

Alex McPeake
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Production Log

Introduction

This production log details the work that me and my team have carried out over the course of this project, for our partner the Rural Health Programme.

This project has allowed us to develop numerous skills related to social enterprise. It has allowed us to work in a team, creating a full project for a company, has taught us time management skills, communication skills, and to understand the benefits of working with a community partner.

This project was supervised by Alan Hickey and Claire Mulrone, allowing us to, observe professional practise and be assisted in areas we are unsure about in professional practise

In this production log I will include screenshots and evidence of my own work I have created during this project along with work my team worked together on.

About our partners

The rural health partnership are a group from south Armagh, that aim to help support and strengthening Rural communities by providing training, education, personal development and promoting good mental health and well being.

Project Specification

For this project we were tasked with re branding the rural health partnership. They wanted a complete new logo, along with new brand guidelines, to create a website, to create mock-up merchandise, poster ads and a new social media campaign.

Skills Required:

Illustrator

InDesign

Photoshop

WordPress

Brief

For this project we had to create a project brief to detail the tasks which we were going to be carrying out along this project, who the community partner was, the target audience, deliverables, and research into other companies

Brief

Community Partner

The Rural Health Partnership was established in March 2002, to “enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems”. Working in the greater South Armagh area including places like Dungannon, Portadown and Newry they aim to aid families, farming families and settled travellers in the most rural parts of South Armagh as they are the most in need due to being isolated from mental health aid, due to poor infrastructure in rural areas.

The partnership strengthens and supports local rural communities and provides them with training, education and the ability to develop personally in ways they would not be afforded otherwise. They deliver Rural Health Partnership programmes, as well as courses alongside other providers to promote self care, mental health and physical activity with a strong emphasis on those who are isolated and suffer from mental health problems related to the rural location.

With plans for a spring launch the Rural Health Partnership wish to burst into the spring scene with a fresh and new visual identity, something memorable and visually their own. The current logo/identity is in need of a complete refresh, building on the service users they currently attract, but providing an opportunity to recruit new members of the rural community.

Project Summary

We are going to develop a new visual identity for the Rural Health Partnership. This incorporates a new logo and colour scheme which will help modernise the current identity. We will showcase mockups of this logo utilised on various promotional material like pens and other merchandise, as well as on apparel that can be used by partnership staff to raise awareness of the partnership while they deliver courses in the community. Other promotional material, such as pop ups will be designed to allow the company to promote their services at events. We will also develop a website using Wordpress. This will allow for easy editing of the website without the need for advanced coding capability. A motion graphic will be developed that showcases the wide range of services the Rural Health Partnership provides, as well the collaborations and training they provide for other organisations and the local health trust. This motion graphic will be utilised on the website and on social media to raise the profile of the partnership to service users, funders health practitioners and policy makers.

Target Audience

The primary target audience is rural families, individuals, older members of the community, settled travellers and individuals needing mental health support in the local rural areas. As Facebook is the main source of engagement along with physical promotion, a social media campaign developed using Instagram and Facebook will allow for more people in the local community to become aware of the partnership.

This partnership offers educational programmes, community celebrations and classes including South Armagh Women's Group, Weekly Walking Groups, Painting Day At The Farm. The diverse range of educational programmes and events attract a wide variety of people from the local community.

Outline Deliverables -

Visual Identity and Brand

Brand Guidelines

Website - (existing address - <https://rhpsa.org/>)

Pull in content - photos, text etc (Emmet to assist us with photos)

Page dedicated to Community hub and the healthy living center

The 3 themes are for the range of services are self care, physical activity, mental health

Live calendar to track events / online booking feature

Donate button (justgiving?)

#careforcommunities

Newsletter/ezine

Responsive website

Live social media feed

Motion Graphic showcasing the work of the Rural Health Partnership

Mockups for Apparel

Polo shirt

Sweatshirt

Promotional Material

Pens

pop up banner

bumper stickers #careforcommunities

bus shelter ad

Stress balls

Social Media Promotional material - facebook, instagram.

Competitors/Similar Companies - (Individual)

Competitors/Similar Companies

In project management, benchmarking is often undertaken to help inform the decision process. Benchmarking is the process of measuring performance against other comparable websites to allow for the best possible outcome. Our group picked 6 similar websites to benchmark from within the UK to compare for best practices, design and functionality.

The 6 websites are:

Yellow Wellies

Mental Health Foundation

Rural Support

Action with Communities in Rural England

Action Mental Health

National Centre for Rural Health and Care

We collated the data from these websites and these are our findings below:

Bench Marking (Yellow Wellies)

	Feature	Mental Health Foundation	Action Mental Health	Yellow Wellies	Rural Support	ACRE	NCRHC
<i>First Impression</i>	Aesthetics	Hero Image Introduction	Graphic Based splash page	Slides introduction	Uses Hero Image as introduction	Uses Hero Image as introduction	Graphic Based splash page
	Identifiable Target Audience	"About Us/Who We Are" Page	Yes, button on splash page "How can we help you?"	Yes first page	Yes, Front Page	Yes, Front Page	Yes, front page
	Identifiable Chief Aim	"About Us" Page	Yes, on splash page	Yes first page	One click away	One click away	Yes, front page
<i>Look and feel</i>	Retina (HD Ready)	Yes		Yes	Yes	Yes	N/A
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes
	Content in Prime Position	No	Yes	Yes	Yes	Yes	Yes
	Body text font	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif
	Logo placement	Center	Top left	Top Right	Top left	Top left	Top left
<i>Technical</i>	Book Online	No-Links and Phone Numbers to organisations	N/A	N/A	N/a	N/a	N/A
	Content Management System	HeadSpace	Wordpress	Wordpress	Wordpress	Wordpress	Optima
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Online support	No	No	No	no	no	No
	Telephone support	Yes	No	Yes	yes	yes	Yes
<i>Navigation</i>	Primary Menu Format	Fully Exposed Click Through	Fully exposed, click through	Fully Exposed, drop down	Fully exposed, drop down	Fully exposed, drop down	Fully exposed, click through
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top left	Horizontal Top Right	Horizontal Top Right	Horizontal Top
	Means of getting to top of page	None	None	None	None	None	None
	Sitemap	None	None	None	None	None	Yes
	Breadcrumbs	Yes	None	Yes	Yes, below header	Yes, below header	No
	Contact us	Footer	Button in Navbar	In primary menu	In primary menu	In primary menu	Button in navbar and footer
<i>Content</i>	No. of clicks to Contact Us O	1 Click	1	1 Click	1 click	1 click	1 click
	Explanation of service	2 Clicks About Us/Who We Are	1	Homepage	On homepage	On homepage	Homepage and button in navbar for more detail
	Evidence of outdated content	None	None	None	None	None	None
	Social Media	Follow Us section on home page	Links in Navbar	Embedded links in header and footer, twitter on homepage	Embedded links in header/footer	Embedded links in footer	Link in footer
	FAQ Section	None	None	None	In drop down menu	none	None
<i>Search</i>	Privacy policy	1 Click in Footer	Tab in footer	In primary menu	none	none	Footer
	Search	Embedded in NavBar	In Navbar	Embedded in header	none	yes	None
<i>Functionality</i>	Type of search button	Roll Over	Link to own search page in navbar	Roll over	n/a	Link to own search page in navbar	N/A
	Load Time	1.17s	1.8s	2.241s	1.01s	2.2s	1.81s
	Email subscription	Yes, Newsletter	None	Yes, newsletter	Yes, Newsletter	Yes, Newsletter	None
	Multilingual	Yes, Welsh	No	No	No	No	No
<i>Accessibility</i>	No. languages other than English	1	0	0	0	0	0
	How many font types	3	3	3	3	3	2
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes, use of images	Yes	Yes	Yes	Yes	Yes
	Link underlining	Yes	Yes	No	No	No	No
	Hyperlinks change colour if visited	No	No	Yes	Yes	Yes	No
Overall Score		73%	62.10%	77.35%	67.50%	64.80%	59.40%
	results	2nd	5th	1st	3rd	4th	6th

Yellow Wellies Benchmarking:

The strengths of the YW website is mainly how professional the website is, with a clear message, a consistent colour scheme and brand identity, along with a primary menu containing each relevant page with all the relevant content, a link to all there socials in the header and footer, with plenty of images and videos throughout the website to keep it lively.

The only noticeable weaknesses are it's slightly slow loading time, a lack of interactivity to further help engagement and it's inability to be read in multiple languages.

Overall I rated this website at 77.35%. This is due to the fact that this is an excellent example of a professional website that manages to keep it's brand consistency and get it's main point across without becoming too text heavy. They do a great job of linking the socials and not having the website feel static, while linking to all the relevant information, advice and resources you would expect from a charity based website.

Action Mental Health:

<https://www.amh.org.uk/>

The Action Mental Health website scored an overall rating of 62.10%. This is by no means a low score or means the website itself was bad as it had strengths as well as some weaknesses that we should consider when creating the Rural Health Partnership website. Some of the notable strengths are its landing page as it combines graphics and text to introduce the user and explain what they are all about. This is a great idea as it lets the user know right away without having to navigate through the site to figure out what you do. Another strength would be the donate button, however it would have been better placed toward the top of the page perhaps beside the "Need urgent help?" button which is another incredible feature as this is a call to action for those who need urgent help and don't have to spend unnecessary time navigating the site.

A weakness I found was its search feature. There is a noticeable search button on the navigation bar however upon clicking you are brought to a different page to search, while not a huge problem I think it may be better to simply have a search bar work on every page as load times are different for everyone and it might frustrate users if they have to load up a new page to search.

Mental Health Foundation:

This website features several strengths that would be applicable to the development of our website, such as the donate feature, which is accented with a bright orange button that stands out against the blue website, serving as a call to action for the user. Another strength of this website is its use of images. The hero image on the homepage is very eye-catching, and having images serve as hyperlinks aids the user in visually distinguishing the various pages of the website.

The Mental Health Foundation website, while aesthetically pleasing is confusing to navigate, due to the number of hyperlinks and pages only accessible from specific pages it would be easy for a user to become lost, especially without a sitemap.

Rural Support:

Web address - <https://www.ruralsupport.org.uk/>

From the six sites that we selected for comparison, Rural Support placed 3rd, scoring 67.50%

This is a very professionally made website with its mission statement clear from the get go. "Building Strong Farm Families" by offering support and guidance which is evident throughout the website.

The navigation is clear and concise. The drop down menus show there's a wealth of information just a few clicks away.

We feel this could be improved by offering a search function to help users navigate the site more efficiently, with a return to the top of the page button adding further value. The included breadcrumb feature is always a bonus and we aim to implement similar features in the final project.

From Inspecting the code we can see that Wordpress has been used which keeps the functionality to a high standard.

There is a little room for improvement, but overall the website is an excellent example and fit for purpose.

ACRE - (Action with communities in rural England):

Placing 4th on our list, <https://acre.org.uk> scored 64.80% overall.

This website boasts a very clear and concise navigation. As was standard across the board, it uses a hero image with an embedded link to their live social media news feeds. They have a well thought out sub navigation in the form of a horizontal carousel with 12 subheadings with clearly designed icons for each.

There is a wealth of information within a few clicks via the drop down menus on the navigation bar. There are breadcrumbs which are not clickable but do allow the user to remain orientated when browsing the site.

Where the site dropped marks against our benchmarking criteria, the load time was slightly slower than the other 5 sites.

There was no 'return to top of page' function which as a standard practice we'd expect to see. There was no real privacy policy on display but overall this website performs quite well and is fit for purpose.

NCRH (National Centre For Rural Health and Care):

The website for the NRCHC scored an overall rating of 62.10%. The landing page for this site was great in my opinion as it was very minimal and didn't feel at all cluttered only holding the information they deemed to be most important such as navigation tools, logo, buttons for work teams and about, and a brief "mission statement" to tell the user what they are about. The rest of the site maintains this minimal approach as well as housing easy to read titles, headings and clear fonts which enhances its usability. This website is functional first, although its aesthetics and overall design and layout do not suffer either. One of the only weaknesses I found was the social media link. It was hidden in the footer as a small icon that I felt was easily missable and should instead be housed in the heading or navbar and the size of the icon should be increased drastically as social media is a very important outlet for mental health as people are more likely to follow you if it's clear you have a social media account to follow.

1: Yellow Wellies	https://www.yellowwellies.org	77.35%
2: Mental Health Foundation	https://www.mentalhealth.org.uk	73%
3: Rural Support	https://www.ruralsupport.org.uk	67.50%
4: Action with Communities in Rural England	https://acre.org.uk	64.80%
5: Action Mental Health	https://www.amh.org.uk	62.10%
6: National Centre for Rural Health and Care	https://www.ncrhc.org	59.40%

Conclusion:

The benchmarking was a valuable exercise as it has helped us identify a lot of good features which we may wish to emulate for the final project, whilst flagging up some of the pitfalls that we'd hope to avoid.

'Yellow Wellies' scored the highest using the metrics, but we feel each site had a lot to offer in comparison with only minor shortcomings pulling their percentage down.

The Rural Health Partnership is South Armagh's only Healthy Living Centre. The Healthy Living Centre Alliance acts as a central hub for all of Northern Ireland's centres - <https://www.hlcalliance.org>. We decided not to include this in our benchmarking process as it's essentially a parent site for the Rural Health Partnership. Many of the features used in this website stand out to us and it's an overall excellent example of a site that we'd hope to be on par with.

Tone, Message and Style

The style and tone of this project will be consistent with the brands overall message, which is one of uplifting, inspiring colours to help show the partnership as a positive light #careforcommunities. The Rural Health Partnership is a positive and supportive organisation providing a range of educational programmes, and a wide range of accessible services to all rural communities in South Armagh. This needs to be reflected in the range of interactive media outputs, and new brand identity. This is an inclusive and proactive partnership, supporting the integration of people with mental health in the community.

Timeline

W.H.O World Mental Health Day 10th October

Brief 29th of October

Finalised Products (Test Uploading, Rendering, Exporting Files) 3rd December

Project Delivery Deadline 10th December

Budget

Website hosting with GoDaddy Deluxe Deal- £4.99/mo first 3 years then £9.99. This includes Domain, SSL Certificate and business email. £47.88/yr for the first 3 years.

Apparel- Kopyright, 5x Sweatshirts £102.50 or £20.50 per sweatshirt. 5x Polo Shirts £66.25 or £11.25 per shirt. Unisex apparel to save on budget spending.

Pop-Up Banners- Northside graphics, 'Gold' Roll Up Stand £38.90 per stand

Meet the Team

Alex - A third year Interactive Media student, with a strong graphic design background, paired with an in-depth social media awareness, I am thrilled to be working with the Rural Health Partnership to help rebrand the online and offline presence

Dean - Foundation degree in Interactive Design, and experience developing brand identities, I have a strong skill set for graphic design and am very excited for the potential outcomes of this collaboration with the Rural Health Partnership.

Tiernan - A 3rd year Interactive Media student from a Rural part of Mid Ulster with strong experience in brand identity, motion graphics and videography. Being from a rural area I understand the essential work that the Rural Health Partnership provides, this enhances the excitement I have for this project

Chris – Mature student and family man. I'm a big supporter of mental health awareness and as a retained firefighter from Portstewart, working within my local community, I can really understand how invaluable the Rural Health Partnership will be to so many people. I have a keen interest in graphic and web design and It will be a real privilege to work on this specific project to help the Rural Health Partnership realise it's full potential.

Communication with Client

Throughout this project we have kept in contact with the Rural Health Programme through meetings we have gather information on what needs created, through pitches where we got a better sense of where they wanted the project heading, along with keeping in contact for different work related questions.

Great Pitch! Well Done!

 Claire Mulrone · Nov 11 · Notified 5 people

Both of your partners were delighted with the designs you created. You all gave great informed and professional narratives, they were delighted with your explanations of your design choices.

Thanks Alex and Chris of seamlessly stepping up when Tiernan had technology problems.

Tiernan thanks for persevering and getting back in. Dean thanks for hosting and helping to navigate the pitches to showcase the elements the partner wanted to see again.

I think the final logo and design options will work albeit you have things to work on. Chris I see you have put up notes. I took a lot too regarding final merchandise designs.. I hope to get these collated over the next few days and I'll put them up here.

I'm looking forward to see the refined design deck. Congratulations 🎉

Claire



A
G

Meeting with Partner

 Claire Mulrone · Sep 28 · Notified 5 people

I have been able to secure a meeting with your Partner on Monday 4th or Tuesday 5th at 10.00am. Can you please let me know which date suits. I need everyone in attendance. I know we said we would avoid Tuesday meetings but I understand your class with Helen starts at 1.00pm. I'd like to confirm this today. Please let me know your availability.

Thanks

Claire



Alex McPeake

Yes that works with me, will be there

...



Pitch

 Claire Mulrone · Nov 9 · Notified 5 people

I have been emailing Majella and Teresa. They are both available on Thursday 11th but only between **4.45 - 5.45pm**. This is much later than I had hoped but they have other training commitments. In the circumstances I would like to facilitate this pitch so you can focus on finishing and working on one concept. Does this work for you all.

Please let me know this morning so I can confirm and issue an invite.

Thanks in advance

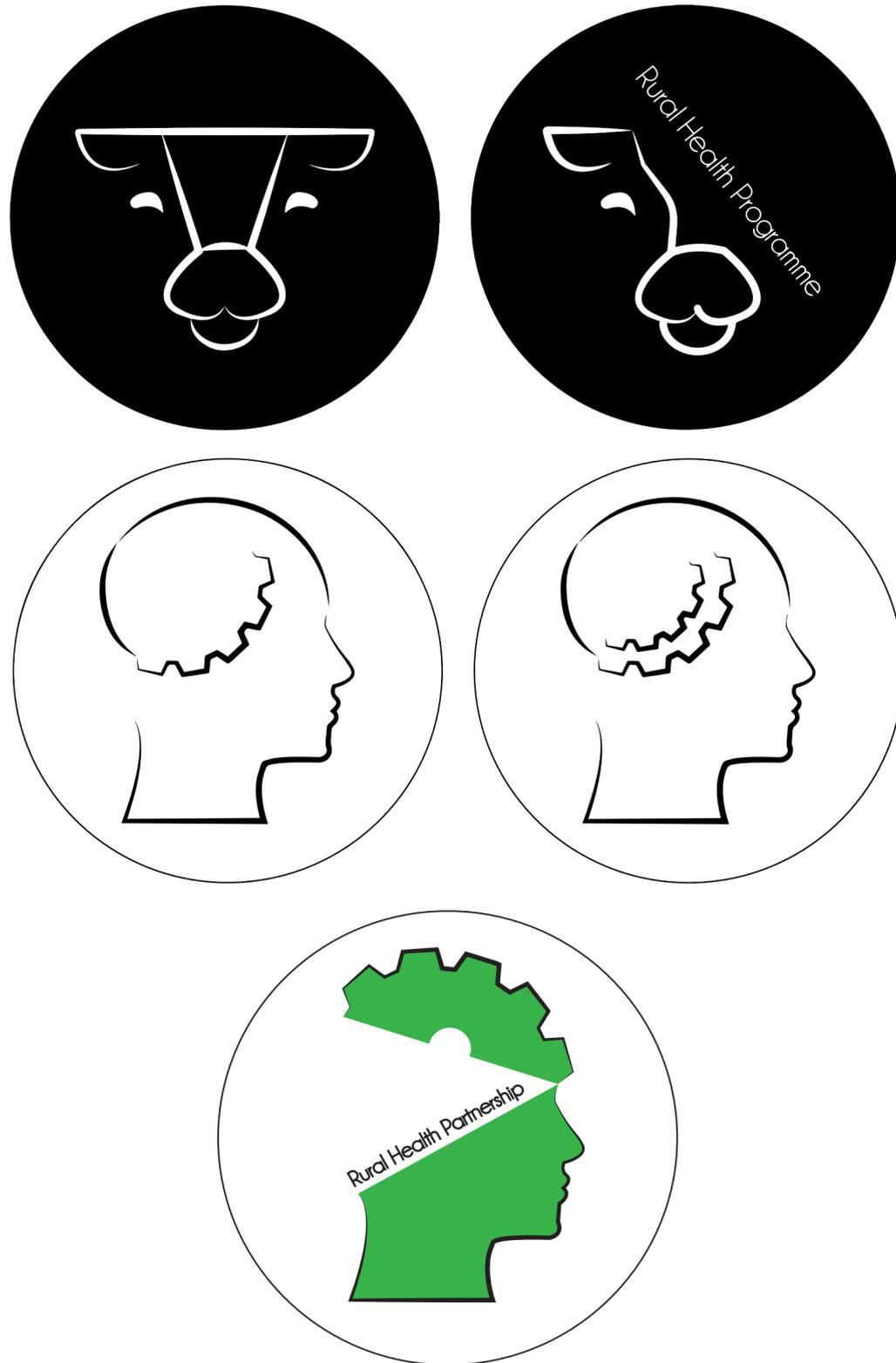
Claire



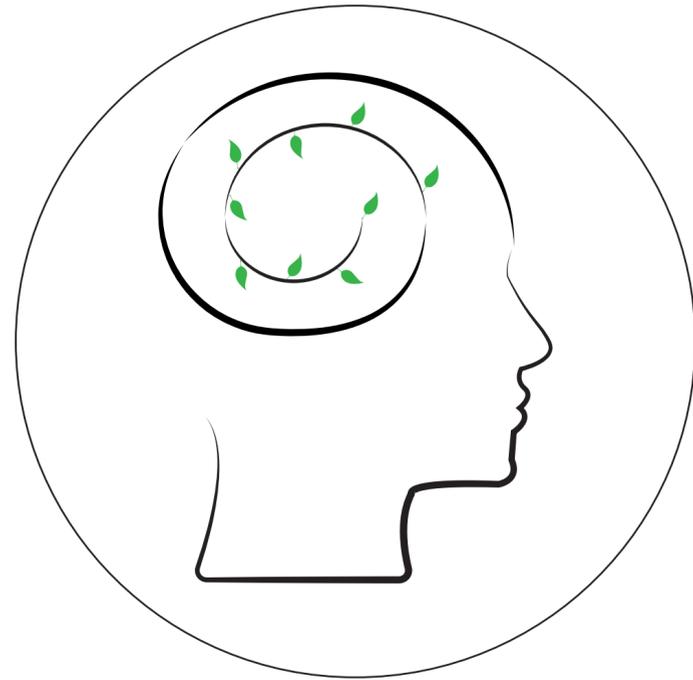
Alex McPeake

Yes, this works for me too

Initial Logo Design



For this logo design, I started creating ideas initially with a simple white line drawing of a cow over a black circle, then which I moved in the direction of having a simple drawing of a head with gears being located in the head to symbolise mental health



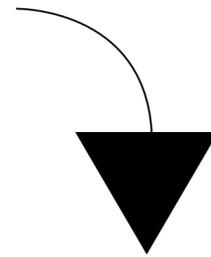
Carrying on with the idea of a line drawing of a head, I started to include other mental health related ideas mixed with themes of the outside and nature with more leafs, vines and a sunflower. I wanted to expand more into the countryside aspect



I wanted to develop nature more into this logo design, so I had a sunflower be displayed in the middle of the head, with a few different variations on how it was going to be displayed.



Here I finally had a solid idea for the logo, I just wanted to finalise it by using a colour drop tool to pick a shade of green and yellow from a hillside and a sunflower. I also changed the typography to timeless, and moved the partnership name from directly under the logo.



I wanted the final logo's text to be in more of a unique position, after liking the way it was located in the first image, I had the final word more right centered so the logo can be displayed on top of it, this was related to a sunflower and how it is growing from the middle of the text. This logo was the one which I was most confident in, however the other logos still had potential so to get a better sense I decided to mock some up on some apparel

Logo Application Examples

To get a better idea of what the logos would like, I decided to choose my 4 best logos and have them displayed on various items, to see what they would look like in real world applications

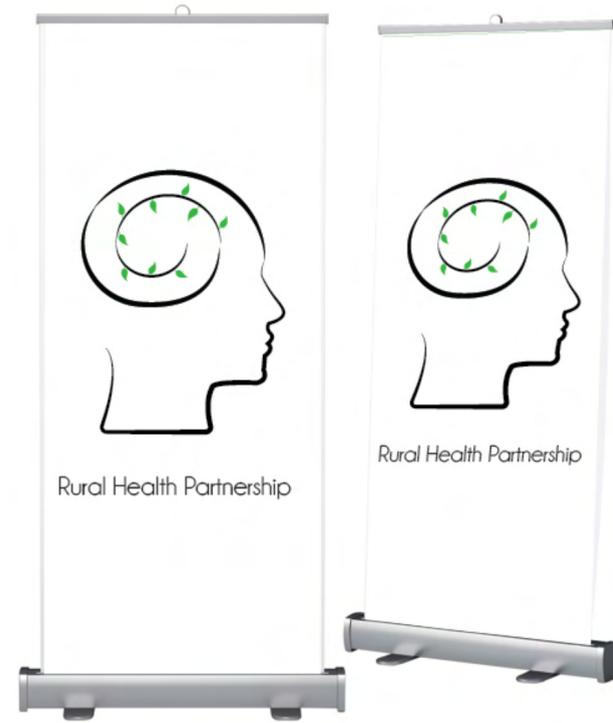
I decided to use the same templates that were given to us for our pitch, as it allowed for a fair visual account on which logo worked best on items that we agreed to show the rural health partnership.

I displayed these on images found from template websites, which we collectively used throughout the project



Apparel





Pop Up Banner



Web & App Visuals



Gillets



Stress Ball



Bus Shelter Ad



Logo Pitch

For our logo pitch, we had choose our best idea to begin applying it to various different promotional material. I decided to use my final logo which I developed.



Pop Up Banners

I wanted to explore the idea of having sketched thought bubbles as it fit with the logo design, and lead itself nicely to the personal feeling of the banner

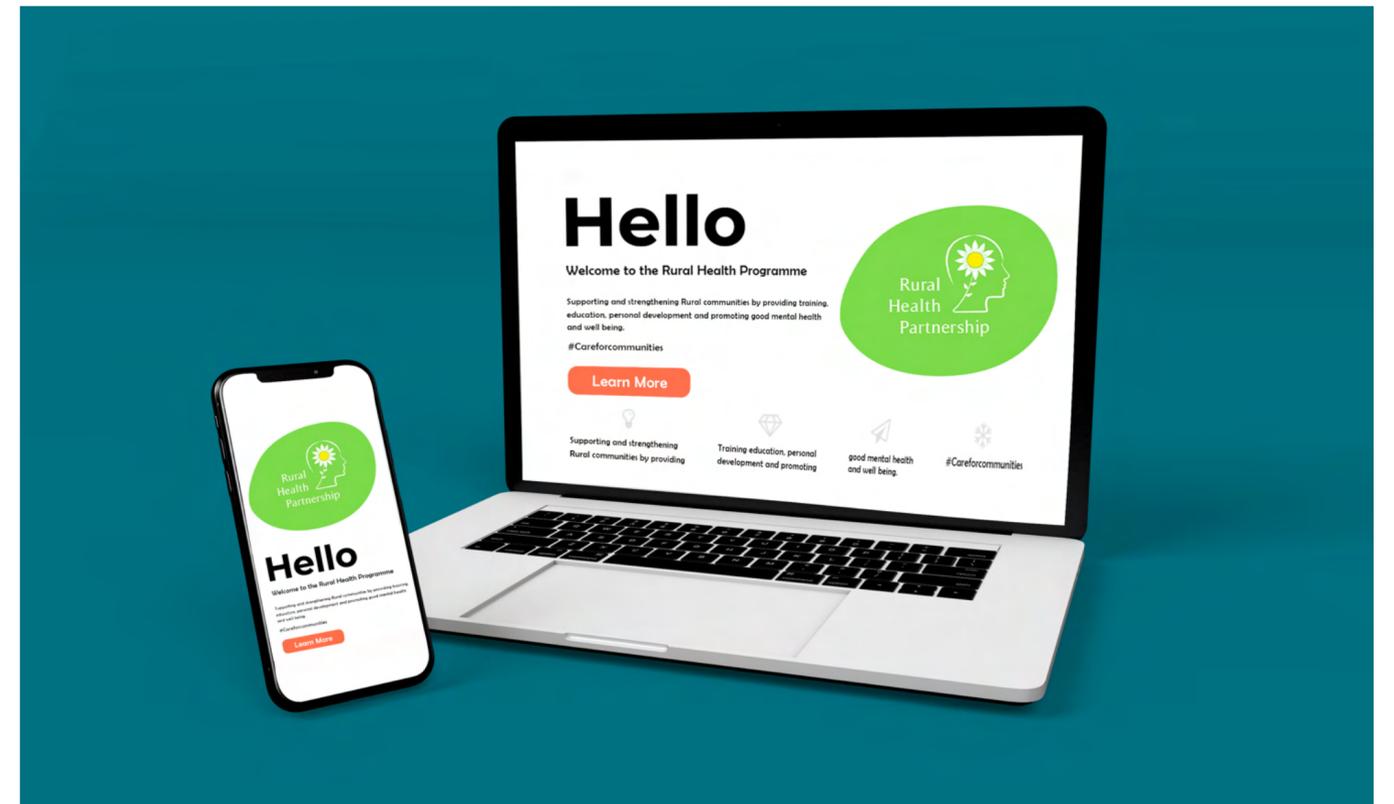
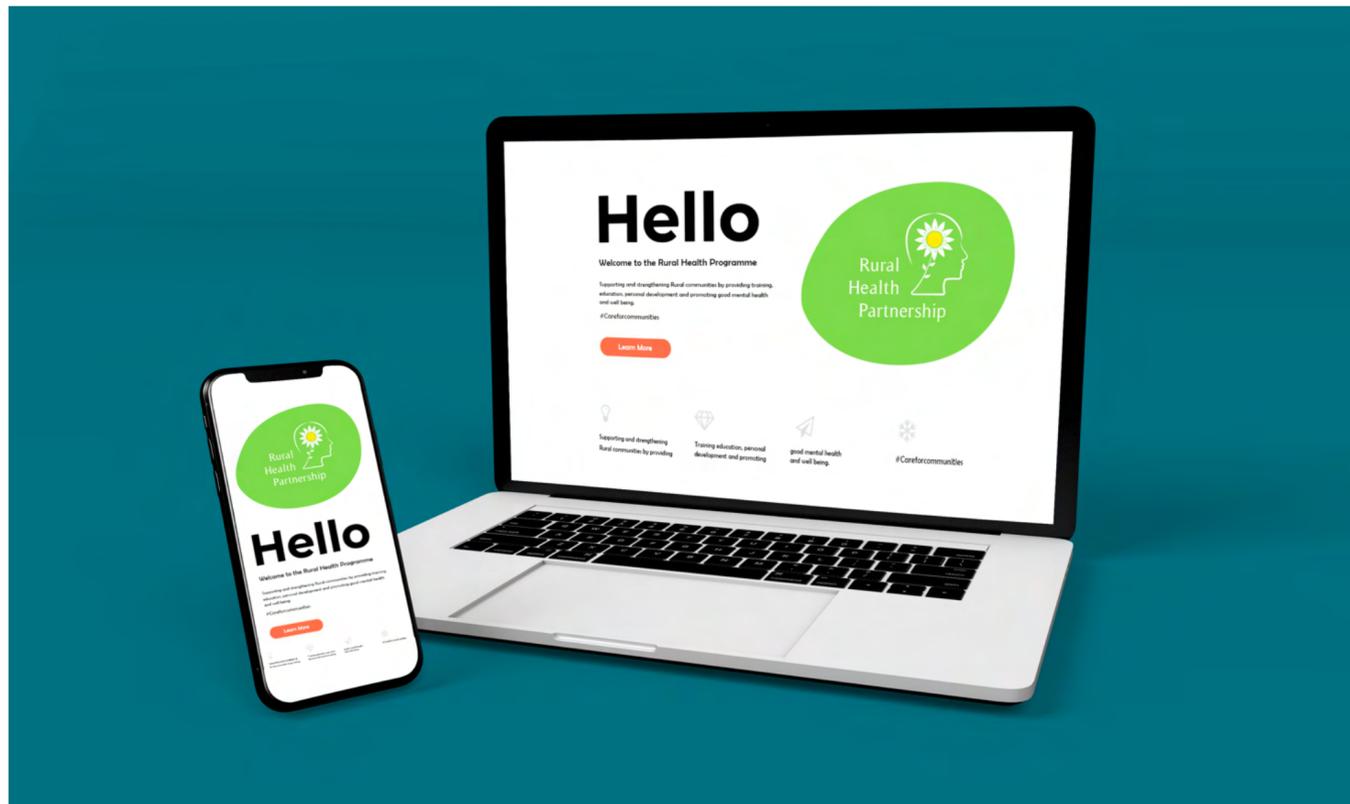
Bus Shelter Posters

Continuing from with the idea of a sketched thought bubble for branding, along with 2 options where the logo was displayed in 2 different ways, giving more choice to the rural health partnership



Website Template

I wanted to design this with a modern, minimalist style, having clear text on the opening page, along with the logo noticeably displayed. With the 1 button which would bring people directly to bookings, and the ability to scroll down to discover more of the website.



Apparel

This highlights the other options for the logo, which is a black and white variation, as it allows you to see the differences being displayed on clothing items





Other Promotional Items

These other items displayed like the white polo shirt, the tag, the coffee cup and the stress ball show the other applications for this logo. Showing how immediately recognisable this logo is



Pitch Feedback

Our meeting with the rural health partnership allowed us to see what direction they wanted to take their re-branding. After going through our logos, they decided on a mixture of 2 other logos from the group, as they felt it overall best represented what they were looking for



Design Deck

For the design deck I was able to display a pop socket with the logo displayed on the back, on 3 different versions, along with an alternative logo variation in white.



Deliverables

Since I was the only person able to move forward in the group with there deliverables, as I had the colour scheme and didn't rely on having the finished logo to start, so the team finished up the design deck and I began working towards our social media posts, campaigns and templates.

Instagram Ads

Rural Health Partnership



Supporting rural communities by:
Providing training
Education
Personal development
Promoting mental health and well being

#CareForCommunities

Rural Health Partnership



Supporting rural communities by:
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Rural Health Partnership



Supporting rural communities by:
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This Instagram ad had an expanded version of the logo be displayed in the corner with the partnership slogan displayed in one of the hills. Here you can see the different variations of that idea until, the best of which didn't have the black border which was present in the logo, as it made the logo in the corner too eye catching

Rural Health Partnership

Supporting rural communities by:

Providing training
Education
Personal development
Promoting mental health and well being



This idea of having elements of the logo displayed was carried on in the next set of ads, however this time I just used the tree in different positions, with the opacity lowered to make the text on the ad more clear. This logo did have promising elements, but the tree by itself wasn't a clear enough link to the logo

Rural Health Partnership

Supporting rural communities by:

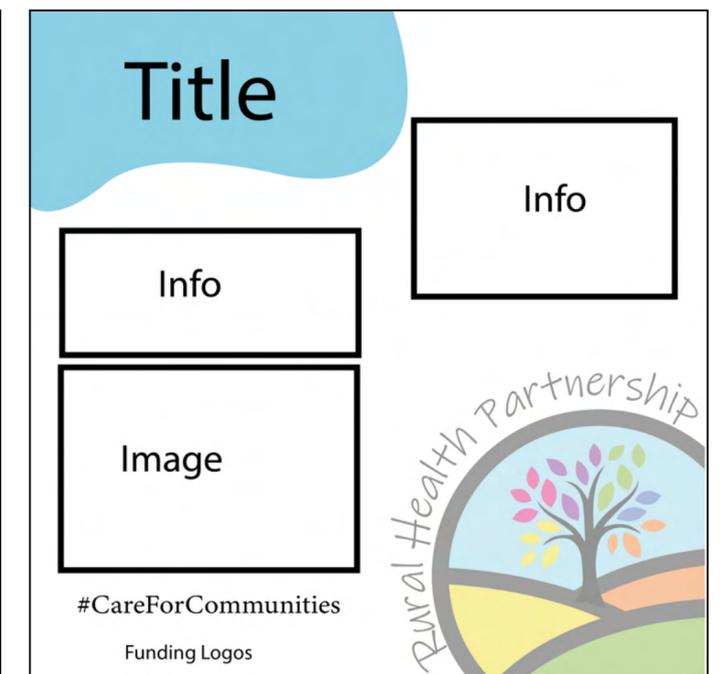
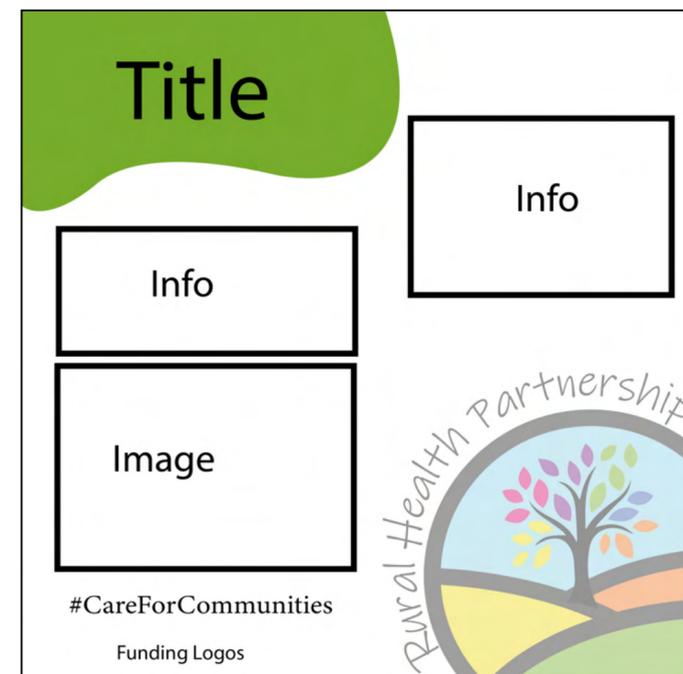
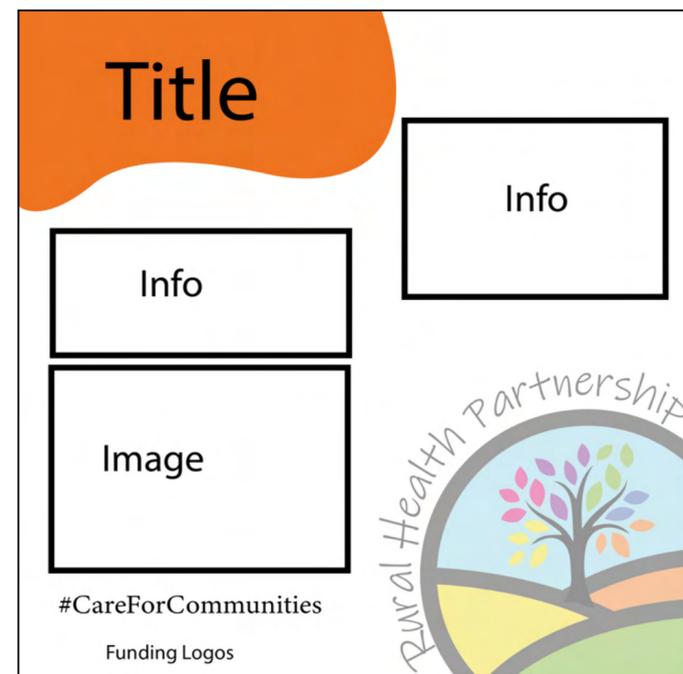
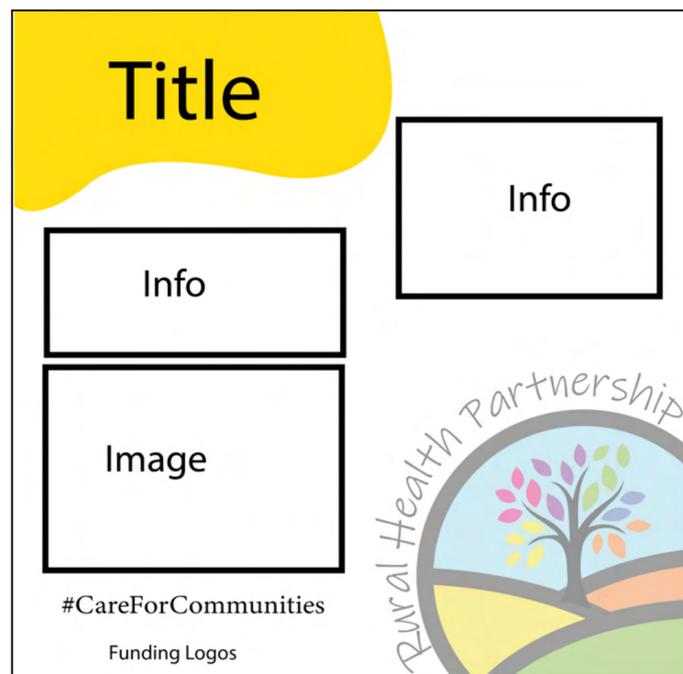
Providing training
Education
Personal development
Promoting mental health and well being





This was the final idea for this template, as it found a way to incorporate the logo, with a lower opacity as to not take away from the post. However it does come with multiple colour in the corner for the title to be written in, giving options to the partnership in which variation they wanted to use for specific programmes, ads and posts.

Here is a guide which I created, allowing the rural health programme a simple idea to follow on how to display there information when creating a new Instagram post



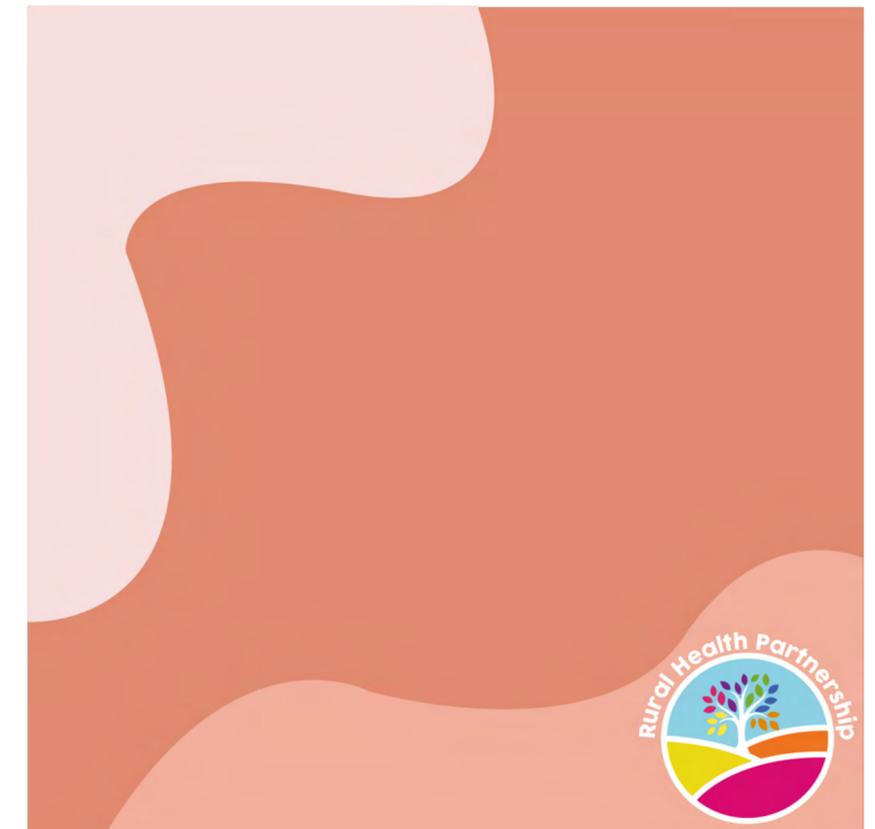


Here are some example I created using an old poster they had for a drugs and alcohol. This was done to give a visual example of what this poster would look like with the information the programme typically gives out



This idea was done using more toned down, simple colours allowing the white text to stand out against the background.

I carried on this idea, while including another similar colour and a different variation of the logo in the corner, with the white instead of black line complimenting the template





This is a guide I created, allowing the community partners an easy to follow idea of where there information will be displayed. Along with the same poster example I had created for the other Instagram ad, again to give a visual example the partnership can use



Rural Health Partnership



Supporting rural communities by:
Providing training
Education
Personal development
Promoting mental health and well being

#CareForCommunities



Rural Health Partnership



Supporting rural communities by:
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Rural Health Partnership



Supporting rural communities by:
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Rural Health Partnership



Supporting rural communities by:
Providing training
Education
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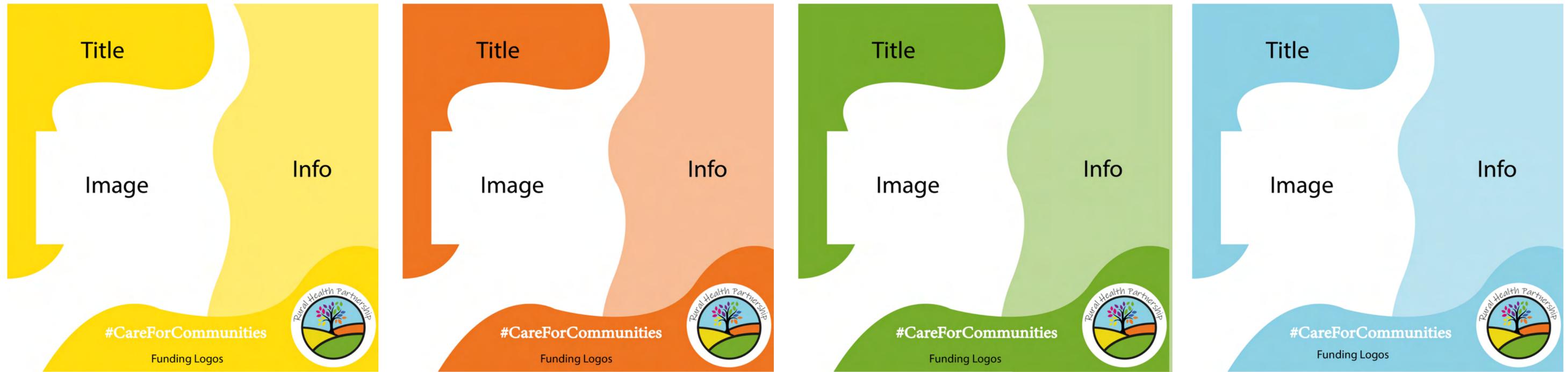
#CareForCommunities



After the last toned down, Instagram ad, I wanted to have a similar pattern however with the 4 main colour options in the logo, this being blue, yellow, green and orange. This allows multiple variations the partners can choose between as any social platform needs multiple strong styles to have consistency in a professional way opposed to repetitive posts



Following the idea from the last page, I wanted to use the same pattern but instead of the whole page being the same colour I decided to have a lower opacity version of the colour go vertically down the right hand side, with some white being present in the middle. I feel this is more professional looking, without losing its creative elements



This is a guide I created so the partners can have an idea of where to correctly place their information

Drugs & Alcohol Awareness Event



This Anti-Drugs Awareness and Prevention Event will be hosted by St Patricks GFC and has been sponsored by the Rural Health Partnership & Newry Mourne and Down District Council

Guest Theresa Burke - Reowned speaker about the impact on drugs in reality

Thursday 2nd December
Cullyhanna Football Club
7:30pm

#CareForCommunities





Drugs & Alcohol Awareness Event



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7:30pm

#CareForCommunities





These are different examples I created with an old poster of the rural health programme, for a visual idea of what the ads will look like

Drugs & Alcohol Awareness Event



This Anti-Drugs Awareness and Prevention Event will be hosted by St Patricks GFC and has been sponsored by the Rural Health Partnership & Newry Mourne and Down District Council

Guest Theresa Burke - Reowned speaker about the impact on drugs in reality

Thursday 2nd December
Cullyhanna Football Club
7:30pm

#CareForCommunities





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Guest Theresa Burke - Reowned speaker about the impact on drugs in reality

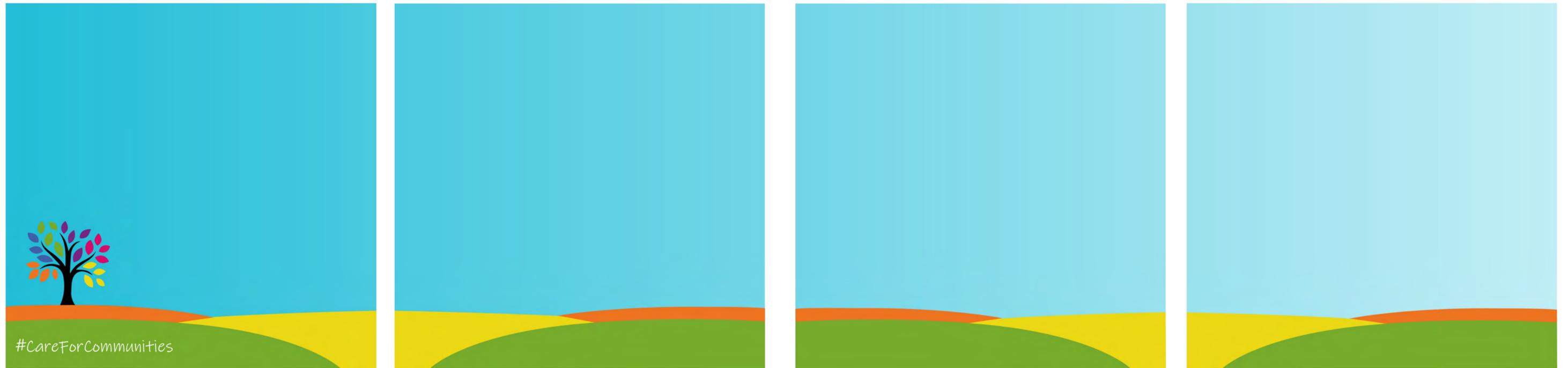
Thursday 2nd December
Cullyhanna Football Club
7:30pm

#CareForCommunities



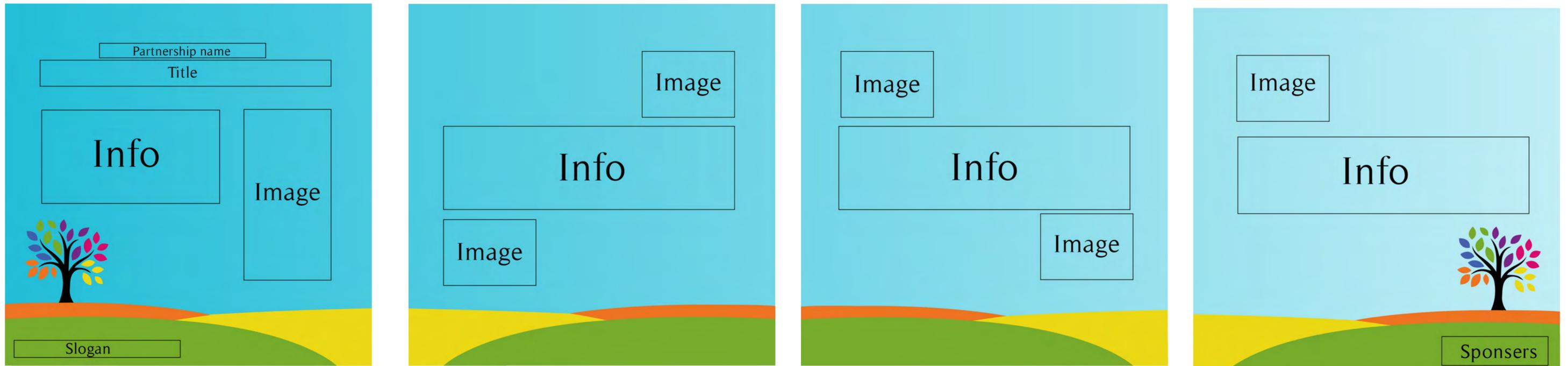


Facebook Ads



For the Facebook carousel I wanted to have the ad transform slightly as the user would scroll across. I feel this worked effectively with the blue sky slowly appearing lighter throughout the ad, along with the hills traveling across the base of the ad. I also left 2 options for the final slide of the ad, this being just a light blue sky with the hills, and one with these elements plus the tree from the logo appearing again





These are the guides I created for displaying information across the carousel ads

I created this ad, not only as an example the partnership could follow, but as one they could post on Facebook to help boost engagement. It has all the relevant information, along with the contact information and the logo being large and clear on the final slide

Rural Health Program

- Mental Health Support
- Personal Development
- Providing support for those in South Armagh
- Aiding farming families and settled travellers
- Helping those who are in isolation

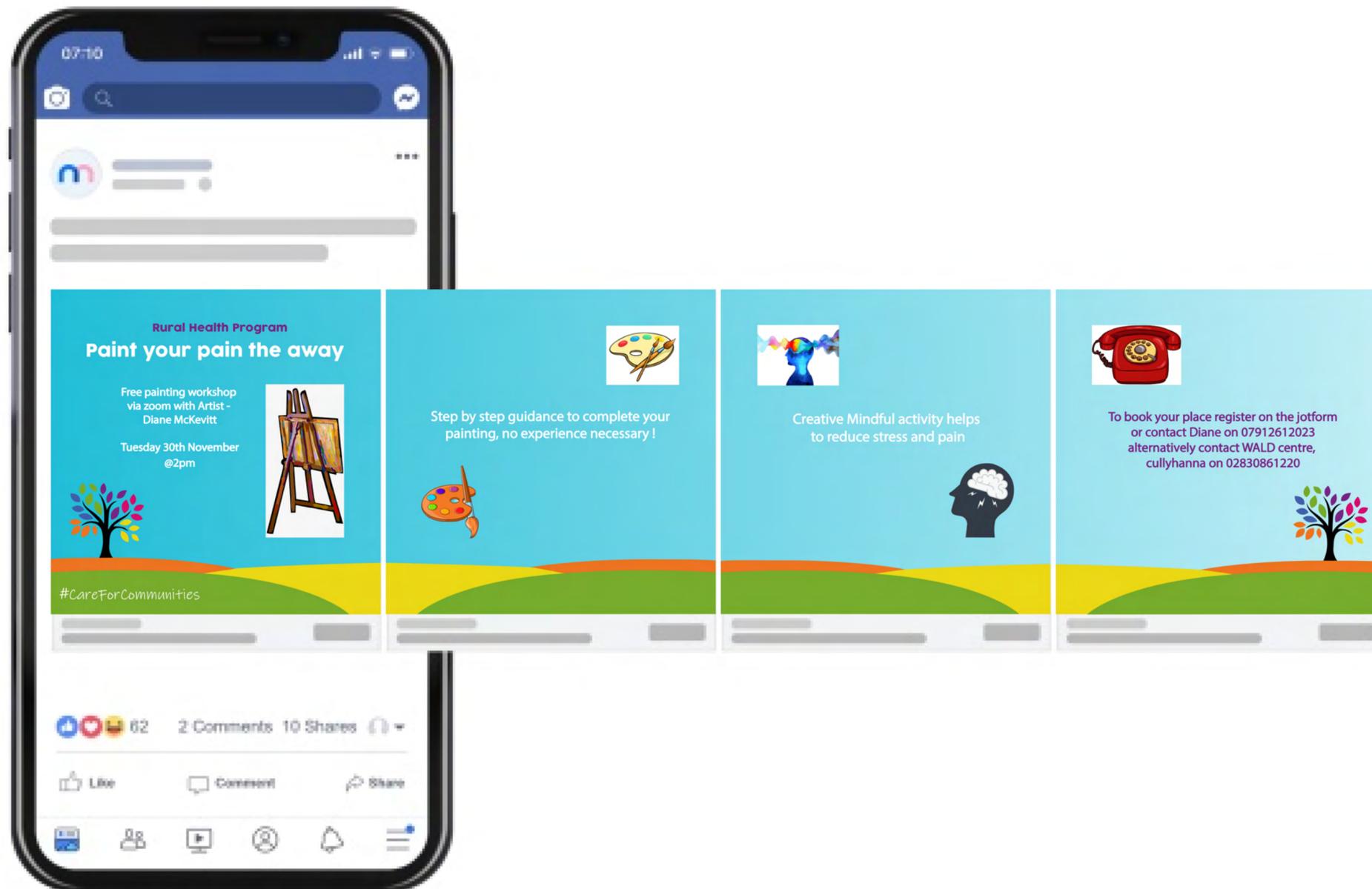
Supporting and strengthening Rural communities by providing training, education, personal development and promoting good mental health and wellbeing

Contact Us:
028 3086 1220
@RuralHealthPartnership

#CareForCommunities

Rural Health Partnership

#CareForCommunities



I created a visual example of what these ads would look like on a phone, so I used an old poster as an example of what the information would look like on this template

Rural Health Partnership

#CaringForCommunities



The Facebook banner keeps the consistency of the ads that will be displayed on Facebook, showing the hills, the tree with the partnership name and slogan. I found this was simple, but effective as it shows all the elements of the logo design



Rural Health Partnership

#Caringforcommunities

Helping you with:

- Mental Health Support
- Personal Development
- Providing support for those in South Armagh
- Aiding farming families and settled travellers
- Helping those who are in isolation

Contact Us:

028 3086 1220



@RuralHealthPartnership



For this Ad I wanted to have a simplistic approach, just with a 3d flare to it allowing the ad to really be noticeable. The effect with the sunflower is unique and would be eye catching, the logo and all the relevant information being displayed around it.

Apparel



Embroidered Coat

Pop Socket



Clockify

Users	
NAME	
Alexmcpeake20	▼
Chris Martin	▼
Martin-d41	▼
Tiernanmck22	▼

Bench Marking- 1.5 Hours
Brief 6.5 Hours
Designs for pitch- 14 Hours
Deliverables- 66 Hours
Project Management 8 Hours

For our project our group used a program called clockify to keep track of our time management, overall I had tracked 96 hours of work done in total for the project

Evaluation

Client:

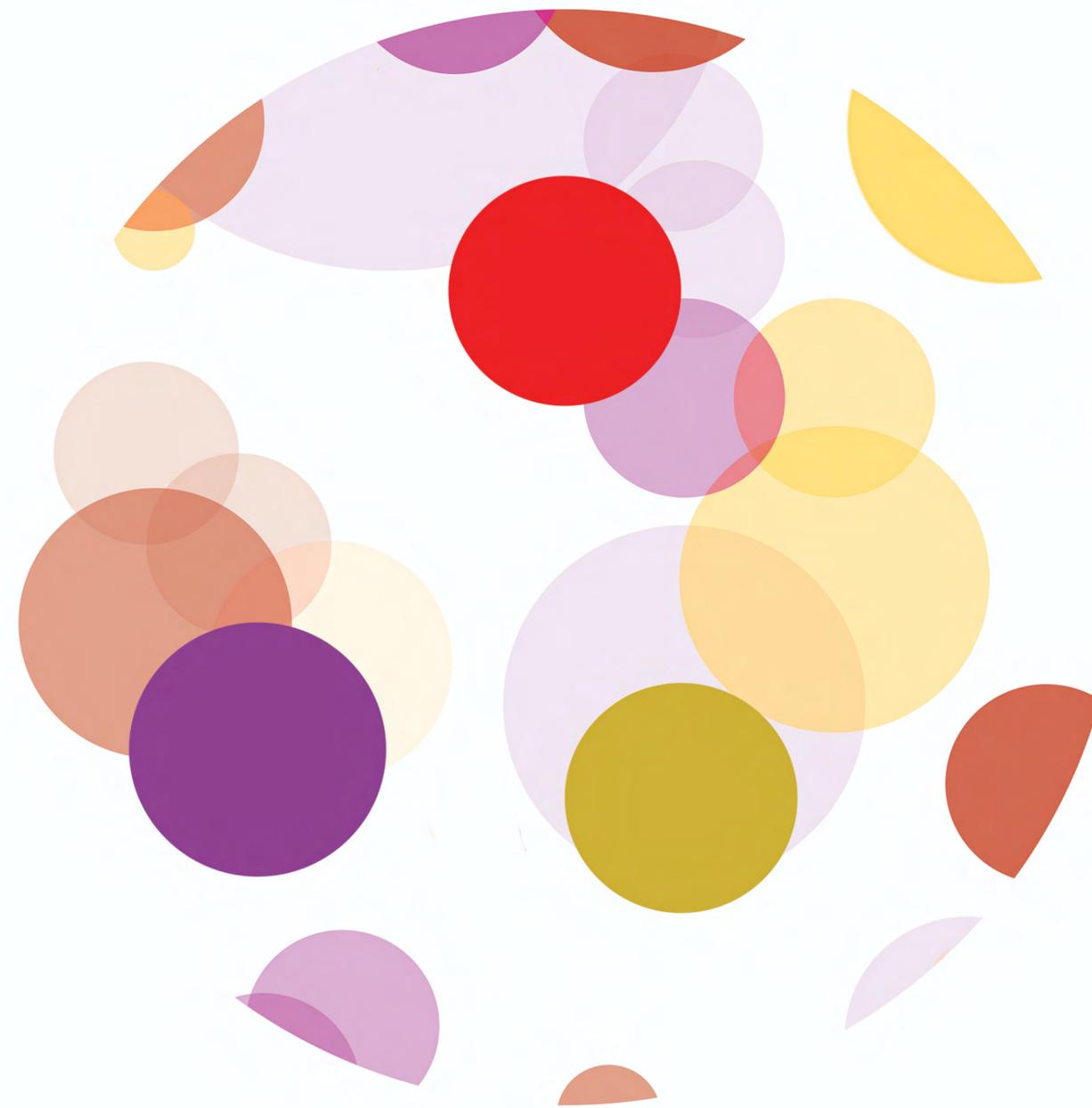
Overall I was happy with our relationship with the client, they were fast in their responses, and clear in what they wanted initially. The only problems faced was Chris waiting on text for the website, and them wanting to alter the logo in the final weeks of the project, however that issue was sorted

Team:

Overall I felt like we communicated effectively we split tasks up fairly, and contributed evenly across the project. Our only mistake was us all not being clear on what slogan they wanted as some of us had to reword the slogan in our designs. But overall we worked well as a team

Individually

Overall I feel like I did well in this project, I completed all my social media re branding, even providing extra templates and options, along with effective team work and using constructive criticism to my advantage. The only mistake I do feel I made was not being really effective with time management, as our brand guideline got held up slightly as I spent too much time perfecting the social media templates, rather than having the core idea and sending it off so the guidelines could be made quicker. Overall though I feel like I worked well, and completed the project to a high standard.



The Science Shop
Knowledge • Ideas • Results

Bibliography

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