



Production Log

Anna Heasley

CONTENTS PAGE

1. A) Introduction -1

1. B) Community Partner- 2

1. C) Project Specification- 3

1. D) Meet the Team- 4

2. A) Research and
Benchmarking- 8

2. B) The Brief- 23

3. A) Design Work- 28

3.B) The Pitch- 43

4. A) Preparing for Handover:-52
- The Branding
- The Animation
- The Website

5. A) Project Management- 61

6. A) Evaluation- 67

Stage 1:

Introduction to the Project

1. A) Introduction
B) Community Partner
C) Project Specification
D) Meet the Team

INTRODUCTION

This module has been a great opportunity to work with a local community partner and assist them using our design skills. Skills that we have accumulated throughout our years at university and through work placement within the industry.

This module has given me the chance to work collaboratively as a team to meet the brief of a community partner under the guidance of Adrian Hickey and Claire Mulrone. Each of these projects would require showcasing skills such as photography, film, motion graphics, social media, graphic design or web design.

The first port of call was to form a team and to pick a project. We were provided with a variety of different projects all requiring slightly different media outputs. Our aim was to pick one most interesting to us that also fit our skill assets. The two main projects that interested us were the Ashton Trust Social Supermarket and The Witches of Islandmagee project. We felt that what we brought as a group would fit the needs of these projects well.



COMMUNITY PARTNER

Ashton is a social regeneration charity, their main aim is to support the local North Belfast area. They improve the quality of life and promote positive change for the people.

Ashton are creating a social supermarket, the plan for this is that the North Belfast community can avail of £40 per week of groceries through £5 per week membership fee. This membership will continue for 12 weeks and then the member will have the option of continuing as a support volunteer. This means they can still get the £40 per week of groceries for an increased rate at £10 per week, they would also be expected to volunteer at the supermarket itself.

Ashton want to give disadvantaged members of the community that are forced to rely on food banks more options. This is to give them agency to make their own decisions and helps provide dignity.

This system is intended to give people the help they need and to help them achieve the skills and independence to support themselves once the membership is complete.

Ashton is interested in a new brand identity for the supermarket whilst still being connected to the charity as a whole.

And this is where we come in.

**"IF YOU DO GOOD WORK FOR
GOOD CLIENTS, IT WILL LEAD
TO OTHER GOOD WORK FOR
OTHER GOOD CLIENTS"**

BEIRUT 2007



PROJECT SPECIFICATION

Ashton has asked our team to design and build a strong brand for their new “Social Supermarket” programme.

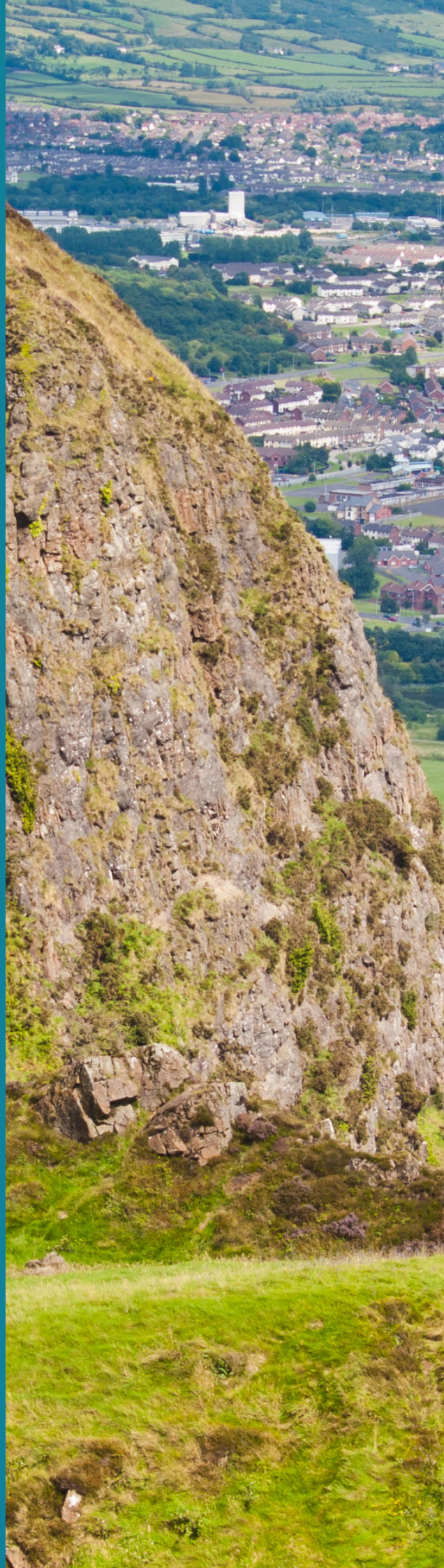
The main focus of the brand and marketing is to remove the social stigma from social supermarkets, create a name, tag line and focus on building a strong sense of community with the local area. They want to ensure that they reach a wide target audience across the North Belfast area through a mixed media approach with posters, videos, photos, social media and a website. We will be using yellow as our primary colour due to the fact that that is the associated colour for community based programmes and tie in the Social Supermarket with the Ashton brand

THE DELIVERABLES

- New Visual Identity
- Branding
- Motion Graphics
- Website
- Video/Photography

SKILLS REQUIRED

- Adobe Photoshop
- Adobe Premier Pro
- Adobe After Effects
- Adobe Illustrator
- Wordpress, HTML, CSS



MEET THE TEAM

ANNA HEASLEY

I have just spent a year on placement with the PSNI specialising in Videography and Photography. I am very skilled in:

- Video production using a variety of equipment
- Editing video using Adobe/Final Cut Pro
- Photography for print and magazines
- Motion graphics
- Graphic design



MARK MURPHY

Mark has done a year's placement with Ulster University as the Magee campus's Digital Heritage and Learning City Coordinator. He is very skilled in:

- Web Design
- Graphic Design
- Motion Graphics
- Video including 360° production
- Video editing including 360° footage



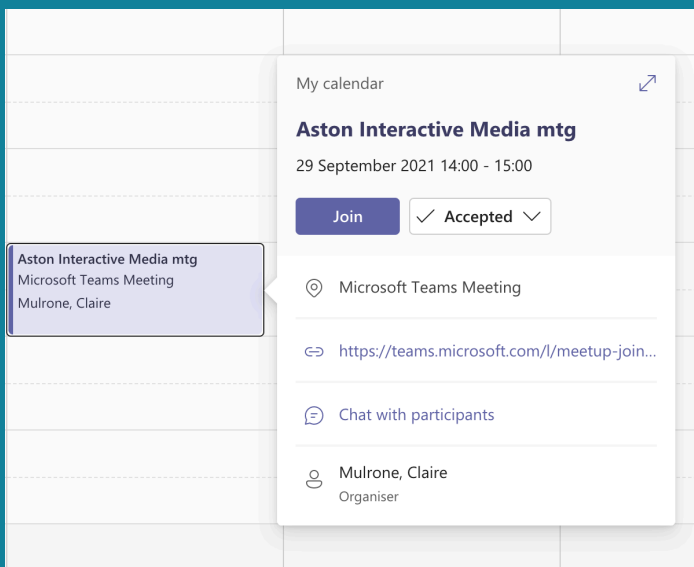
REECE FOY

Reece did some freelance work with Exsto gym, he specialised in producing video and social media content. His talents include:

- Video editing and Photography
- Digital design
- Web design
- 360° video production
- Motion Graphics



THE INITIAL MEETING



Our first team meeting with the community partner was on the 29th of September, we met along with Claire Mulrone the CEO of Ashton Joanne, and her colleague Christine. This meeting covered a more in-depth explanation of the social supermarket and what they wanted for it. They emphasized the importance of giving dignity back to the people and giving them agency. The aim of the supermarket is to provide other options for people who are disadvantaged and relying on food banks.

Once the explanation had been discussed there was an opportunity for us to ask the community partner some questions. I enquired about how they had mentioned they wanted some separation from the Ashton brand, Christine then explained they would like it to be a separate name and look because some of the local community may be more inclined to go if it isn't obviously a charity run shop.



NOTES FROM THE MEETING

Client Meeting

29/09/21

Website/brand revamp

Due on week 6

Social Supermarket

- potentially redo shop front
- childcare/family support
- helping disadvantaged
- helping families relying on food banks, providing more options
- Take away the stigma of poverty
- "Community food club"
- Belfast Charitable Association is the donor
- Goal is to be self sufficient
- Membership is £5 a week gets £40 of groceries
- Groceries aren't priced rather they are colour coded.
- Up to 10 yellow items for example
- Giving agency to people
- You must attend your slot every week and pay every week
- Fair Share is the charity food is purchased from.

- £5 goes to Fairshare
- You must attend an advice clinic
- Sign up to a building programme
- Once you complete programme if you need to stay on, you stay on as a supported volunteer and membership is £10 per week
- Dignity, no stigma, hand up no hand outs
- Emphasize bulk buying = better deal
- Cooking & nutritional classes included
- Also budgeting class
- Potential schools outreach programme to encourage savings.
- Family Support Services (potential colour themes)
- Targets social needs, look at def social supermarket
- NISRA
- Limerick Vineyards
- Needs a name
- Ashton = Ashton Community Support
Ashton Properties



Stage 2:

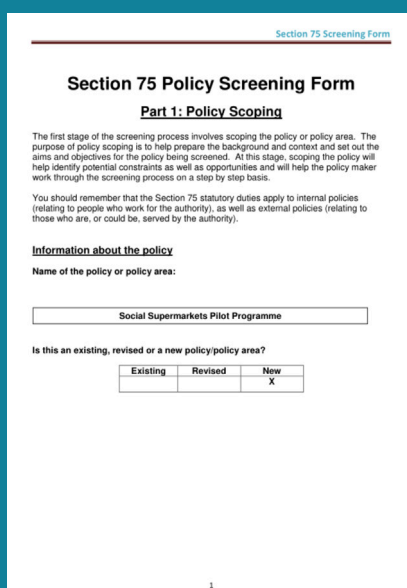
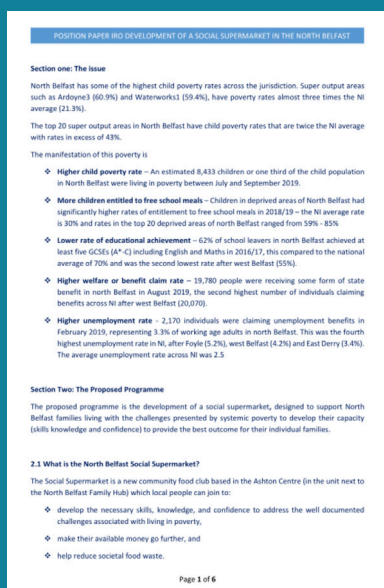
Research

- 2. A) Research and Benchmarking
- B) The Brief

RESEARCH

Shortly after our initial meeting with the community partner they kindly sent us through some extra documentation that we could read through that clearly detailed everything we needed to know about the supermarket.

We were sent through the Social supermarket Pilot Screening Programme and the North Belfast Social Supermarket Position Paper. At this point as a group we had decided to each read through these documents as we knew they would be valuable.



"RESEARCH SHOULD BE AN INTEGRATED COMPONENT OF THE CREATIVE DESIGN PROCESS, RATHER THAN ISOLATED FROM IT"

HANNINGTON 2007



BENCHMARKING

Category	Feature	S Mart	Food Print	Company Shop Group
About		No brand incorporation	The branding is consistent through all social media platforms	The branding is consistent through all social media platforms
Visual Aesthetics	Style	Colour scheme is carried through the website consistently however the branding is not bar the logo on the top left of webpage.	The styling of this website is very consistent and professional looking. It appears very clean and functional.	The styling of the website is consistent throughout each page. Easy to read.
	Colours	Green, White, Purple and blue is slightly too busy for a colour scheme, three would work better as it would be easier to make cohesive	Very simple colour palette of white, teal and beige which works very harmoniously	Navy, White and Grey colour scheme, whilst this is a clean colour scheme I think that its quite a cold colour scheme to use for community outreach.
	Fonts	Sans Serif	Sans Serif	Sans Serif
	Tone	Colourful, simple, Consistent	Simple, Modern, Clean	Modern, Basic, Uniform.
	Logo	Top Left	Top Left	Top Left
	Graphics	Simple photography, photos are not HD	HD photography and video	HD photos, videos appear slightly grainy.

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The styling is consistent throughout each page within the website.	Consistent, simple to recognise design with an emphasis on the use of 2 or 3 columns to organise content.	A consistent colour scheme, the actual branding appears to be quite varied and inconsistent. The website is filled with several different layouts, further increasing the lack of consistency.	Styling of the website is kept simple and consistent to help communication.
White, Green, Red, Blue, Grey. The main Logo uses a good mix of colours and shades with green, white and grey. The website has the addition of red and blue. I feel like the addition of one more colour is fine but the use of the blue takes away from the cohesion of the website.	Maroon and White Colour scheme. The use of the two colours helps to contrast and define each other, while keeping the design simple. Greens and yellows are used for highlights in areas.	Green, White and Purple colour scheme. The logo matches all three into the one design. However, it isn't used that much farther than the logo and website. And even then , the website uses the colours sparingly.	Blue and White colour scheme which works very well, even if at times it appears quite empty and cold. .
Sans Serif	Sans Serif	Sans Serif	Sans Serif
Modern, Colourful, Simple	Simple, clean, consistent.	Simple, Busy, Cluttered	Consistent, clear, accessible
Top left.	No logo	Top Left	Top Left
HD photography, no videos	High resolution photography and the use of illustrations.	Mixture of high and low quality Photography.	Videos and high quality photography.

Category	Feature	S Mart	Food Print	Company Shop Group
	Social Media	S Mart uses facebook which is good but a more varied social media presence would work better for the brand in reaching more people	Food Print has multiple different social media platforms which is great as this gives them the biggest possible outreach, however one to consider is tiktok as it is emerging as a very popular platform with young people.	The CSG has a twitter and a linkedin page, they would benefit from taking advantage of other social media platforms such as Facebook and Tiktok.
	Messaging	S Mart is clear in it's main message which is to "tackle food insecurity and reduce food waste"	Food Print's main message is "We intercept and redistribute surplus food that would otherwise end up in landfill and is no longer fit for sale by supermarkets" This is clear on the home page.	CSG's main message is "Corporate Surplus Responsibility." which is stated consistently throughout their website and socials.
		There is no consistency between the brand aesthetics and the posts it makes	There is good consistency between the brand aesthetics and the social media account such as keeping the company colours and using the logo.	Their social media accounts are consistent with the message they are trying convey and the companies main aims.
Score		45%	91%	72%

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
<p>The Trussel trust has both a facebook and twitter page, both have a wide reach.</p>	<p>St Mary's Church uses a Twitter , which could take more advantage of using additional platforms. Additionally the charity could match the Social media branding to its established website's branding and colour palette.</p>	<p>Community First has both a Twitter and Facebook page. Both social platforms share branding but it is limited to a main logo, with most posts being reposts or for one of Community First's children organisations.</p>	<p>Your Local Pantry uses Twitter and Instagram platforms in it's marketing. Each of the individual Pantries under the group each have their own Facebook pages, which helps diversify and personally cater content to particular stores. However, despite its wider reach, it doesn't appear to have much followers on either platform.</p>
<p>The Trussel Trust main aim is to "Create a uk without the need for foodbanks"</p>	<p>Clear message of "A hopeful community of people, of all faiths and none, and a place of Christian worship, mobilised to break cycles of poverty, injustice and isolation."</p>	<p>Clear messaging of "Provide services and support to #communities #charities #SME's. "</p>	<p>Clear message of a "network of Community food stores", and it's goals of "creating a sustainable and long-term solution to food poverty"</p>
<p>Their social media accounts have a mixture of posts that tackle multiple social issues.</p>	<p>The website and Social media lack a consistent branding image between them.</p>	<p>Consistent to a point, it fails to fully tie together all of its online presences to the one cohesive whole.</p>	<p>All branding across the social media and website are very consistent in their use of layout, colour palette and graphics.</p>
<p>54%</p>	<p>70%</p>	<p>52%</p>	<p>78%</p>

SOCIAL MEDIA

Category	Feature	S Mart	Food Print	Company Shop Group
Aesthetics	Brand	No brand incorporation	The branding is consistent through all social media platforms	The branding is consistent through all social media platforms
	Identifiable Target Audience	No identifiable target audience	No identifiable target audience	No identifiable target audience
Social	Post Rate	Multiple posts a week	Multiple posts a week	Multiple posts a week
	User	Yes	Yes	Yes
	Followers	<20 likes and <5 shares per post	Facebook: <30 likes <5 shares Twitter: <20 likes <5 shares Instagram: <40 likes <5 comments	Twitter: <8 reposts >2, <10 likes Linkedin: < 65 Likes >20 per post
Technical	Link to Website	Yes	Yes	Yes
	Contact Details	Yes	Yes	Yes
Score		57%	71%	57%

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The branding is consistent through all social media platforms	No brand incorporation	The branding is consistent through all social media platforms	The branding is consistent through all social media platforms
No identifiable target audience	No identifiable target audience	Target Audience is identified in intro.	Target Audience is identified in intro.
Multiple posts a week	Posts are uploaded with no set schedule and with long gaps between postings	Posts uploaded in bursts with large gaps between post times.	Multiple posts a week
Yes	Yes	Yes	Yes
Twitter: <100 reposts >20 <100 likes >10 Facebook: <100 likes >20 <80 shares > 0 per post	Twitter: <8 reposts, 7 likes	Twitter: 772 Followers Facebook:884 likes	Twitter: 828 Followers Facebook: 3359 Followers Instagram: 117 Followers
Yes	Yes	Yes	Yes
Twitter: No Facebook: Yes	No	No	No
57%	30%	60%	60%

WEBSITE

Category	Feature	S Mart	Food Print	Company Shop Group
First	Aesthetics	Uses hero image of the social supermarket to show exactly what they do and provide.	Use of video on main screen, very eye catching and intriguing, colours in the video compliment colour scheme	Uses a huge image of the world, bisected with a plate of food and mentions their idea of surplus redistribution.
	Identifiable Target Audience	On home page	On home page	On home page
	Identifiable Main Aim	On home page	On home page	On home page
Look and Feel	Responsive	Yes	Yes	Yes
	Content Positioning	Centred with white spacing on each side. The website is consistent with no errors.	Centred on a white background, consistent with no errors	Centred with white spacing each side. One image on the homepage is bleeding into the white space.
	Body Text Font	Sans serif	Sans serif	Sans serif
	Logo Placement	Top left	Top Left	Top Left
	Image	Not HD	HD	HD
Technical		Yes	N/A	Yes
	Analytic Tools	Google Analytics	Google Analytics	No
	Donation Payment	Yes	No	No
	Main Menu	Click Through and rollover	Click through and scroll	Click and rollover
	Sitemap	Yes in footer	Yes in footer	Yes in footer

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
Hero image in landing page and good balance of Colour palette and clean space to make it open and inviting.	Hero image in landing page and good balance of Colour palette and clean space to make it open and inviting.	Image Slider to represent "Community" and Landscapes	Image Slider of the local communities and support work.
No	On home page	On home page	On home page
On home page	On home page	On home page	On home page
Yes	Yes	Yes	Yes
Centred with white spacing each side. Consistent layout no errors.	Main Image with text. Spaced out	Main Image with Text. Some body content is squashed together and at times hard to read.	Main image with text. All content is well spaced out
Sans serif	Sans serif	Sans serif	Sans serif
Top Left	No Logo	Top Left	Top Left
HD	HD	HD	HD
Yes	No	No	Yes
No	Google Analytics	Google Analytics	Google Analytics
Yes	No	Yes	Yes
Present at the top of the page. Click through and scroll.	Sticky Navbar with dropdown menus when needed.	Fully Exposed Click Through	Rollover Dropdown menu
Yes in footer	No	No	Yes in footer
No	No	No	Yes

Category	Feature	S Mart	Food Print	Company Shop Group
	Contact Us Availability	Exposed in the header	Exposed in the header	Exposed in the header and Navbar
Content		On Home Page	On Home Page	On Home Page
	Evidence of Outdated Content	None	None	None
	Social Media	Links in header and footer	Links in header and footer	Links in header and footer
	FAQ Section	In main menu	In main menu	None
	Privacy Policy	None	None	Link in Footer
	Load Time	0.92	2.3	1.76
	Email	None	None	None
		No	No	No
	No. of Languages other than English	None	None	None
	Font Readability	Yes	Yes	Yes
	Accurate Headings	Yes	Yes	Yes
	Distinct Links	Yes	Yes	Yes
	Alt Tags	No	No	No

The Trussell Trust	St Mary's Church	Community First	Your Local Pantry
Exposed in header and footer	Exposed in Sticky Navbar and Footer	Exposed in Navbar and Footer	No
On Home Page	On Home Page	One Click away	On Home Page
None	None	Broken image in footer	None
Links in header and footer	Links in footer	Links in header and footer	Links in footer
None	None	None	In main menu
Link in Footer	Link in Footer	None	Link in Footer
2.37	1.27	1.47	1.14
Yes	Yes	None	None
No	No	No	Yes
None	None	None	28
Yes	Yes	Yes	Yes, text size controllable
Yes	Yes	No, some sections are unclearly labeled.	Yes
Yes	Yes	Yes	Yes
No	No	Yes	Yes
No	No	No	Yes, option for contrasting colour for colour blind users.

BENCHMARKING SUMMARISED

We examined seven similar organisations and we benchmarked them looking at the following different categories, visual identity, social media and their website, this has resulted in the following findings.

The **Food Print** website and branding is modern, consistent and elevated, it fulfils the expectation from a company/ charity of this size. The brand aesthetics are very strong rating at 91%, they are cutting edge with how effectively they utilise their colour scheme to be harmonious and appealing to the user. Despite how strong this company ranks visually there are some factors that let it down, one being the functionality of the website. It would be improved significantly by adding in accessibility features, this is very important as it would be making an effort to include members of the local community they are trying to help. This could be as simple as adding in Alt tags, or changing colours when links are clicked. They could also improve on their social media outreach, they do use multiple platforms which is great however it might be beneficial to move onto apps such as tik tok as this is new and very popular with young people. Food Print is a great example of a successful social supermarket with fantastic brand aesthetics however there is room for improvements. There are several aspects of this brand that we would like to incorporate into our own work, we will seek inspiration from where they succeeded, majorly on the visual aesthetics side of things and we take note of their downsides such as lack of accessibility so that we don't make the same mistakes.

www.foodprint.io **74%**



The Company Shop Group displayed many contemporary features that we would expect to see on a website with a large organisation. The layout is well constructed and the sticky nav bar at the top ensures easy navigation for any user that visits the site. The sliding gallery that can also extend is a nice modern feature. The main issue that is present on the homepage is the image bleed in the surplus solutions box. I feel like while the logo is concise, the overall colour scheme is quite cold and doesn't reflect the warmth

or feel of a community driven business. They have decent reach on Twitter but are hampering their online growth by using the likes of LinkedIn instead of Facebook. They would also benefit from checking the quality of footage uploaded and adding more accessibility to their site such as a text editor or make it available in other languages. One of the main aspects of this brand that we like and would want to incorporate is the modern, contemporary feel and its ease of navigation. We seek to improve upon what they have already created.

www.companyshopgroup.co.uk **63%**

The Organisation **Your Local Pantry** has a very strong branding behind it which it makes full use of in both its website and social media platforms. This is especially important as it really has multiple children's socials for each Pantry under its control and the branding continues throughout as to link them all together. While the colours are a bit simplistic and partially cold, it is used elegantly to get a large amount of mileage out of the colour use. One of the most important sections of the YLP web presence is its inclusion of Accessibility tools to help match several problems a user could have, including colour change for colour-blind people and a host of different translation options that work throughout the website. It particularly helps to connect and communicate to its wider audience that may not be as fortunate to know a single language or may have difficulty using technology. Social media in addition is regularly active and features one social presence for the main parent company (Twitter and Instagram), in addition to the individual social media owned by separate children pantry within the group (Facebook). This model helps provide information both on a national level as well as crafting individual streams for a particular Pantry service. This was our top performing website and it definitely shines in terms of accessibility, there are so many different features to help people use this website and that is something we definitely want to include in our own work.

www.yourlocalpantry.co.uk **82%**



The S-Mart Social supermarket website and branding is functional and does convey the correct information across. However the aesthetics and features could be elevated significantly. S-Mart performed best when being assessed on the website, it suffers however when you take into consideration the company's social media. The company would be able to encourage more user engagement if they had accounts on various social media platforms, by having one they are closing themselves off to a huge audience. Another area S Mart could improve upon is their visual aesthetic as a whole, they scored a disappointing 45%, the logo and associated colour scheme is okay but could be improved, the idea is good but the execution as whole could be better. To improve the execution of the visual aesthetic S Mart need to modernise their website by including more interactive features and some accessibility features such as adding translation options, they also need to make sure all their graphics are HD ready, they could also try to include their branding in their social media posts to get it more consistent.

<https://www.s-martscot.com/> **59%**

The Trussel Trust has a very strong brand and logo behind them, their webpage is consistent throughout. The addition of more colour to the website breaks the cohesive feel between the brand and the site. Unlike some of the sites analysed there doesn't seem to be any obvious bugs with the site itself. However, The website itself whilst trying to be as informative as possible has a massive amount of information within it. This may be overwhelming or confusing for any users visiting the site. They could benefit from a more minimal colour palette and perhaps condensing some of the information. They have a great social media presence that spans across Facebook and Twitter with thousands of followers. However I feel like their core aim of ending food banks would be better described as combating poverty as they seem to track multiple social issues that fall under that category with a focus on food poverty. They could also implement more accessibility features such as, being able to change languages, a colour blind feature or some alt tags for text to speech.

<https://www.trusselltrust.org/> **58%**



St Mary's Church has a strong mix of very good design in the design of its website, while also facing heavy weaknesses though a lack of overall branding and social media presence. The website makes good use of a colour palette to set up the beginnings of a brand for the organisation, with the colours helping to contrast and draw in the viewer. In addition, the use of illustrations help immensely with communicating clearly with the viewer about the website's content. However, despite the colour palette, the organisation lacks any clear and distinct branding with the lack of a logo or set layouts. This is seen immensely more with the Social media which lacks a true connection to the website or organisation in its appearance. Additionally, the lack of posts on social media damages the ability of it to grow and reach out to the community it is trying to help.

59%

Community First tries to tread the line between a corporate style website as well as a Community outreach website. It uses a strong link to a central logo that continues throughout all of its platforms. However, the use of colour and branding outside of the logo remains vaguely inconsistent. With changing layouts and cluttered content used in the website, the Community First provides a unprofessional feel to their online presence.

48%



THE BRIEF

We began writing the brief for the community partner in class, we each took on different sections of it as to make the most use out of the time we had. I took on the following sections, Community Partner, Target Audience, One of the Similar Projects (FoodPrint), Time Frame and Meet the Team. I also carried out the design of the Brief document and any graphic work associated. The images below are the final, revised version of the brief we sent to Ashton.

ASHTON BRIEF

Anna Heasley Reece Foy Mark Murphy

Contents

- Community Partner
- The Project
- Target Audience
- The Deliverables
- Similar Projects
- Tone, Message and Style
- The Budget
- Timeframe
- Meet the Team

Community Partner

Ashton is an award winning social regeneration charity that intends to support the local community, promote positive change and improve the quality of life for the people of North Belfast. Ashton is supported by the Belfast Charitable Association as their donor and they want to help the disadvantaged members of their local community and support families that need to rely on food banks by providing more options that allow them dignity and give them agency. One of their aims is to help support people in the short term so they can learn to find solutions for the situation they are in. There are a variety of different ways they intend to do this, including providing cooking/nutrition classes as well as potential school outreach programmes to encourage savings and budgeting. The main plan for this project is the Social Supermarket. Through the supermarket, membership

is offered at £5 a week and this will get £40 worth a week in groceries. The groceries aren't marked by prices. Instead they are colour coded depending on how much they cost. Members will be able to pick different groceries of different colour codes as long as it doesn't exceed the £40 limit. People will be able to be members for 12 weeks and after that they will have the option of becoming a "supported volunteer" where they will also have to pay a £10 fee to get the £40 a week groceries for 12 weeks (Refer to Fig 1 Social Supermarket Life Cycle). They will volunteer at the Supermarket. This is intended to give people the skills they may need when they move on and try and seek employment elsewhere. Ashton is interested in a brand identity for the supermarket whilst still being connected to the charity as a whole. This means they are open to a new visual identity,

Social Supermarket Life Cycle



Fig 1

name and tag line, so we aim to do this whilst still upholding brand consistency with Ashton, by potentially using the same colour scheme but also giving the project a fresh identity. We will be tailoring our research and ideas to appeal to the local people of North Belfast.

The Project

Ashton has asked our team to design and build a strong brand for their new "Social Supermarket" programme. The main focus of the brand and marketing is to remove the social stigma from social supermarkets, create a name, tag line and focus on building a strong sense of community with the local area. They want to ensure that they reach a wide target audience across the North Belfast area through a mixed media approach with posters, videos, photos, social media and a website. We will be using yellow as our primary colour due to the fact that that is the associated colour for community based programmes and tie in the Social Supermarket with the Ashton brand.



Target Audience

The primary target audience for this project is people that are having issues with regards to food poverty, in the North Belfast Area and any of the community that need some support especially during the pandemic. Through the Ashton Supported Volunteer Scheme members will also be able to gain working skills that will benefit them in the future.

The Deliverables

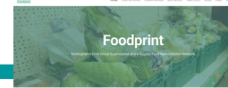
- Website
- New Visual Identity for the Social Supermarket (Whilst keeping consistent with the Ashton brand)
- Print work- posters, flyers, merchandise
- Videos- video explaining membership and promotional videos for essential skills classes
- Social media templates
- Photography- photo bank for social media use.
- Motion Graphics

Similar Projects

We examined seven similar organisations and we benchmarked them looking at the following different categories, visual identity, social media and their website. This has resulted in the following findings.

The Food Print website and branding is modern, consistent and elevated, it fulfils the expectation from a company/ charity of this size. The brand aesthetics are very strong rating at 93%, they are cutting edge with how effectively they utilise their colour scheme to be harmonious and appealing to the user. Despite how strong this company ranks visually there are some factors that let it down, one being the functionality of the website. It would be improved significantly by adding in accessibility features, this is very important as it would be making an

effort to include members of the local community they are trying to help. This could be as simple as adding in Alt tags, or changing colours when links are clicked. They could also improve on their social media outreach, they do use multiple platforms which is great however it might be beneficial to move onto apps such as tik tok as this is new and very popular with young people. Food Print is a great example of a successful social supermarket with fantastic brand aesthetics however there is room for improvements. There are several aspects of this brand that we would like to incorporate into our own work, we will seek inspiration from where they succeeded, majorly on the visual aesthetics side of things and we take note of their downsides such as lack of accessibility so that we don't make the same mistakes.



www.foodprint.io

Similar Projects

The Company Shop Group displayed many contemporary features that we would expect to see on a website with a large organisation. The layout is well constructed and the sticky nav bar at the top ensures easy navigation for any user that visits the site. The sliding gallery that can also extend is a nice modern feature. The main issue that is present on the homepage is the image bleed in the surplus solutions box. I feel like while the logo is concise, the overall colour scheme is quite cold and doesn't reflect the warmth or feel of a community driven business. They have decent reach on Twitter but are hampering their online growth by using the likes of LinkedIn instead of Facebook. They

would also benefit from checking the quality of footage uploaded and adding more accessibility to their site such as a text editor or make it available in other languages. One of the main aspects of this brand that we like and would want to incorporate is the modern, contemporary feel and its ease of navigation. We seek to improve upon what they have already created.



www.companyshopgroup.co.uk

Similar Projects

The Organisation Your Local Pantry has a very strong branding behind it which makes full use of in both its website and social media platforms. This is especially important as it really has multiple children's controls for each Pantry under its control and the branding continues throughout as to link them all together. While the colours are a bit simplistic and partially cold, it is used elegantly to get a large amount of mileage out of the colour use. One of the most important sections of the YLP web presence is its inclusion of Accessibility tools to help match several problems a user could have, including colour change for colour-blind people and a host of different translation options that work throughout the website. It particularly helps to connect and communicate to its wider audience that may not be as fortunate to

know a single language or may have difficulty using technology. Social media in addition is regularly active and features one social presence for the main parent company (Twitter and Instagram), in addition to the individual social media owned by separate children pantry within the group (Facebook). This model helps provide information both on a national level as well as crafting individual streams for a particular Pantry service. This was our top performing website and it definitely shines in terms of accessibility, there are so many different features to help people use this website and that is something we definitely want to include in our own work.



www.yourlocalpantry.co.uk

Tone, Message and Style

When we are thinking about the logo and branding for the Social Supermarket launch we will be mindful of the target audience and how we communicate the idea to them, so as to not offend or stigmatise people who are in need of help. As far as the overall tone of the branding goes, we will ensure that our target audience feel welcomed and are instilled with a sense of community ownership. We will be mindful when promoting the idea of a community among the area so that everyone regardless of background feels they are being catered to. We understand that there needs to be a strong link between the website created and the social media platforms such as Facebook Twitter and Instagram. On top of the aforementioned elements we also need to create merchandise and print media for the promotion and in doing so will also establish a brand guideline so that when we pass this project onto Ashton they will have templates for updating the webpage, social media posts, merchandise and print media.

The Budget

The Budget of the project is directly proportional to the level of control and features needed for the creation of the website. While this is a product of the Project-Social and is not billable for hourly work, some costs are needed in order to allow for a long term control and maintenance on the end product, such as:

Website costs
A Premium Wordpress Subscription - £84 per year. The Wordpress subscription allows us to create the website, and allows your organisation to control and maintain it in the long term. Premium is the preferred level of Wordpress for the Social Supermarket as it helps provide additional features such as analytics and being able to upload video content.

Domain name and security - £15 per year. Ensuring that the Domain name for the website is secure and not available for use by other organisations. By limiting the amount of people that share a similar Domain name, it will increase search results.

Poster, leaflets and other promotional material - £13.00 Approx. (Belfast Print: A3 Poster £71.00 for 250, A5 Flyers £42.00 for

250) The creation of promotional material of the Supermarkets will be immensely useful in public and local areas as to help advertise the Social Supermarkets services and attract more participants.

Business stationary - £40 (Printed.com: 100 Standard Business cards, 100 Letterheads, 100 Compliment Sheets) The inclusion of professional stationary to be used by the Social Supermarket Staff and volunteers that ensures a consistent branding, and makes the Social Supermarket appear as a professional organisation.

Bus Shelter Posters - £18 per poster (Wherethebuses.com offers bulk prices with increased quantities.) Bus Shelters are a great way for local people to see advertisements and to further the reach of the Social Supermarket's presence.

A majority of these prices and quotes reflect the deliverables listed earlier in the brief and hopes to provide an idea on the long-term costs that will come with the associated project. (Note: prices are liable to be changed during the production period.)



Timeframe

All three of us will be creating three designs each that match the brief, these will then be whittled down to one each to be pitched to you in the week beginning 25/10/21. You will then select your favourite pitch or an amalgamation of multiple options. As a group we will then work on the final designs for our deadline in the week beginning 6/12/21, all material will be delivered to you then be uploaded to www.project-social.co.uk to be showcased.

W2

Initial Meeting

We held our first official meeting with you and discussed their needs for this project

W3

Benchmarking

We researched similar companies and analysed them to discover their strengths and weaknesses so that we could incorporate that into our work.

W4

Designing a Brief

We discussed your needs and what we could do to meet them. We made a plan for different job roles and who would be most suited to what.

W5

Working towards the Pitch

We will be working on our individual designs to meet the brief and narrowing our ideas down to one each for the pitch.

W6

Pitching our Ideas

We will be each pitching our ideas to you through Microsoft teams and coming to a decision with which design to go forward with.

Meet the Team

Our team consists of Anna Heasley, Reece Foy and Mark Murphy, we will all be taking on different roles throughout the project whilst also supporting each other when needed. We also all have a variety of skills that will be useful to achieve each deliverable that we have developed over our years on the BSc Interactive Media course as well as on our Placement years in the industry.



Anna has just spent a year on placement with the PSNI specialising in Videography and Photography. She is very skilled in:

- Video production using a variety of equipment
- Editing video using Adobe/Final Cut Pro
- Photography for print and magazines
- Graphic design, specialising in posters
- Motion graphics



Mark has done a year's placement with Ulster University as the Magee campus's Digital Heritage and Learning City Coordinator. He is very skilled in:

- Web Design
- Graphic Design
- Motion Graphics
- Video including 360° production
- Video editing including 360° footage



Reece spent the year with Exsto gym, he specialised in producing video and social media content. His talents include:

- Video editing and Photography
- Digital design
- Web design
- 360° video production
- Motion Graphics

Oct 12



Adrian Hickey, Senior Lecturer in Interactive Media

My comments attached - did you say Claire has reviewed this?

If so, let us know when you get my amendments done and we can look at getting it back to Ashton Trust.

The first version of our brief needed work, after applying Adrian's corrections from Basecamp and from class we were able to get the document approved and ready for send off to the community partner. (It only took six versions)

I sent off the document and we received feedback from Joanne very quickly letting us know everything was good.



Anna Heasley

Thu 14/10/2021 13:34

To: christine.mckeown@ashtoncentre.com; joanne.kinnear@ashtoncentre.com

Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy



AshtonBriefV6.pdf

1 MB



Dear Christine and Joanne,

I hope you are well.

I have attached the Social Supermarket brief for you to review.

Please review the attached at your earliest convenience and indicate you are happy for us to proceed. If there are any changes or questions please let us know and we will be happy to revisit.

Kind Regards,

Anna, Reece and Mark

Joanne Kinnear <joanne.kinnear@ashtoncentre.com>

Thu 14/10/2021 16:27

To: Anna Heasley; Christine McKeown <christine.mckeown@ashtoncentre.com>

Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Reads great .

Thank you .

Regards

Joanne

Joanne Kinnear

Chief Executive

Stage 3:

The Design Process

- 3. A) Design Work
- B) The Pitch

INITIAL DESIGN WORK

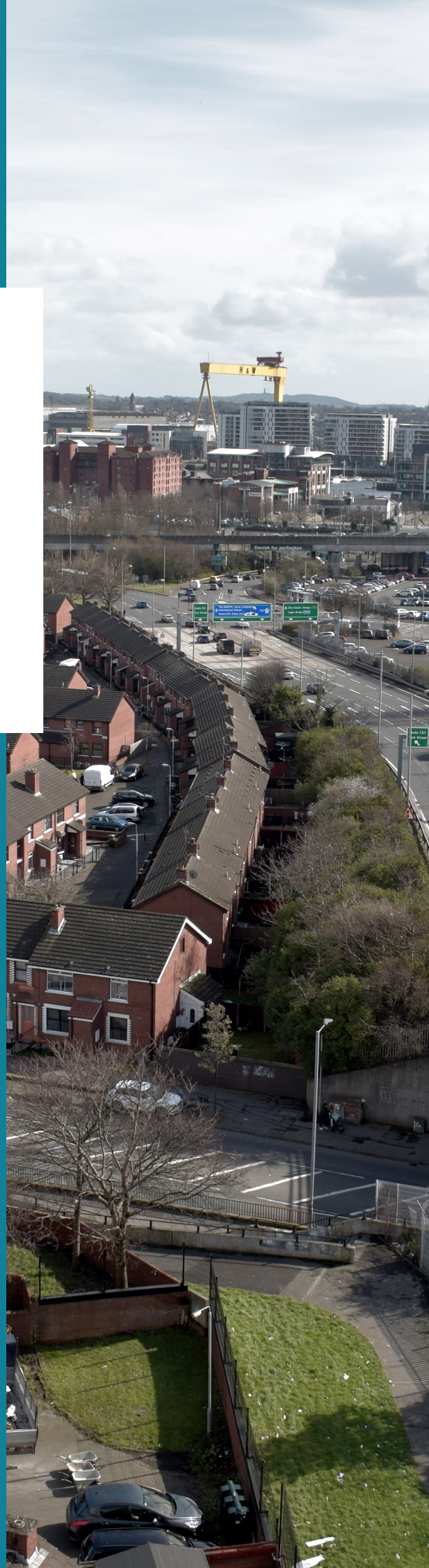


This design was one I made right at the beginning of the process not long after we had our initial meeting with the community partner.

This design doesn't work, the font choices don't go together and it is an unwritten rule of design to not have white text on a yellow background. At this point I was struggling to actually develop ideas and create them. I was taking the community partner's ideas to literally, just because the shop will be selling food doesn't mean I need to include food in the logo.

"IT IS VERY IMPORTANT TO EMBRACE FAILURE AND TO DO A LOT OF STUFF — AS MUCH STUFF AS POSSIBLE — WITH AS LITTLE FEAR AS POSSIBLE. IT'S MUCH, MUCH BETTER TO WIND UP WITH A LOT OF CRAP HAVING TRIED IT THAN TO OVERTHINK IN THE BEGINNING AND NOT DO IT"

SAGMEISTER





I actually quite like this design, even though I am aware it doesn't fit the brief. I like the typeface that I picked for this but it doesn't suit the idea of a supermarket. I also think that the yellow paint splodge background doesn't fit either, it makes it seem like People's Pantry is something to do with art or a play group rather than a community foodbank. I think that this was a good start but I clearly needed to develop my ideas further.





This idea never got fully developed. I got it to a point and then I didn't know how to take it any further. I think that it potentially could have looked quite nice I just don't think I had the skill to take it to the next level. I like that it was out of my comfort zone and I think the idea itself had potential.

I also think it's good to know where to stop, if you aren't making any progress it is better to move on and try something else.





The PEOPLE'S PANTRY

This was definitely the most polished idea I had before I made my top three designs. You can clearly see the progress I made from the beginning of the design process to the logo that I took to the community partner for the pitch.

I like that this logo is simple, it represents Ashton holding up the community. I think it is simple and effective and the main typeface and colour scheme is nice. The only problem is "The" doesn't really match in with the rest of the design. Some feedback from Adrian as well was that designs can sometimes be more effective if the text can be within it rather than beside it.

"DESIGNERS ACTUALLY CAN CHANGE THE WORLD FOR THE BETTER BY MAKING THE COMPLICATED SIMPLE AND FINDING BEAUTY IN TRUTH."

BEIRUT 2007



DESIGN WORK

At this point in the process we began working on our designs to meet the brief. I knew from the get go that I wanted to completely change up the name to take it away from Ashton. I wanted to give the supermarket a completely unique brand whilst still being associated with Ashton as a whole.

I knew I wanted something short, something punchy that would capture people's attention. So to start with I went to an online thesaurus and started putting in key words the community partner had emphasized during our meeting. Such as community, local, supermarket, groceries, dignity. I then went through the list of words to try and find something that fit.

Originally I liked the idea of "District Pantry", I thought that it tied in well with the local community and with the pantry it was clear what it is. However after thinking on it with feedback from friends I surmised that the word district wasn't quite right, it didn't quite fit. So I went back to the drawing board and decided that simple was best. From here the name "People's Pantry" was born.

I made three finished designs all under "People's Pantry".

I used a mixture of Photoshop and Illustrator to create these designs, I personally prefer photoshop as that is the programme that we were taught in MED109 in first year so it comes the most naturally to me.



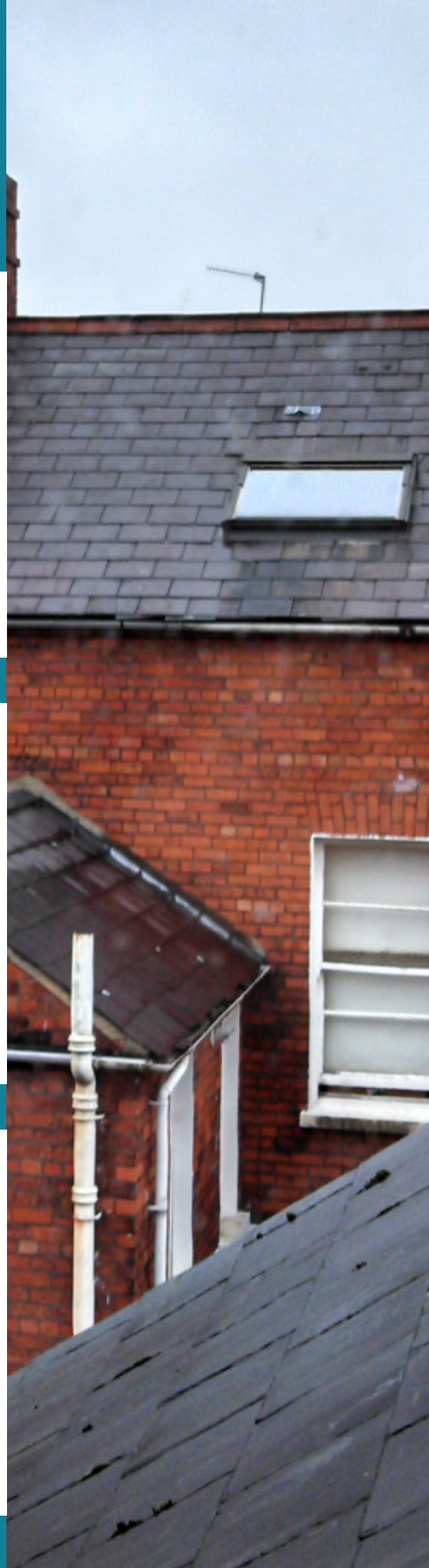


2.

PEOPLE'S PANTRY



People's Pantry



1.

Concept 1 Logo Variations:



Colour Schemes:



REFLECTIONS

For this design I was inspired by retro, vintage shop signs, I thought recreating something like that would give the shop a real homely, welcoming feel. The colours I used were to keep it consistent with Ashton branding, the colour version on the right includes a teal and a yellow which are the main brand colours for Ashton. The version on the left (the one I preferred) used colours from their food colour coding scheme, with the dark blue and the gold, with this scheme the colour popped more and led to a more interesting looking graphic.

At the time when I made this design it was my favourite, I felt that it was perfect for the social supermarket and I was very pleased with it. However looking back upon it the feedback I received makes sense. After showing it to Adrian he felt that it was too difficult to read, that the typeface wasn't right and that I should go in a different direction. When I look at the logo now I agree that the typeface isn't clear and readable, and in my mock-ups you can't even make out the name of the supermarket in some. I am fond of this design but I can see that is flawed and it did not fit the brief for the community partner



Concept 1 Mockups



Concept 1 Mockups



DIFFICULT TO READ

Concept 1 Mockups



DIFFICULT TO READ

Concept 1 Mockups



Concept 2 Logo Variations:

**PEOPLE'S
PANTRY**

**PEOPLE'S
PANTRY**

Colour Schemes:



REFLECTIONS

For this design I wanted quite a cool, youthful vibe, I wanted to take the branding away from anything that looked too corporate. I think that if you keep design informal it becomes friendly and welcoming, I think that is what Ashton wanted when they were discussing the social supermarket so that's what I have tried to incorporate. For the colour scheme I have kept this design much simpler than the previous one, only three colours per version, with yellow and black being the main ones. I used a version with the teal again to stay true to Ashton's original branding colours, it is also my favourite version of this logo. I used the yellow rectangles to create a bit of perspective, it also added to the design in that it resembled shelving, which connotes the supermarket.

The feedback on this design was more positive, Adrian liked the typeface I had used and believed this design had the most potential but he had some ideas on how I could make it better. For one he didn't like the rectangles at the back and thought overall it could use some brighter colour. Overall I was happy with the critiques, I was just pleased that I was getting close to meeting the brief.



Concept 2 Mockups



TOO DARK

Concept 2 Mockups



Concept 2 Mockups



Concept 2 Mockups



NEEDS TO BE BRIGHTER

3.

Concept 3 Logo

Colour Scheme:



People's Pantry

REFLECTIONS

This was my least favourite design that I created, I do like that it is simple, modern, clean. This logo ended up being too corporate looking, I don't think the local community would have identified with this design and I don't think it would have stood out. It also just didn't stand out compared to the other two. Similar to the previous I used a three colour, colour scheme, focusing on yellow, blue and white. This is similar to the Ashton colours with a slight separation. I wanted to create different options in terms of colour. The concept for the design was a person holding up the community and supporting them, in this analogy the person was Ashton. Ashton supporting the local community.

I think that this was a good effort from me but it just didn't work, I don't think it really conveys social supermarket and I do not particularly like it either.

"IT'S THROUGH MISTAKES THAT YOU ACTUALLY CAN GROW. YOU HAVE TO GET BAD IN ORDER TO GET GOOD"

SCHER 2009



Concept 3 Mockups



Concept 3 Mockups



Concept 3 Mockups



Concept 3 Mockups



PREPARING FOR THE PITCH

Out of all of my designs the most preferred one was concept no.2, however it wasn't quite there yet. So I took on all feedback that Claire and Adrian gave me on that and made a revised version of the design, keeping on the good typeface, removing the perspective, adding more colour and adding in a link to Ashton.

Here is what I came up with.

Type Design Colour Variations

AH Anna Heasley · Last updated Nov 5



Screenshot 2021-11-05 at 17.38.40.png



Screenshot 2021-11-05 at 17.39.01.png



Screenshot 2021-11-05 at 17.39.22.png



Screenshot 2021-11-05 at 17.39.42.png

I personally like the yellow and bright blue variation the best, what does everyone else think and then I'll put it in with mockups



Nov 5



Adrian Hickey, Senior Lecturer in Interactive Media
Bottom right is best!

PEOPLE'S PANTRY

BY
ASHTON

This was the design I ended up going with, it was the preferred colour combination from Adrian and the group and it had all the suggested corrections applied to it. I really love how it turned out and I have been very proud of how I created this and I do think that it met the brief that the client wanted. Claire had asked us to make some more mock-ups to show the community partner, such as posters for bus shelters and billboards, she also suggested we actually put our designs on a shop front so that Ashton can get a real idea of what everything would look like.

Next on the agenda was making the pitch deck for the group, Reece gridded out the document and I got everything assembled and ensured that the design was unified, I also organised the order in which we were pitching to the community partner.

Now after the design work had been completed it was time to get the pitch organised. Claire arranged it through Microsoft Teams and it was time for us to prepare. I organised two pitch practice sessions with Reece and Mark, we would join a teams session and put the pitch document on the screen. Each of us would take a turn doing our pitch, by doing this practice it meant that any problems that arisen would be sorted out before the actual pitch.



PITCH DECK- MY SECTION

Concept 3 Mockups: Website



Based on Wordpress theme: Morden

18

ONE OF THE THINGS ADRIAN SUGGESTED WAS USING A WORDPRESS THEME AS THE BASE FOR OUR WEB MOCK-UPS AND THIS MADE THEM MUCH MORE SLEEK AND PROFESSIONAL

Concept 3 Mockups: Uniform/ Merchandise



19

Concept 3 Mockups: Business Stationery



MUCH CLEARER AND MORE READABLE

Concept 3 Mockups: Stickers with Supermarket colour codes



Concept 3 Mockups: Signage



Concept 3 Mockups: Signage



USE OF THE BRIGHTER COLOURS
MAKES IT MUCH MORE EYE
CATCHING AND ATTRACTIVE

THE PITCH

The pitch went smoothly, Reece went first, then Mark and ending with me. I felt that we all did it professionally and that overall it was a great job and our design work was well received.

The community partner picked Mark's design overall, however instead of "Our Wee Shop" they quite liked "The Pantry". So from now on we will be working with that name and Mark's overall aesthetic. Claire took them through all the different mock-ups we had compiled to see if there was any aspects of

other work they liked as well. They ended up liking mostly Mark's mock-ups however they liked my poster mock-ups better and my shop front better.

Christine also had a few suggestions of things she would like to see in our revised pitch deck such as appointment cards, social media templates and aprons.

Finally to get this part of the project completed we had to compile a revised pitch deck including any changes the community partner wanted. I decided to take on the appointment card and the leaflet. Mark took on creating the revised deck to send off.



Well done great Pitch

Claire Mulrone · Nov 11 · Notified 4 people

Well done considering the information the partner shared that was a brilliant pitch. So Adrian the name of the social supermarket project will now be The Pantry. we were told at the today at the pitch meeting that there is a shop/store in the Ashton building already. This is obviously new information.

The students were very professional, we adapted the name and will be use the design created by Mark for the logo with the change of wording.

They were very pleased with all the design decks and the effort you went too, so congratulations.

The partner is also sending over the conceptual design for the interior of the shop, pantone details, art work they had recently had designed and the brand guidelines. We now also no there current wordpress is Divi Builder.

Well done again
Claire

AH 🍷 🍷 🍷

Thursday, November 11

*** 1:30pm Me AH
Good job team on getting the pitch done!

It's good we now know what we will be working towards with what design

Congrats on your design being picked Mark!

MM Mark Murphy 2:16pm ***
Cheers.

I have some of the changes uploaded to a new folder in the docs

*** 2:45pm Me AH
Sounds good, we should maybe discuss which mockups each of us will be doing



I found this leaflet mock-up through graphic burger, I then filled in the content using a mixture of photoshop and illustrator



I also found this mock-up template through graphic burger, I edited the contents using photoshop, I thought having a small accessible appointment card would work best however Claire thought a larger, foldable one would make more sense so I adapted it to that size.



REVISED APPOINTMENT CARDS



I created two different versions for the two different stages of the membership so that staff at The Pantry can easily differentiate.

Stage 4:

Preparing for Handover

- 4. A) The Branding
- B) The Animation
- C) The Website

THE BRANDING

I tasked Mark with being in charge of the branding, he has good experience working with graphics and since it was his design that the community partner had chosen it made sense for him to work on that side of things. He did an excellent job getting all of the different versions of logos and print work ready for Ashton. He also made a brand guideline document for the client with instructions on how to correctly use the logo, fonts and colour scheme.

Whenever I was able I helped Mark with the odd thing such as doing the social media templates or helping out with the design element of the Website guide.



Project Social - Science Shop



**BRAND GUIDELINES
2021**

The Pantry - Brand Guideline

2021

BRAND VALUES

PEOPLE - THE PEOPLE OF NORTH
BELFAST SUPPORTED

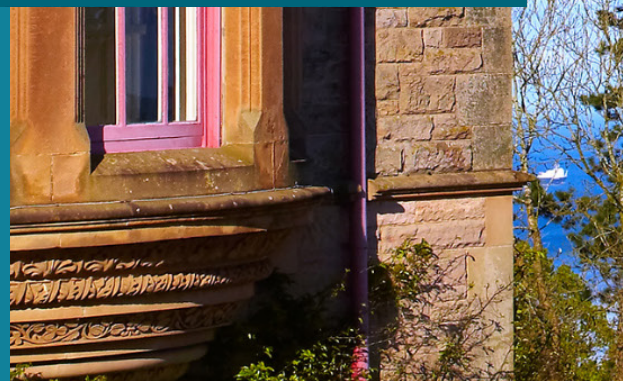
COMMUNITY - GIVING BACK TO THE
AREA WITH FOOD AND VOLUNTEERING

OPENNESS - INCLUSIVE TO ALL PEOPLE
THAT NEED ASSISTANCE

OWNERSHIP - ALLOWING USER TO
TAKE CONTROL OF THEIR LIVES

CHOICE - ALLOWING PEOPLE TO CHOOSE
WHAT THEY NEED

2- The Pantry- Brand Guideline



THE ANIMATION

Originally the plan according to our pitch was to record a short video to explain The Pantry's membership process. However Claire and Adrian had some concerns about safety due to Covid- 19 so I listened to their worries and sent an email to the community partner to leave the ball in their park. I gave them three different options to suit their needs and while waiting for their response I made myself a list of tasks to ensure my portion of the work would be completed on time. I also requested some photographs of North Belfast from Leo. I knew that no matter which option the community partner went with a voiceover would be involved so I immediately began working on that.

- ✓ Complete edit ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Get Feedback on Animation ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Facebook Templates ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Clean up animation ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Add more complex animation ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ 135 seconds ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ 120 seconds ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ 90 seconds ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ 60 seconds ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ 30 seconds ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Download Wordpress and Link Hosting ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Begin Animation Work ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Find Appropriate Music for Animation ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Write risk assessment for video production ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Write a VoiceOver script and send to client for approval ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust
- ✓ Book equipment (if applicable) ^{AH} Anna H.
Video/ Animation - Anna in Ashton Trust



Anna Heasley

Mon 22/11/2021 10:07



To: Christine McKeown <christine.mckeown@ashtoncentre.com>; Joanne Kinnear <joanne.kinnear@ashtoncentre.com>

Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Hello Christine and Joanne,

I just wanted to enquire into what content would work best for the video. I have thought up a couple of different options so let me know what you think would work best and we can arrange a date for the shoot.

Option 1: Record video of The Pantry, different cutaways entering the shop and following the customer journey. Also, shots of the main Ashton building, some of the staff working, looking very friendly and approachable. Then we will verge into a more motion graphics-based video as discussed in the pitch with a voiceover to accompany it.

Option 2: Record video in North Belfast of the local area, we can shoot cutaways of different areas of significance, this should add to the idea of ownership for the local people. Also, shots of the main Ashton building, some of the staff working, looking very friendly and approachable. Then we will verge into a more motion graphics-based video as discussed in the pitch with a voiceover to accompany it.

Option 3: We can have it be fully animation based with lots of animated text and imagery to follow the recorded voiceover.

Let me know if one of those options works for you.

Next, for the voiceover itself, I will be writing up a draft version of it and I shall send it through in the next couple of days to see if you are happy with it. We were thinking it would be a great idea if someone in Ashton would be willing to do the voiceover for us, as you are the most knowledgeable on The Pantry and we feel it would come across better from someone who is involved.

Let me know what you think of the initial plan, and we can arrange a date for the shoot.

Many thanks,

The Team

With a little extra prompting from Claire they responded with this:

Leo Morgan <leo.morgan@ashtoncentre.com>

Thu 25/11/2021 16:56



To: Mulrone, Claire; Christine McKeown <christine.mckeown@ashtoncentre.com>; Joanne Kinnear <joanne.kinnear@ashtoncentre.com>

Cc: Anna Heasley; Mark Murphy; Reece Foy; Hickey, Adrian

Hi everyone, we have got a bit done this afternoon, we have got the domain bought through 123 Reg, and have had an absolute nightmare trying to deal with Bluehost, first trying to pay for the hosting failed 5 times, then I sat on the phone with them for over two hours trying to get it resolved. They have told me over the phone that it has been bought and to expect log in information via email, so far I haven't received anything, I will pass this on as soon as I get it.

We have went for the option 3 for the video which is totally animated because as the room hasn't been fitted out yet and we wouldn't be able to record any footage. We have updated and recorded the voice over and emailed it to Anna.

Can I also check that you got the Ashton brand document and high res logo last week.

If there is anything else drop me an email in the morning and I will try and get it sorted.

Thank you

Leo Morgan

IT & Communications Coordinator

Now that I had a clear idea of where they wanted to go with the video I was able to start properly planning out my next steps, I knew writing the voiceover was the important. So I was working on this hard trying to get it signed off so I could start animation.



THE VOICE OVER

Welcome to The Pantry, a social supermarket created by Ashton to support the North Belfast area. It is a new community initiative based in the Ashton Centre.

In the Pantry there will be support from trained volunteer mentors to help members of the pantry develop skills including budgeting, debt management, cooking, nutrition and help with advice.

The pantry operates on a membership basis. Once you join the pantry, you pay a weekly membership fee of £5. This five pounds enables you to avail of a weekly shop of approximately £40 for a period of 12 weeks. Both food and hygiene products are available through the pantry. Members purchase items based on their own preference. Items will be colour coded according to their value.

Red items are valued between £2.50 and £5, members can have up to 3 of these.

Blue items are valued between £1.50 and £2.50, members can have up to 5 of these.

Green items are valued between 50p and £1.50, members can have up to 7 items

Members can have up to 9 Yellow items

And unlimited Gold items

Once members have completed the initial 12 week programme they can extend their membership to become a support volunteer. Support volunteers can still be members of The Pantry but their membership will increase to £10 a week for £40 of groceries.

Support volunteers will be encouraged to play an active role within the Pantry helping families help themselves through community support.

Find out more at ashtonpantry.org
#SupportingNorthBelfast



Leo Morgan <leo.morgan@ashtoncentre.com>
Thu 25/11/2021 16:42
To: Anna Heasley

Social Supermarket.mp3
3 MB

Anna this is our attempt at the voice over. What do you think?

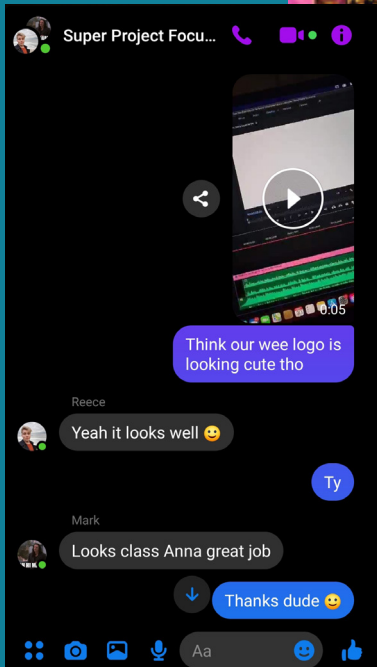
Thanks

Leo Morgan
IT & Communications Co-ordinator

After getting the voiceover script signed off Leo kindly sent me a recording of one of the staff reading from the voiceover. So I took it into premier to try and get the sound quality improved. Once I had achieved that to the best of my abilities I began working on animating.



The first thing I have done for the animation is animate the logo, I wanted to use the logo to open up the video and to close it. I decided to go with something simple and thankfully with the experience from both my placement and my motion graphics module I was able to do this effectively. The different parts of the logo animate in and then fade away as the voiceover says "Welcome to The Pantry". Once I had this done I sent it to Reece and Mark to see what they thought.





A SOCIAL SUPERMARKET CREATED
BY ASHTON

TO SUPPORT THE NORTH BEL

As we get into the voice over I have the text fade onto the screen by character in time with the audio. I decided to use the same font **PERMANENT MARKER** that is used in all of the branding for this project. The coloured rectangles follow the text in, I did this to add some perspective and to make it more interesting to look at. Since I wasn't able to use video I animated the photographs in the background. I changed it up each time so that it would remain interesting to the viewer, some images zoom in/ out slightly, whilst other move to the left/ right. This is done consistently throughout the whole animation.



For this section I had the sticker mock-ups appear in the animation to help explain the colour coding system. The sticker appears in through increasing the scale and then rotates using 3D animation. This is something that we covered in Motion Graphics.



Leo Morgan <leo.morgan@ashtoncentre.com>

Wed 08/12/2021 15:53

To: Anna Heasley; Christine McKeown <christine.mckeown@ashtoncentre.com>; Joanne Kinnear <joanne.kinnear@ashtoncentre.com>

Cc: Hickey, Adrian; Mulrone, Claire; Reece Foy; Mark Murphy

Hiya Anna , yes everything with the print material sis great, we would like to thank you for all the hard work you all have put in. Just a small thing with the video animation, could the splash behind the text for each of the items be the same colour ie red items, red splash behind the text.

Once again on behalf of Ashton thank you for everything, great work from you all.

Leo Morgan

IT & Communications Coordinator

Leo responded with this feedback which was great, I was super pleased that he was happy with it and it was just a small change that was required. I went back into After Effects to get that sorted and gave everything a final look over to make sure that it was to a good standard. I exported two versions, a higher quality and a lower quality one, I also exported the logo animation by itself so that they would also have access to that.

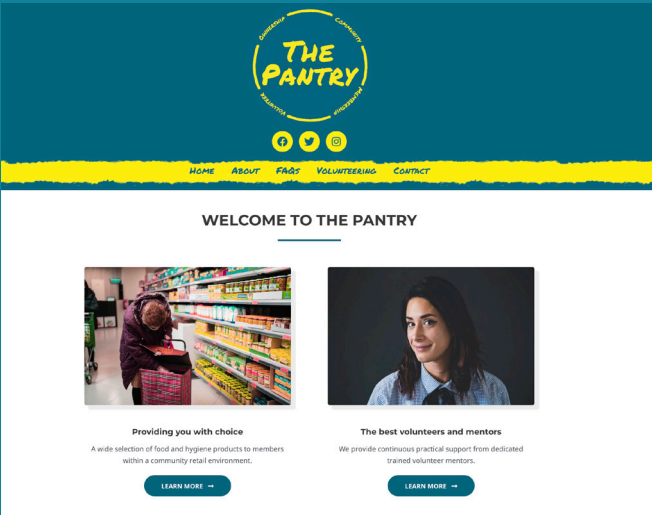


LEO'S CHANGES
APPLIED

THE WEBSITE

The website is mainly Reece's job however Mark and I helped get the hosting and domain name sorted, we got them linked together and ensured that everything was working. We had also contacted the community partner regarding log in details.

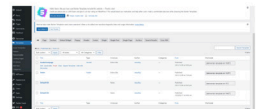
Reece then took on the rest of the design and creation of the website through wordpress. He made sure to keep the design consistent to what we had pitched to the community partner and was open to any feedback. Reece also wrote most of the content for the web documentation. I wrote a small section of it regarding how the community partner should use an app to super impose images into templates.



To customise the site you need to login to <https://ashton-pantry.org/wp-admin> using the admin details that have been provided within an email that was sent.

Once you sign into the account with admin privileges you can start to edit the site. Click on pages and with the list as shown then click the option to edit with Elementor. This will let you go into the editor and change the content of each respective page. To start editing the header or footer you need to go to the Templates section of WordPress and then select all. From there you want to hover over header/frontpage or footer and select edit with Elementor. This will allow you to make changes to either of these assets which will then carry through to each page. We recommend leaving the default kit templates as this can effect functionality.

Please note that when you make a change with the Elementor editor it is important that you remember to select the update button on the bottom left hand side of the Elementor side bar for the changes to take effect. This applies to any change made through the Elementor plug in.



Stage 5:

Review

5. A) Project Management

PROJECT MANAGEMENT

Ashton Trust

Profile icons: AH, MM, RF. Add/remove people

Message Board

- RF Website**
Hi everyone, I believe I have finished the
- AH Meeting 4/12/21**
Good Meeting guys, It's good to see we
- MM Website Meeting and Discussion 3/21/21** 9
- AH Meeting 26/11/21** 1
Hi Guys, Great wee catch up meeting,
- My Noted from Pitch**
1. Name change : The Pantry 2. Logo :
- MM Ashton Trust- How to make do the**

Docs & Files

Document thumbnails: Benchmark..., Important Documents, Handover, Video/ Animation, Post Pitch Work, Briefs and Benchmarking

To-dos

- Social Media Templates
 - Brand Guidelines
 - Website- Reece
- ALL DONE!

Campfire

- MM Mark Murphy** 1:30pm
Adrian Claire I have the m...
- AH Anna Heasley** 1:31pm
Adrian Claire if you could ...
- Adrian Hickey** 9:38am
Anna, yes, teaching this mor...
- AH Anna Heasley** 10:41am
Okay thank you!
- MM Mark Murphy** 12:50pm
Adrian could you also check ...

Schedule

- Fri, Dec 24**
Weekly Review 8:00pm - 8:30pm
- Fri, Dec 31**
Weekly Review 8:00pm - 8:30pm
- Jan 7, 2022**
Weekly Review 8:00pm - 8:30pm

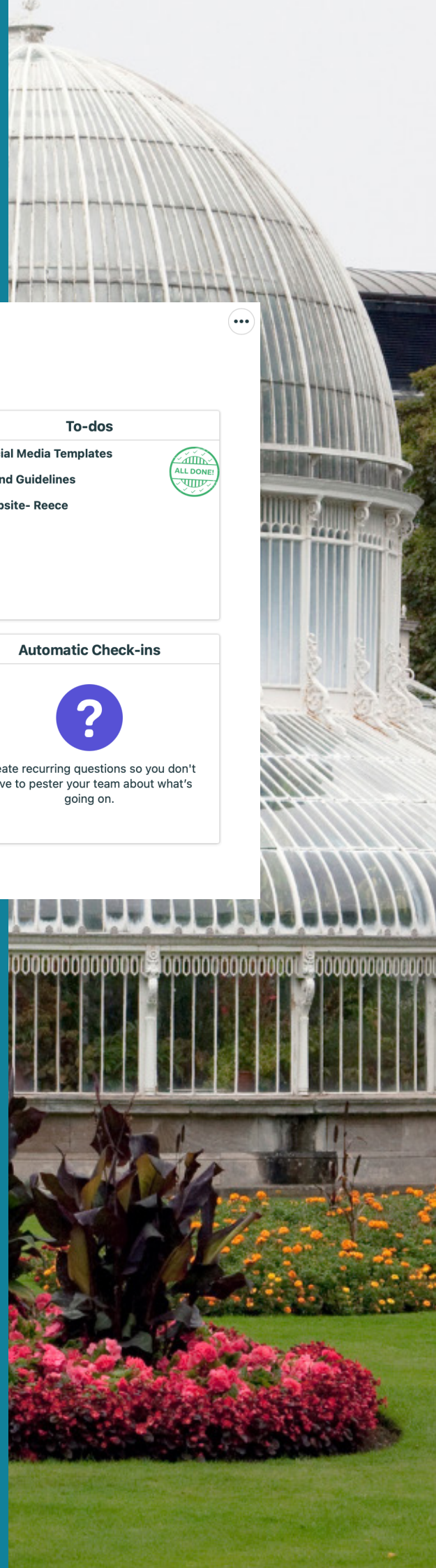
Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

Change tools: copy, rename, or add tools like Email Forwards

The main project management tool we have used is Basecamp. This website is an excellent way for groups to share ideas and documents and get feedback quickly. We were able to organise our work into different folders that everyone could access easily, we were able to get feedback from Adrian and Claire. One of the features that I found particularly useful was the scheduling feature, as we got further into the semester we decided to have a weekly catch up meeting outside of classes, just to run down how each of us were getting on and if there was anyone who needed help with anything. I made sure to always make a follow up post on our message board just to confirm what was covered at the meeting in case anyone needed updated on our progress. Myself and Mark thought of using the To Do lists early on, we gave each member of the group their own list so that everyone could see what each other were working on, this really helped with getting motivated to finish work.



Hi Guys how are we getting on? I have about 40 seconds of the animation done and I'll try get that up to 60 by tonight!

2:02pm Me

AH

I might also upload what I have done so you all can see if you are happy with it so far

MM

Mark Murphy 2:12pm

I have the pop up posters with all colour variations finished now. I'll try to get the poster and finished tonight.

So that should be most of if not all the graphic work covered.

2:12pm Me

Nice good stuff

AH

MM

Mark Murphy 2:13pm

Also website is ready to go so we can start working on it this weekend

2:13pm Me

And just to check, are we happy enough moving the meeting to Saturday? Just I can't do tomorrow with work

AH

MM

Mark Murphy 2:13pm

What time on Saturday works best?

2:13pm Me

Yeah hopefully it will start loading up on different browsers

AH

Maybe 5ish/ 6ish?

Another key feature of Basecamp is the campfire chat. This is an informal messaging page that we were all able to access and chat into. It was really handy when you needed to communicate with someone else in the group about work

Another way we managed this project is through Facebook Messenger. This is a handy way to keep in touch as the interface is friendlier than Basecamp for just casual messaging. It meant we were always able to keep in touch with each other. This was especially handy when I was having a panic in work about the handover documents and Reece and Mark were able to reassure me over text.

7 DEC AT 15:39

Reece

Thanks for the wee post on Basecamp too Anna that's really helpful

No worries:)

Mark

Print materials being transferred to them now

I just have one page to edit for the brand guidelines then i'll send it to you reece

Okay no worries

7 DEC AT 16:09

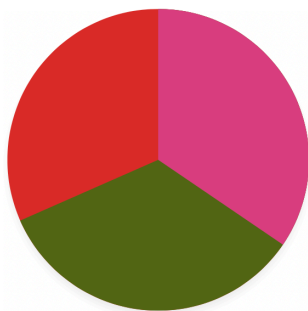
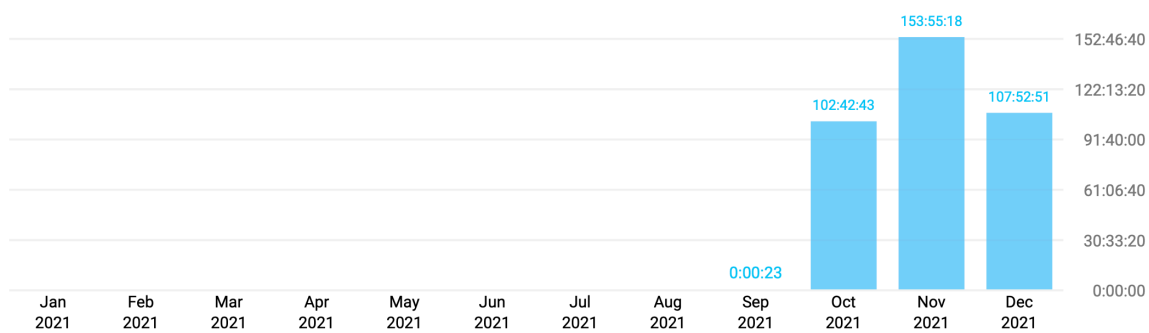
Another method of project management has been Toggl, this website has been immensely helpful in tracking our progress, we have been able to keep tabs on how much work we are doing. As a group we have also found Toggl to be quite motivating in terms of getting things done. It has felt good seeing the numbers rack up and it genuinely has inspired me to work harder.

Summary Report

01/01/2021 – 12/31/2021

TOTAL HOURS: 364:31:15

toggl
track




USER

- MU Murphy-M72
- HE Heasley-A1
- FO Foy-R4

DURATION

- 125:57:58
- 123:14:02
- 115:19:15

Finally, the last method of project management we have used is Discord. Usually we would use it for our weekly meetings as it is the handiest for the three of us. We also use it for sharing documents and useful websites that would be good for each other. This is one of our most commonly used ones as a lot of the time when we were just working sitting at home we would start a call just so we could all be working together.

 **aheasley631** 31/10/2021
<https://graphicburger.com/branding-identity-mock-up-vol-5/>

GraphicBurger
Raul Taciú
Branding / Identity MockUp Vol.5
 This is the perspective version of

these are two of the mockups i used
<https://graphicburger.com/apple-responsive-screen-mockups/>

GraphicBurger
Raul Taciú
Apple Responsive Screen MockUps
 Showcase your work best with these two different PSD Mockups by Vinay Mittal. In this pack you will get...

PROJECT TIMESCALES

Research: 20

Benchmark: 14

Brief: 30

Design: 120 hours

Pitch: 30 hours

Website: 33 hours

Guidelines: 8 hours

Branding: 35 hours

Animation: 44 hours

Client Management: 30

Production Log: 60 hours

424 hours



Stage 6:

Review

6. A) Evaluation

EVALUATION

WORKING AS A TEAM

Approaching our final year the three of us knew we wanted to be in a group for this module. We have been in the same class since the beginning and two of us had just returned from a placement year. I had also worked with Reece before on the Designing with Data module.

Before this project we were already all good friends and we knew that we would work well together. I do feel that throughout this process we have got to know how each person works and been able to communicate more effectively because of it. There has been challenges and I personally always feel that with group work, but if you are working with good people who put in their full effort you can't ask for much more.

APPLYING KNOWLEDGE AND SKILLS

Throughout this process I have been able to apply knowledge and skills that I have accumulated throughout my stay at University. I have been able to develop my skills in graphic design, by working through the creative process and trying to think up answers to community partner's brief this has pushed me more than I expected. I was expecting to find this project much easier given the work experience that I have but every step of the way has been challenging and it's extremely rewarding now that it has been completed. I feel that my skills in motion graphics, coding, using adobe suite products have all increased and been pushed further.

KNOWLEDGE OF SOCIAL ENTERPRISE

Our modules in Placement and Professional Contexts and Preparing for Placement and Work Based Learning have truly aided in this experience. We were taught different things such as project management, time management and communication in a work environment. These are all skills that I have used frequently throughout this process.



WORKING WITH A CLIENT

I have plenty of experience of working with clients, through my placement with the PSNI I was working with multiple clients a week on different projects. Because I had that experience I have a greater appreciation of how hard it can be sometimes. With Ashton it was mostly a good experience, the only negative point being they weren't the best at replying to emails in a timely manner. I feel with this project being a group work using Basecamp really helped us remain organised and up to date with everything that was happening. This ensured that the community partner was always getting up to date, correct information.

FINAL THOUGHTS

Overall I am very pleased with how this has turned out. It has been tough at times given that we all have lots going on such as part time jobs and other modules, but we have all put in a serious amount of work to get this completed and to a high standard. I am continually impressed with Mark's work ethic with the branding and documentation, with how Reece was able to get the website up and running so quickly and to a high standard. I am grateful that I was lucky enough to be landed with a great team to support me through this. I have tried to be as supportive as possible, always helping out when they need a hand, keeping the group motivated when we have been stressed and anxious. It has all paid off.

We have worked extremely hard on this project (364 hours) and I feel we have created some great content for the community partner. They now have a whole new brand for their social supermarket, a great website, great graphics and a great animation.

I think we have delivered above and beyond what was expected and I'm super proud of my team and so glad that we have positive feedback from Ashton.



"THANK YOU TO ALL
OF YOU, ALL THE
MARKETING MATERIALS
LOOK REALLY WELL
AND YOU ALL PUT IN SO
MUCH WORK"

Leo Morgan

IT and Communications Manager

BIBLIOGRAPHY

All background images used are from www.unsplash.com or www.canva.com.
All mock-up templates are from www.graphicburger.com

Hannington, B., 2007. Generative Research In Design Education.

Bierut, M., 2007. 79 Short Essays on Design. New York: Princeton Architectural Press.

Scher, P., 2009. Paula Scher on Failure.

Bierut, M., 2019. Now you see it and other essays on design. New York, NY: Princeton Architectural Press.



The Science Shop
Knowledge • Ideas • Results