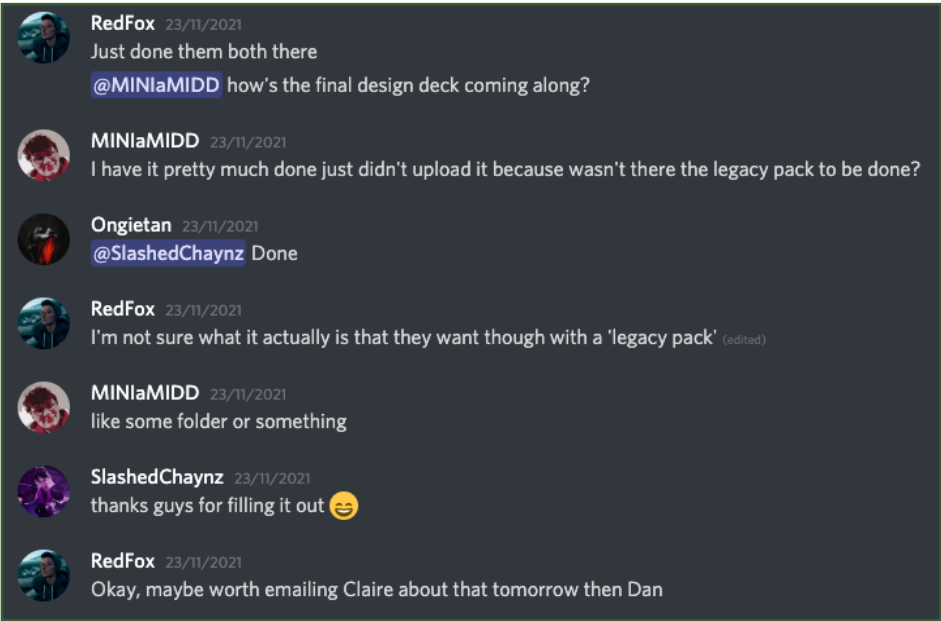




Daniel asked for my opinion for the styling of his logos, I suggested that he stick to one method for consistency.



As I created the website mockups for the final pitch deck, I communicated to Daniel when I had completed these and uploaded them to Basecamp as he was the compiler.



I made sure to check in with the team about the progress of the final design deck.



RedFox 24/11/2021

Oh good

Are you able to get that sorted tonight then?

Also, I've installed the theme to the site, emailed Ann to verify the account via her email so that we can actually build the website as well, she should hopefully get that sorted tomorrow

As I had handled getting the WordPress theme, I made sure to inform the team when I had installed it to the website.



RedFox 24/11/2021

The doc is just text for the legacy pack as if it's a web page

Right

What are we missing?



MINIaMIDD 24/11/2021

Three pop up designs one for each of the Trust's to use

Gillets (embroidered logo) Navy

Jackets zipped (embroidered logo) Navy

Travel cup and water bottle Eco friendly so sustainable rather than disposable (not sure about this one)

Stationery, letterhead, compliment slip, business cards (compliment slip)

Pens with web address using pallet

Legacy folder to hold leaflets

An issue we ran into was that certain mockups had been missed for the final design deck. I called for an emergency meeting and we went through and found out what we were missing. I went back to Claire's notes from the pitch to use as a reference for what we needed to include in the deck.



RedFox 24/11/2021

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 12 images chosen
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.

This is the list that Claire uploaded




RedFox 25/11/2021

I've grabbed us the first side room that's closest to agency

Communication with the client

TM 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

When I had gathered the photographs for the calendar, I then needed to show them to the clients. As discussed with Claire, I sourced 25 photos and would share them with the clients and ask them to select 12. Then we would use these 12 photos to create the calendar.

MM 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>

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

Unfortunately the photographs I had sourced were not exactly what they were looking for. What they then requested was not possible for us to achieve as we were now short on time and keeping things tight to the brief.

KM 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 photograhier 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?

 Ann McNickle <ann@crun.org>     
Fri 19/11/2021 15:17
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
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

 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, Briega 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](#).

 Mulrone, Claire     
Fri 19/11/2021 09:54
To: Tyler McBride
Well done Tyler these are a lovely selection photographs.
You'll have seen my email back to the Trust we haven't time to wait for these new images.
The ones you have sourced will be great to create a calendar template.
Claire

 Tyler McBride     
Fri 19/11/2021 13:12
To: Mulrone, Claire
Hi Claire,
Thank you! Yes, I seen your email to the Trust there, I'll select 12 of the best from the selection as place holders for the calendar template and then if they wish to change them later themselves then they can.
Kind regards,
Tyler

Claire stepped in and informed the client that to get the photographs they wanted specifically they would need to hire a photographer further down the line and that it would not be possible for us to achieve ourselves at this stage.

I was glad to receive positive feedback from Claire on the job I had done at finding relevant photographs for the calendar. They still served a purpose and were used as placeholder images for both the calendar and the website.

Phase 2 - Reflections

| The Project

Looking back at this phase, I found it difficult. Coming up with various logo/brand designs was a struggle. However, I am glad that I managed to work through it. I have more confidence in my graphic design abilities and this part of the project allowed me to explore my creativity in more depth.

I believe that I carried out my share of the tasks accordingly and in a timely manner. I managed to deliver a range of photographs that fit the initial description I was given by the client at the pitch, "images that represent the entire borough".

Looking back, I would allow myself more time for completing the logo design stage. This is where I lost some time with the project. I believe this was due to a lack of confidence in my abilities and an oversight of how much time we really had to afford. However, once I completed this section, I felt I was able to get myself back on track with the second stage. I completed all of my tasks and did so as accurately as possible to meet the deliverables set by the brief, my team, the clients and Adrian and Claire.

| The Team

I became concerned of our time during this phase. Pitching two weeks later than we were initially supposed to really drove the pressure up for the second half of the phase and also for the final phase.

I believe as a collective, we thought that we had more time than what was really afforded. This part of the project has taught me a lot about time management, especially when delivering for a client.

I am very proud of what the team managed to produce during this phase! Everyone stepped up and completed their share of the pitch and final design deck. Daniel and Ross did an excellent job at delivering the final logo designs and mockups. Billy assisted in sourcing templates for the mockups for our pitch decks and the final design deck.

Despite the issue of time management, I am very happy with outcome of this phase of the project.



PHASE THREE

Purchasing A Theme

Good news

 Claire Mulrone · Nov 19 · Notified 5 people

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



Nov 19



Tyler McBride

That's great thanks for the update Claire!

Tyler



Mulrone, Claire

Mon 22/11/2021 09:51

To: Tyler McBride

Tyler

Are you free to take a call?

Can you share your mobile to discuss arrangements with Ann please from CRUN.

Claire

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.

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

Ann has been in contact

 Claire Mulrone · Nov 22 · Notified 5 people

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.



Nov 22



Tyler McBride

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

Nov 22



Billy Quigley

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

Nov 22



Claire Mulrone

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

Nov 22



Tyler McBride

That's excellent Claire thank you for the update!

Tyler

8 days after the pitch, Claire informed us through Basecamp that we would be able to purchase a theme and set up hosting and domain on the Monday morning.

We ran into an issue. No one on the team had decided who would arrange to complete this task.

As it required speaking with Ann directly over the phone and I had the most client experience, I decided to take charge of the situation. I needed to talk Ann through the process of purchasing the Neveda theme. I was nervous about this task as it involved the client paying out money, so I did not want to get it wrong.

After successfully guiding Ann through the process and acquiring the Envato account details (used to download the theme from), I rang Billy and asked if he would phone Ann to talk her through the domain and hosting process. This part was beyond my knowledge and I knew that Billy understood it better than anyone else on the team. I gave him a quick lesson on how to speak to a client (as he was nervous about doing so) and passed over Ann's phone number. After ten minutes, Billy confirmed with me that he had completed this task.

I updated Claire on Basecamp (see left) so that she knew this task had been completed and explained that Billy assisted me.



RedFox 22/11/2021

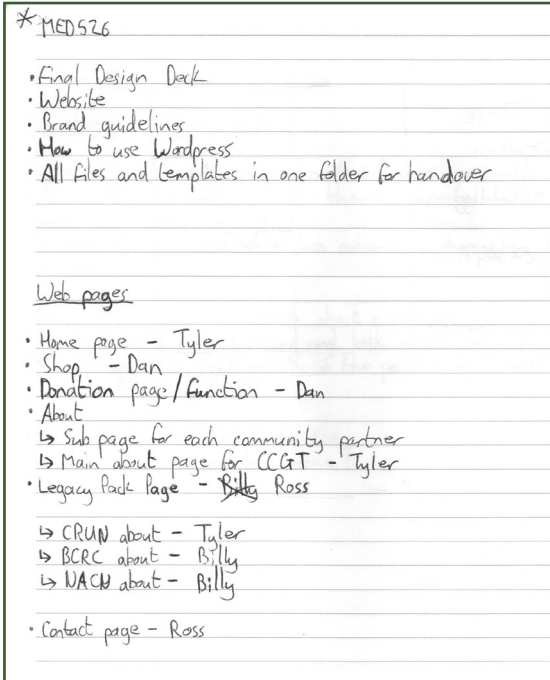
Good work again man, Claire's happy so excellent job!



SlashedChaynz 22/11/2021

no problem! Teamwork makes the dream work as they say

Planning the Website



During class of week 10, we had a team meeting. We divided up the tasks that were next to be completed. Daniel worked on the finishing touches of the final design deck; some logos needed adjustment and a handful of mockups were to be made.

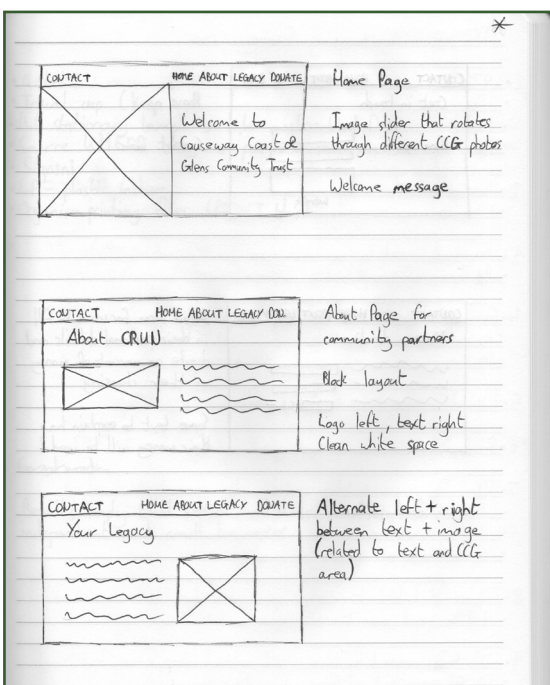
We decided as a team that Ross would work to create and deliver the brand guidelines document. We wanted each member of the group to have experience of delivering a document to the client; for me it was the brief, Daniel created the pitch deck and final design deck, Ross made the brand guidelines and Billy wrote the WordPress manual for the client.

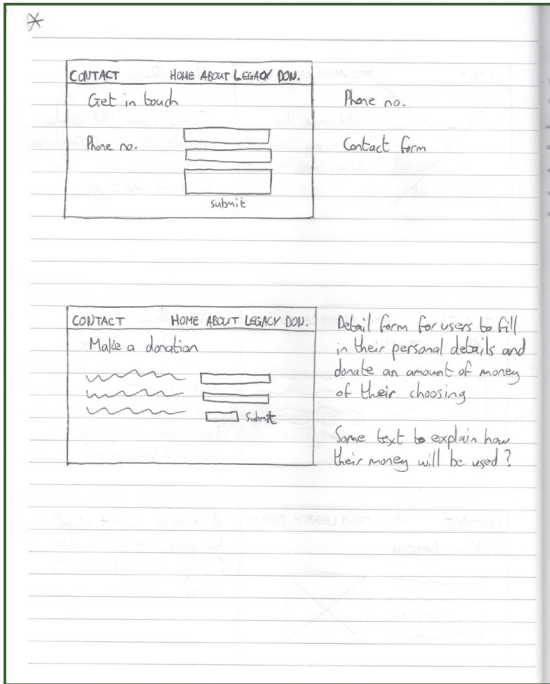
Billy assisted Daniel in gathering the last mockup templates that he needed.

I took the responsibility of listing what pages we would need to create the website:

- Home Page
- Shop
- Donation Page
- About the organisation
- About the three networks
- Legacy pack page
- Contact Page

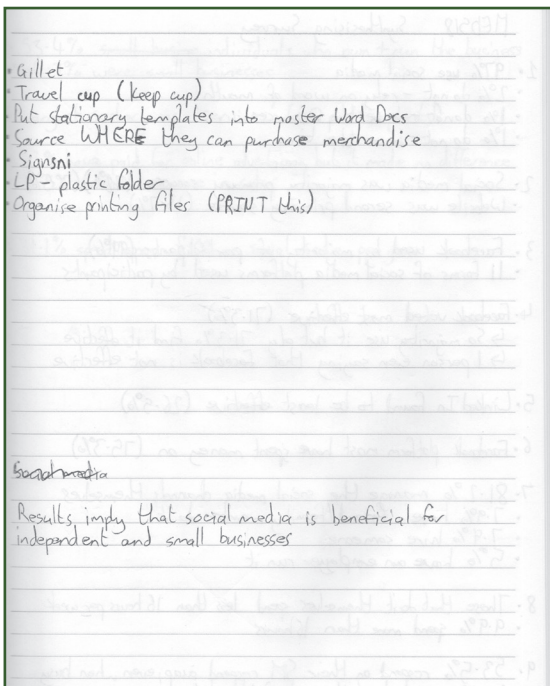
Once I confirmed with the team that I had not missed any pages, I then assigned who would create each page when it came to building the website.





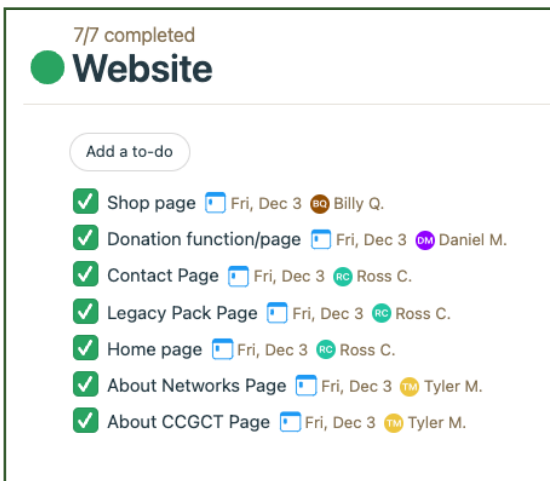
To assist the team when it came to building their share of the website, I sketched out some wireframes. These were not the definitive design for each page but were to act more as a guide for how the pages could be laid out. My previous experience of working on a website always had me creating a rough plan of wireframes to guide me.

I wrote a short description next to each wireframe of what the page should include and a brief explanation of the layout.



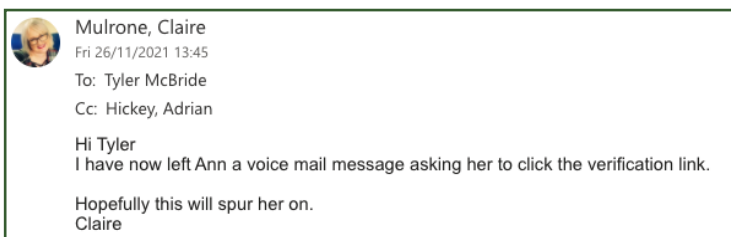
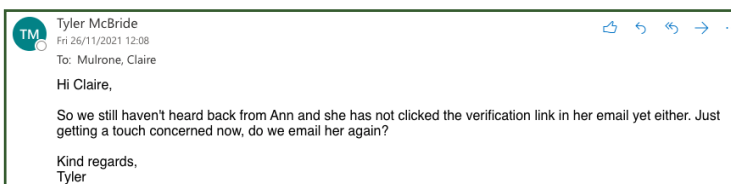
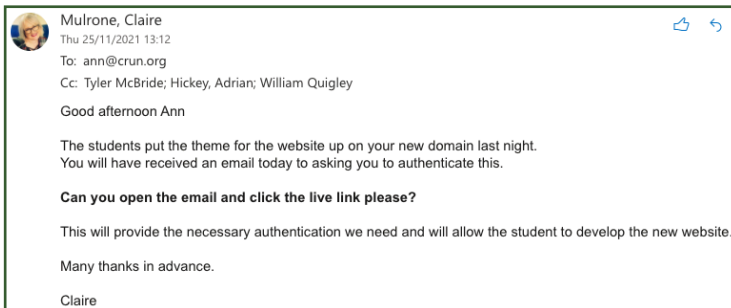
We discussed with Adrian during this time that we were having issues with getting the final design deck to the client. It was only the night prior that we had realised we had missed some of the merchandise deliverables.

Adrian talked us through this stage. He split up the load between all of us. He also explained that we would need to deliver a document during phase three that would contain a list of sources the client could have their merchandise made.



Once I had finalised and had each team member confirm they were happy to create the web pages I had allocated them, I created a 'to-do' list on Basecamp. I set a date for when all of the pages should be presentable. This was necessary as we had limited time to have the first draft of the website ready to show to the client and make any changes they would request.

Verifying WordPress



Now that Billy had talked Ann through setting up the WordPress domain and sorted out the hosting, we now had access to the WordPress dashboard.

However, I realised that we were unable to begin creating the website as WordPress had not been verified. As it was set up by Ann, we needed her to click the verification link that had been sent to her email address.

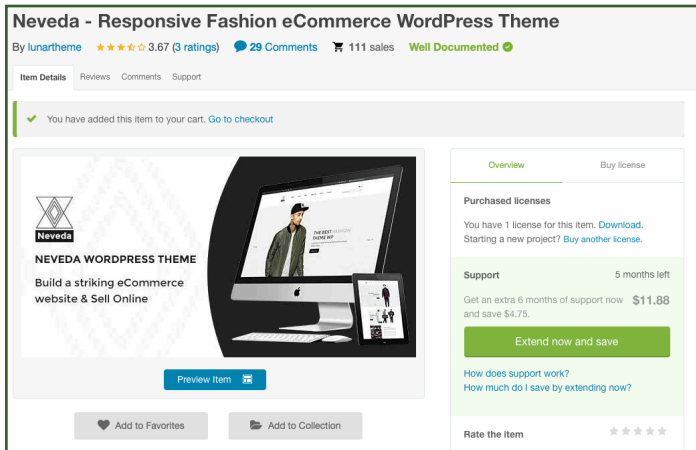
I spoke with Claire in class about this problem and she contacted Ann. By the next day I realised that Ann still had not verified WordPress and my concern grew. This was due to the fact that if WordPress was not verified within a certain amount of days, then we would lose the domain and hosting.

Claire managed to get in contact with Ann.

However, I did notice that even after Ann had verified the WordPress account, the dashboard still did not allow us to build the website.

I was able to rectify this issue by changing the account email from Ann's to my university email address. By doing this, I was able to re-verify the account and we now had full access to the WordPress dashboard.

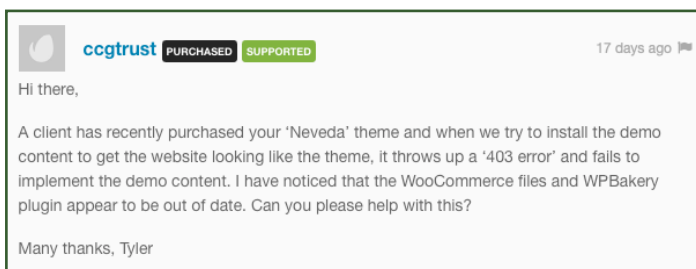
Broken Theme



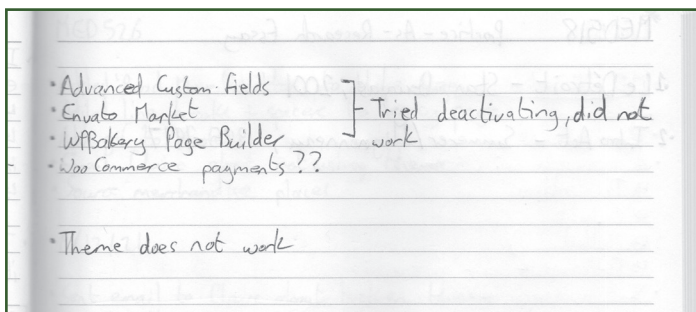
This is undoubtedly the largest issue that we encountered as a team.

The theme that we had settled on (Nevada), unfortunately did not work.


We needed to import the demo content of the theme so that we could restructure it and add the Causeway Coast and Glens content. After all, that was the purpose of buying a theme - for its aesthetics and features.



I spoke to Adrian about this issue and he reassured me that we would find a solution. He suggested I contact the author of the theme. With it being a premium theme it supposedly offered 6 months of support. Unfortunately I never got a response from the author (see left for message).



I tried to methodically break down the plugins that came with the theme and which ones were potentially causing the issue with the demo content. We went through and disabled each one and updated any that needed to do so. Even with Adrian's assistance on this, we were unable to get the theme to work. I made the call to scrap the theme and that we needed to find a free replacement theme.

 Tyler McBride
Mon 06/12/2021 11:03
To: Mulrone, Claire
Hi Claire,
I hope you are well and had a good weekend!

I want to ask your advice. The theme we got Ann from CRUN to purchase does not work, we tried our best but could not get the theme implemented onto WordPress and Adrian also said he thinks it may be a broken/outdated theme. So, we have had to go ahead with a free theme that we found that has still allowed us to create a website that fits the brief.


My question is, how do we tell the client that we had to scrap the theme that they paid £23.38 for? We feel awful that they have paid money for something that cannot be used.

Kind regards,
Tyler

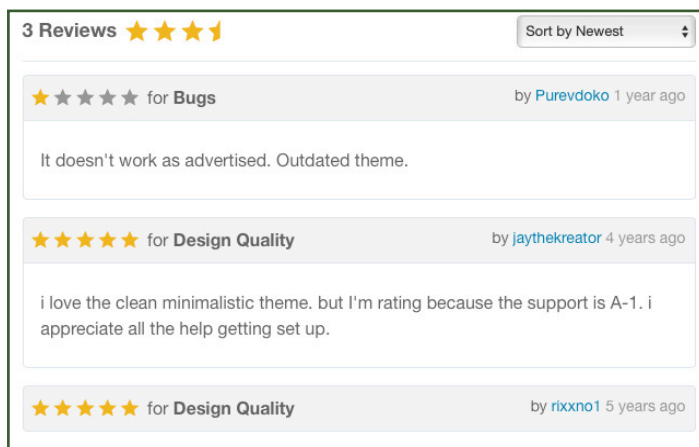
Once I had made the decision to scrap the premium theme purchased by the client, I emailed Claire, seeking advice as to how we should inform them of this news.

I explained that we had tried everything we could to get the theme to work, but unfortunately it was not going to be possible.

Claire seemed to understand this dilemma. She told me that she would contact the client and explain what had happened.

 Mulrone, Claire
Mon 06/12/2021 11:08
To: Tyler McBride
Hi Tyler
I'll chat to Adrian. I need to contact Ann and explain. We have no way of knowing if the word press theme will work, we naturally assume it will. Hopefully she will understand this. In telling her will also allow her to ask for her money back.
Claire

Broken Theme - Reflections



Reflecting on this issue we faced as a group, I take the responsibility. We did not take enough time to look through the two themes I had presented as options to build the website with. Had I looked closer myself though, I would have realised that the latest of the reviews for the Nevada theme highlights that it no longer works. This is due to the theme being outdated and seemingly no longer receives support from the author. We did do everything within our ability to try and get the theme to work.

This issue taught me a lesson in looking more carefully, even when making snap decisions. It was an unfortunate incident. I am just thankful that we were able to move forward with a new theme and go on to complete the website.

New Theme

Botiga By aThemes

Home Blog Shop Contact BOTIGA

Headline that grabs people's attention

SHOP NOW

Featured collection

A powerful headline about your product's features to give focus to your chosen product collection

SALE!

Preview Download

Version: 1.0.8
Last updated: November 30, 2021
Active Installations: 7,000+
PHP Version: 5.6 or higher
[Theme Homepage →](#)

Ratings [See all >](#)

★★★★★ 5 out of 5 stars

5 stars	29
4 stars	0
3 stars	0
2 stars	0
1 star	0

As it was imperative that we found a new theme, we all began searching. Daniel is the one who found our replacement, the 'Botiga' theme.

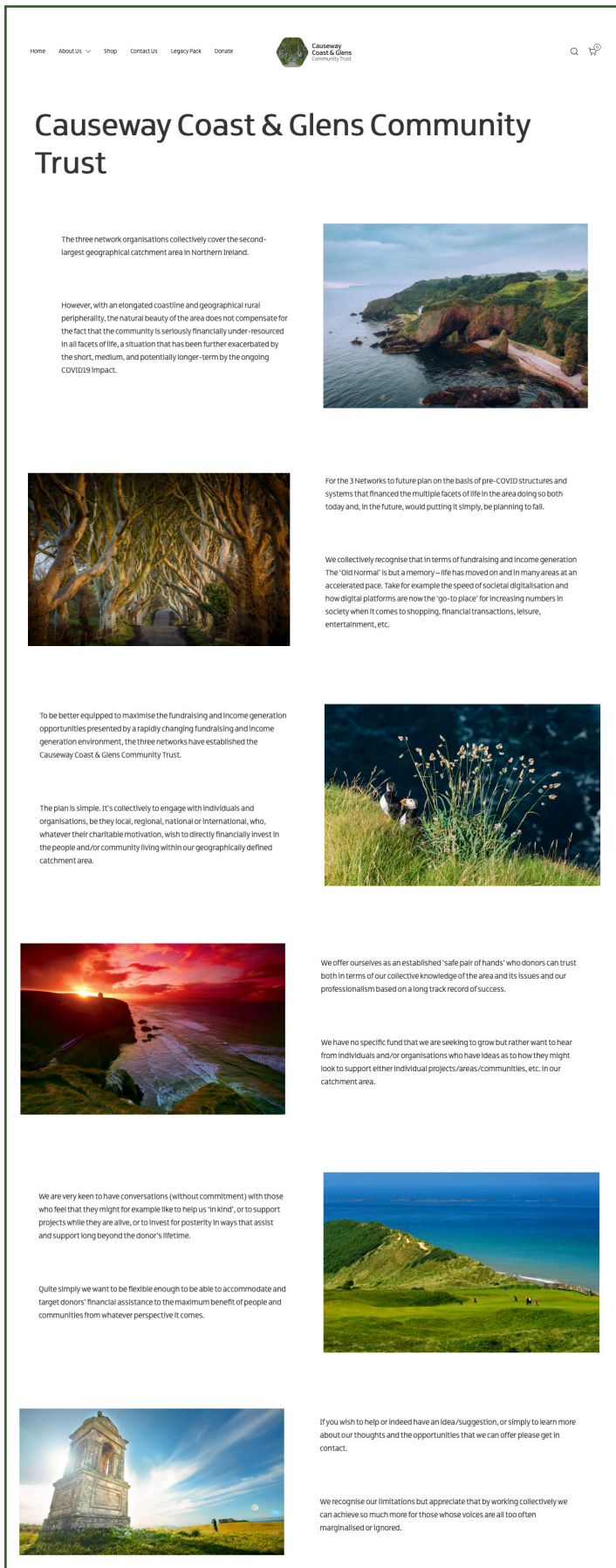
It may not be as feature-heavy as the premium 'Nevada' had promised, but it fit the description:

- Clean
- Block space for images and text
- Had a shop function

While it did not come with a donate function, that was something we were able to rectify ourselves through the use of plugins.

Now that we had our new theme, we installed it to WordPress and could now begin creating the website.

Building the Website



I assigned myself to create the two 'about' pages. The page to the left is about the Causeway Coast & Glens Community Trust.

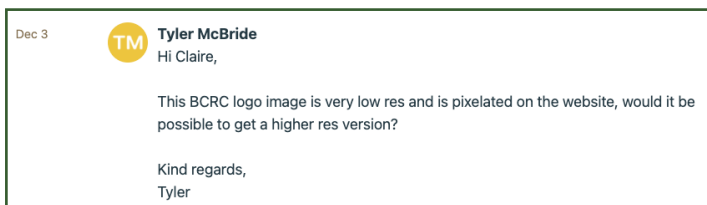
As these are slightly 'text-heavy' pages, I split the content up in as appropriate manner as I could. I followed my wireframe sketch of utilising alternating image and paragraph blocks. I did this to help break the content down for reader's. I aim for it to keep them engaged by having an image to visually engage them as they read the text beside it. The images used are from the selection of 25 photographs I had previously gathered for the calendar. We have used them as placeholders, as the client plan to hire a photographer in the future to replace them with images that they want specifically.



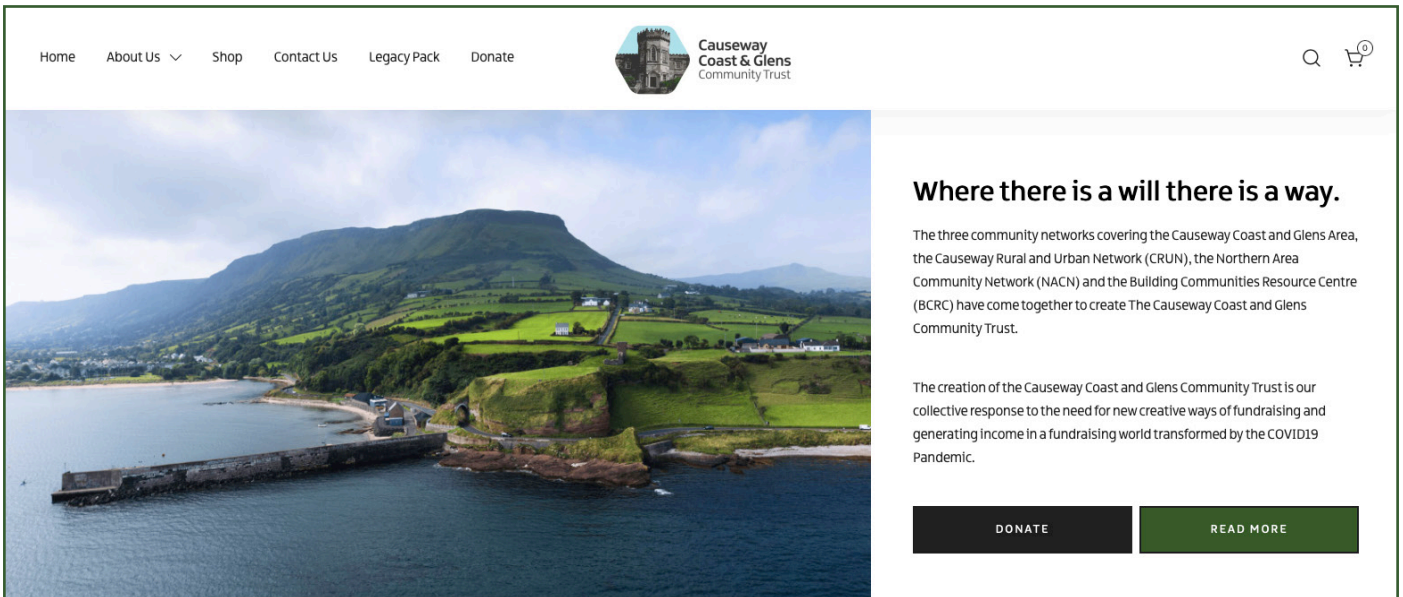
The Networks Page

Initially I had assigned Billy and I to create this page together. However, after adding in my section (CRUN), seeing that it only took a few minutes to do, I added the other two organisations section also.

Whilst this proved controversial, I spoke with Billy and Daniel and we were able to reassign him to create the 'shop' page.



The logo that had been supplied for 'BCRC' was very low-resolution and pixelated when used on the website. I contacted Claire about this and she was able to source a much higher-resolution version for me. from the client



An issue we ran into, one day before submission, was that the media block used to create the home page no longer functioned. We spoke to Adrian about this issue and he assisted us in our attempts to fix it.

The problem was that we were unable to display the images. After many trial and error, it proved hopeless and Adrian left us with two options:

- We keep working on trying to fix the problem.
- We come up with a new design/layout for the home page.

After spending some more time trying to fix the issue with the media block, I realised that it was not an issue with the images, but with the media block itself. It no longer linked correctly to the images. I discovered this by placing a different image block on the page and it displayed the desired photograph that the other block was supposed to.

Due to our lack of remaining time, I made the executive decision to create a new layout. Thinking back to Kevin's comments from the pitch, he was complimentary of my website theme. He liked that the image and text were clearly separated. Using this, I was able to come up with a new layout, utilising the image block that functioned properly.

Above is the final version of the home page. With the help of the team, we refined the idea until we were all happy with it.

Merchandise Sources

Merchandise Sources

When it comes time and you are ready to get some merchandise made, we have put together some sources for you to get these from. We have mostly stuck to local businesses, with some being in the Causeway Coast and Glens borough.

All-in-One

Eakin
Based in Armagh
Link: <https://www.eakinltd.com>

VistaPrint
Based online
Link: <https://www.vistaprint.co.uk/>

Print Material

Alley Kat Design
Based in Derry/Londonderry
Link: <https://alleykatdesign.com/what-we-do/design-and-print/all-products/>

Coleraine Printing
Based in Coleraine
Link: <http://www.coleraineprinting.com/index.html>

Signage

Signsni
Based in Ballymoney
Link: <https://www.signsni.co.uk>

Clothing

Total Print NI
Based in Ballynahinch
Link: <https://totalprintni.com/contact/>

The Signature Works
Based in Belfast/Bangor
Link: <http://thesignatureworks.co.uk>

Travel Mugs

Total Merchandise
Based in Colchester (large online provider)
Link: <https://www.totalmerchandise.co.uk/>


Remembering our chat with Adrian about what we would need to handover to the client, branding, print documents etc. I realised that we had forgotten to source places the client could take the print files to when they were ready to create some merchandise.

While the other team members were busy fine tuning the website, I searched for such places.

Above is the document I created for the client. I included the necessary information they would need to make their decision of where to go and for which specific piece of merchandise. I attempted to make this as clear as possible by dividing the companies into categories of merchandise.


I also wanted to source places that were within the Causeway Coast & Glens borough, so that the client could stay local and also support their local businesses; this was to keep in line with their own goal of bringing money back into the area.

Stripe Verification


 Tyler McBride
Fri 10/12/2021 15:16
To: Mulrone, Claire
Hi Claire,

To complete the Stripe donate function on the website, we need to be able to call Ann so that we can get all the necessary information as quickly as possible. Can we give her a call? We don't want to call a client out of the blue without your go ahead.

Kind regards,
Tyler

 Mulrone, Claire
Fri 10/12/2021 15:26
To: Tyler McBride
Cc: Hickey, Adrian

Tyler
I would ring Ann. Its very important to get this.
She didn't phone me back after I left the message so I don't know if she's off on leave.
Claire


 Tyler McBride
Fri 10/12/2021 15:57
To: Mulrone, Claire
Cc: Hickey, Adrian
Hi Claire,

Just off the phone with Ann. Basically, because they don't have an account set up for the organisation just yet, we cannot complete the donate function at this point. However, we have it all set up and ready for them to complete the process once they have the account. I explained to Ann that we will update the user manual to include a section on how they can finish the Stripe process to accept donations.

Kind regards,
Tyler

 Mulrone, Claire
Fri 10/12/2021 16:30
To: Tyler McBride
Cc: Hickey, Adrian

Great Tyler, delighted you got to chat to Ann, this should satisfy everyone. This will be launched in the new year. The client will fill in the detail then.
Well done navigating this last glitch
Claire

 Tyler McBride
Fri 10/12/2021 16:49
To: Mulrone, Claire
Cc: Hickey, Adrian


Thank you Claire! We have also successfully changed the WordPress account email from mine to their ccgct2021@gmail.com address and added Ann's phone number for their gmail accounts, which they will then update once they have a phone number for the organisation. There is a document with a link to the website and WordPress details in our submission folder on Basecamp.

Kind regards,
Tyler

 Hickey, Adrian
Fri 10/12/2021 16:50
To: Tyler McBride; Mulrone, Claire

Great! Well done Tyler.

Adrian

 Mulrone, Claire
Fri 10/12/2021 17:04
To: Tyler McBride
Cc: Hickey, Adrian

Great thanks Tyler.
Claire

A last minute issue Daniel told me about was that Ann had not verified 'Stripe'. Stripe is the plugin used on the website that would allow users to donate to the organisation.

As there was little time left before we had to handover the website and files, I emailed Claire to seek her advice. I explained that we needed to ring Ann and talk her through the final set up of Stripe. I wanted to get approval to phone Ann, as I was wary of the idea of calling a client out of the blue.


Claire gave us the go-ahead on this. As Daniel was the one who had setup the donate function on the website, he spoke with Ann on the phone and guided her through this process.

Unfortunately, Daniel's phone died during the phone call. He asked me to finish the phone call off and explain that they themselves would need to finish the setup process at a later date due to them not having a bank account for the organisation at this point. Therefore, we could not complete the process for them. I rang Ann and explained this to her, of which she understood and thanked me for letting her know and explaining what they would need to do. I also explained that we would update the WordPress manual to show them how to finish off the process of setting up Stripe.

Once I finished the phone call, I emailed Claire and Adrian to update them on the situation.

Website Feedback

Adrian and Claire

 Tyler McBride
Tue 07/12/2021 14:08
To: Mulrone, Claire


Hi Claire,

We feel that the website is now ready to be presented to the client to gather some feedback and see if they are overall happy with it.

We just wanted to run it by you first to see if you would like to view the website before we show it to the client. Also, should we launch the website so that it is live or give them the WordPress details so that they can log in and view it that way?

Kind regards,
Tyler


Once the website was in a presentable state, I emailed Claire and Adrian if they would like to view it first before we send it to the client. They agreed that this would be best.

 Mulrone, Claire
Tue 07/12/2021 15:45
To: Tyler McBride
Cc: Hickey, Adrian

Tyler
I think you should share it with both Adrian and I before the client to our feedback before it would go to the client.

Until you get feedback from the client, I would not make this live yet. We also know they haven't finalised all of the legacy pack information so I don't know when they will launch the community trust.
Claire

The changes that Adrian suggested were to remove the white filter that had been placed on some images. He also noted that the image files were too large, as they took too long to load on his end. Claire agreed with Adrian's feedback.

 Hickey, Adrian
Wed 08/12/2021 18:10
To: Mulrone, Claire; Tyler McBride
Cc: Daniel Middleton; Ross Curran; William Quigley

Hi Claire

You need the URL which is <https://ccgcommunitytrust.com>
And then the login details will work.

Tyler just put a generic Wordpress link in the email.


Tyler

So I think the images are too washed out – and I think they could be compressed as they are taking some time to load. In rural areas you need them to be as optimised as possible.

Could you optimise all the images and have a look at the colour effect on them – it should at least match the blue in the logo and then you could look at whether the black text needs to be white or not once you have more saturation and depth in the colour of the images.

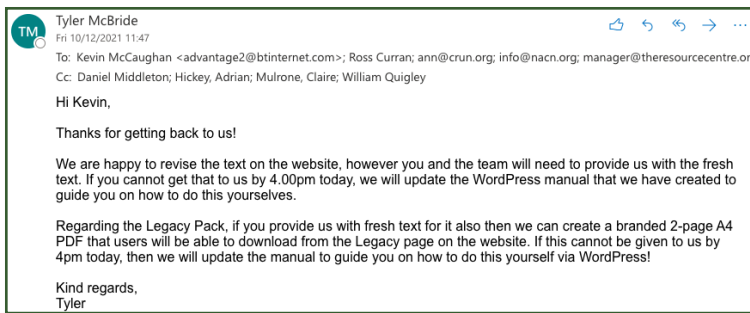
See you tomorrow
Adrian

We took this feedback on board and updated the images so that they are no longer washed out and are now more optimised for the web.

 Mulrone, Claire
Fri 10/12/2021 10:58
To: Hickey, Adrian
Cc: Tyler McBride

I agree with everything said. I will ring Kevin re last point.
Claire

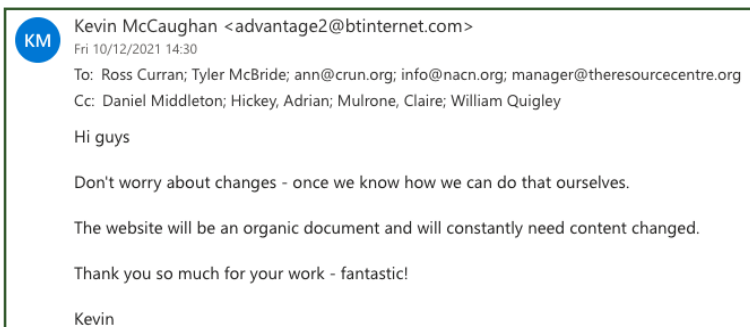
The Client



At this point it was the day of submission. The clients had been emailing back and forth about changing the text on the website. I spoke to Adrian about this as I was concerned that with our timeframe we would be unable to implement text changes on the website so late on.

Adrian advised me to email the clients and present them with two options:

- If they could get us the finalised text by 4pm of that day, then we could make the changes ourselves.
- If they could not supply us with the final text, then we would include instructions of how they can do this themselves in the WordPress manual (created by Billy)



As shown in the emails above, I presented the clients with their options regarding this issue.

Kevin responded and told me that they would make the text changes themselves in the future.

I was now content that we had resolved this last issue.

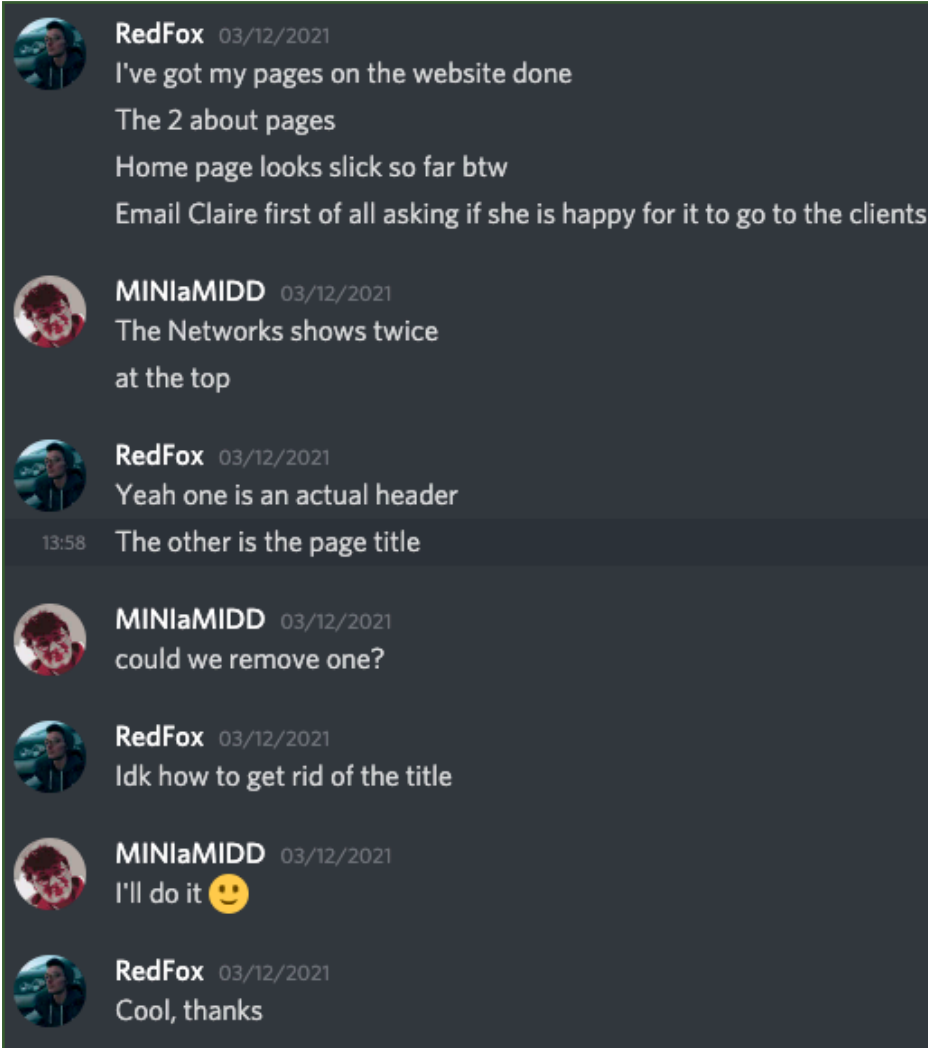
I was very pleased with Kevin's feedback:

"Thank you so much for your work - fantastic!"

It was enough feedback to show me that as a team, we had successfully completed what we set out to achieve for the Causeway Coast & Glens Community Trust.

Phase 3 - Communication

| Communicating with the team



I updated the team of my progress on the website and when I had completed my pages.

Daniel pointed out that the title of the page was being displayed - something we did not want.

Daniel attempted to fix this.



RedFox 03/12/2021

Can we not remove the title instead?

The headings are what can be styled

But the page titles are the thing that says "About" at the top currently and they don't fit with the styling



MINlA MIDD 03/12/2021

cant find a way



SlashedChaynz 03/12/2021

what is it u wanna do?



MINlA MIDD 03/12/2021

I think it looks good the way it is now but it's just me



RedFox 03/12/2021

I'm gonna try a plugin for title removing Just YouTubed it



SlashedChaynz 03/12/2021

wdym title removing



RedFox 03/12/2021

And if it doesn't work delete the plugin

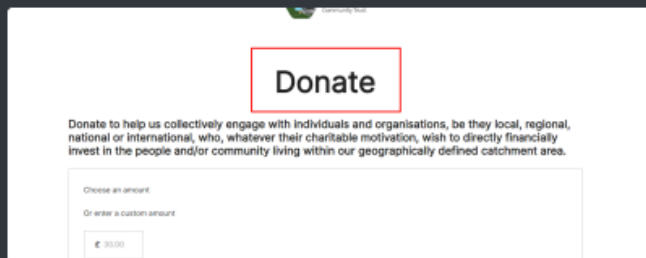
The title of the page

When creating the pages

You give them a title



SlashedChaynz 03/12/2021



that?



RedFox 03/12/2021

But the title sticks to the top even though that's what we don't want to see

Yes

Daniel ended up removing the header instead of the page title, which was not what we wanted. We needed rid of the page title, as it looked unprofessional if left the way it was.

I researched how to remove the page title from WordPress and a YouTube video thankfully pointed me in the direction of a plugin.

I installed this plugin, "Title Remover". It added an option in the page settings when editing the website to remove the title from the page. After testing it to ensure it worked, I went through each page and enabled this feature.



SlashedChaynz 03/12/2021

il take a look




RedFox 03/12/2021


Let me try this plugin first


So don't touch anything just yet pls


Okay the plugin worked


All is sorted


 **RedFox** 03/12/2021
@SlashedChaynz we decided to just keep the networks on the one page and give the CCGT it's own separate page, so that there are only 2 pages for 'About'
Hover the 'about' on the nav bar


 **MINIaMIDD** 03/12/2021
There's no harm in making seperate paghes tho


 **RedFox** 03/12/2021
That means users are clicking through 3 different pages though
No one will want to do that


 **Ongietan** 03/12/2021
@RedFox Do you still have the 20 images you collected?


 **RedFox** 03/12/2021
Yeah


 **Ongietan** 03/12/2021
Would you be able to send me them? I checked your folders on basecamp and didn't find them


 **RedFox** 03/12/2021
Yeah I'd only put up the 12 cause that's what Claire had told me to put up
I'm still in Belfast rn, I'll put them up when I get home tonight


 **Ongietan** 03/12/2021
Yeah I have those ones too
np thanks bro

 **RedFox** 03/12/2021
No sweat man

 **RedFox** 03/12/2021
@Ongietan that's those photos on Basecamp

 **RedFox** 06/12/2021
NACN: 028 2177 2100
CRUN: 028 7034 4934
@Ongietan those are the only numbers I can find, linked through their email addresses for their networks, can't find one for BCRC

 **RedFox** 07/12/2021
@everyone shall we meet at 2pm here?

 **Ongietan** 07/12/2021
sure

There was some dispute over whether we should have a separate page for each of the community partners under the 'about' section. I made the point that by keeping all three on one page, then users would not have to click through the website as much to find out about each of the networks that formed the organisation. I was thinking about ease of use for the user.

Ross asked me to send him the folder that contained all of the images I had previously gathered. I uploaded these to Basecamp for him.

I sourced the phone numbers of the community partners for Ross as he could not find them.

I called for meetings during this phase when I needed to speak to everyone. These were useful for each team member to check in with their progress and to ask for assistance if they needed it.

Phase 3 - Reflections

The Project

The project is now complete. The handover has since taken place. The last three weeks of this phase brought us some of our biggest challenges.

The hardest element to this phase was the theme. Once we discovered that it was broken, everything came to a halt, as we could not move forward with the website until the issue was resolved. I can reflect and say that my inexperience with WordPress played a part in the initial failure of the first theme. I was certain that I had installed the theme correctly, only to realise it was outdated.

The issue surrounding the theme though has taught me a lot about the process of finding a theme and installing it correctly.

Web design is not something that I enjoy. However, I feel that I was able to fully commit myself to this final piece for the client. My confidence in using WordPress and knowledge of it has grown.

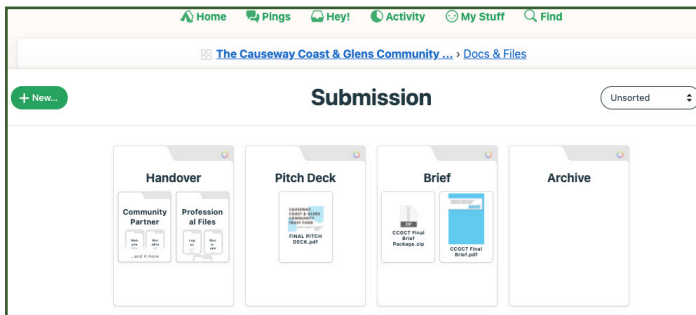
The Team

The last three weeks of this project were no doubt the hardest. I am proud of every member of the group. We all helped each other out when needed and supported each other. I was grateful when the team helped me out with the broken theme issue. We all came together on that and even though we were unable to resolve the theme itself, we rectified the issue by finding a new theme.



FINAL PIECES

Handover

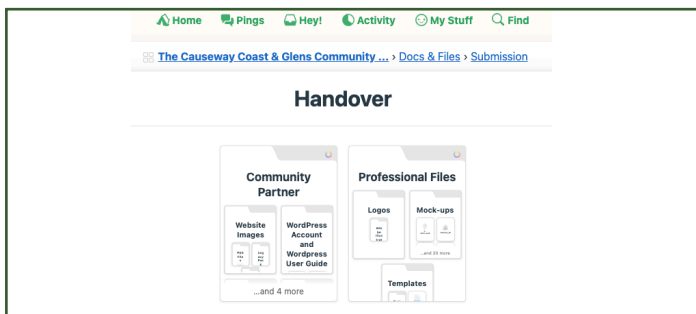


The deadline for completing the project was 10th December (week 12). We had to ensure the website and all merchandise files and logos were all completed by then.

On 10th December, we had to upload anything related to the project in to a bin on Basecamp titled 'Submission'. We then created sub bins within the submission folder to appropriately allocate each file.

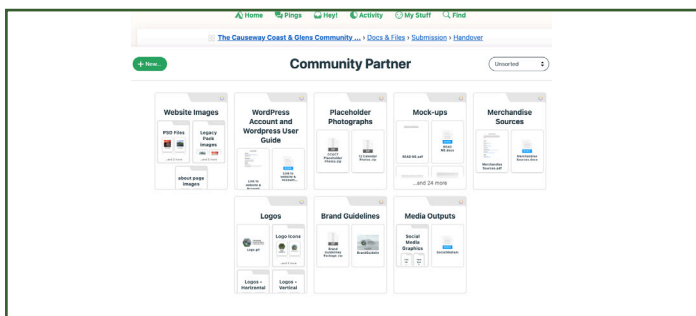
We had set up two main bins within the folder:

Community Partner



This bin contained files such as the edited images used on the website, the brief document, merchandise sources and brand guidelines.

Professional Files



This bin contained the logo and merchandise files that are to be used for printing purposes.

To complete this task, we held a team meeting on Discord. Everyone added the files and documents that they were in possession of into the appropriate folder. I uploaded:

- The brief
- Diary (png/Ps file)
- Merchandise sources document
- 'Read Me' instructions
- Link to website
- Account details

Final Reflections

| Final Thoughts

I found this project to be one of the most challenging tasks I have completed in my academic and working career to date. I do not say that negatively, quite the opposite. I look back on this project and embrace all that I have learnt from it.

It gave me the chance to use the experience and skills I gained during my placement year and previous years of study. From working as part of a team, to managing and communicating with the client, to delivering meaningful content. I have been able to apply, and develop all of these skills and more.

As a team, I believe that we worked well together. We ran into some issues, had some creative differences, but we managed to overcome everything and deliver the end product to the client.

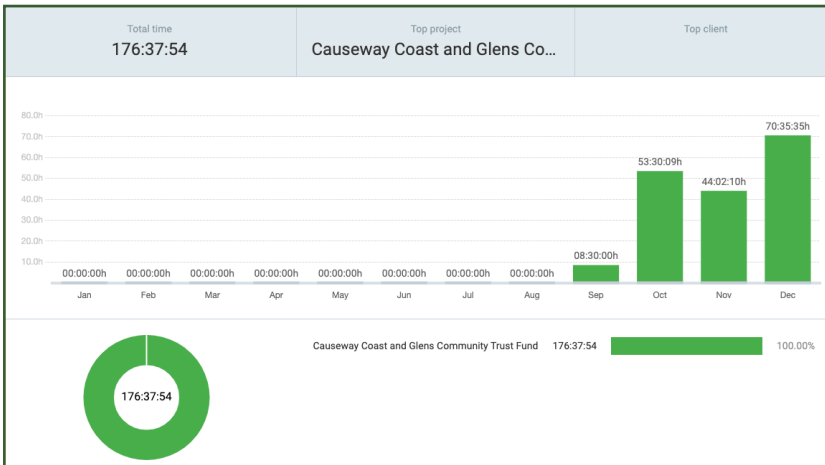
I could see our communication improving as the project went on and by the end we were much more in-sync with each other. This is what I like to see when working with a team; development. I believe that we have delivered what the client wanted and more. I genuinely do not think they were expecting to walk away with as much content as they have done!

| The Client

I enjoyed working with the three community networks, and of course Kevin! With my prior client experience I felt I was able to present myself, the team and our work in a way that reflected a high standard. I enjoyed being able to practice my client facing skills and communication. All of the clients were lovely to communicate with both during the pitch meeting and through email. I spoke with Ann a handful of times over the phone and she was always cheerful, positive about our work and would thank me for assisting her in sorting out verification.

From my previous client experience, I feel that the Causeway Coast and Glens were easy people to deal with. They appreciated the work the team and I have produced. I feel that they never asked too much of us and if they did request something that was not possible, Claire would communicate this to them. To which they were always understanding of!

Time Log



To keep track of our time throughout the project, we used 'Clockify'.

The screenshots to the left show my own time log during the course of the project.

Total hours = 176

Team Meeting • Causeway Coast and Glens Community Trust Fund	44:39:19
Production Log • Causeway Coast and Glens Community Trust Fund	34:29:11
Class • Causeway Coast and Glens Community Trust Fund	18:45:00
Logo Design • Causeway Coast and Glens Community Trust Fund	17:04:47
Website • Causeway Coast and Glens Community Trust Fund	13:45:47
Project Brief • Causeway Coast and Glens Community Trust Fund	09:54:26
Benchmarking • Causeway Coast and Glens Community Trust Fund	06:15:56
Website and Team Meeting • Causeway Coast and Glens Community Trust Fund	06:05:00
Design Deck • Causeway Coast and Glens Community Trust Fund	05:00:00
Final Design Deck • Causeway Coast and Glens Community Trust Fund	04:00:00
Team Meeting, Planning and Organisation • Causeway Coast and Glens Community Trust Fund	03:45:00
Mockups • Causeway Coast and Glens Community Trust Fund	03:45:00
Submission Filing • Causeway Coast and Glens Community Trust Fund	02:47:19
Team Meeting, Diary Mockup • Causeway Coast and Glens Community Trust Fund	01:20:00
Calendar Photographs • Causeway Coast and Glens Community Trust Fund	01:01:37
Meeting with Community Partner (Microsoft Teams) • Causeway Coast and Glens Community Trust Fund	01:00:00
Pitch Meeting • Causeway Coast and Glens Community Trust Fund	01:00:00
Merchandise Sources • Causeway Coast and Glens Community Trust Fund	00:49:32
Installing theme • Causeway Coast and Glens Community Trust Fund	00:40:00
Client Call • Causeway Coast and Glens Community Trust Fund	00:30:00

Here you can see the different areas my time was spent on and how long for each.



Causeway Coast & Glens Community Trust



The Science Shop
Knowledge • Ideas • Results