



The Science Shop
Knowledge • Ideas • Results



Share
Discovery Village

MED526

Production Log

Lauren McMullan


B00776221





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Production Log Introduction

Introduction

MED526 Project Social offered us, the students, an opportunity to work as a group to develop a creative project with a Community Partner under the guidance of Adrian Hickey and Claire Mulrone. Our team has partnered with a Community Partner, Share Discovery Village, to develop a creative brief that allowed us to develop a sustained interactive production. With continuous communication and interaction with the Community Partner, we were able to create an interactive production that met the needs of the Community partner, that included one, or more, of the following media: photography, video, motion graphics, social media, audio, visual design and interactive installation.

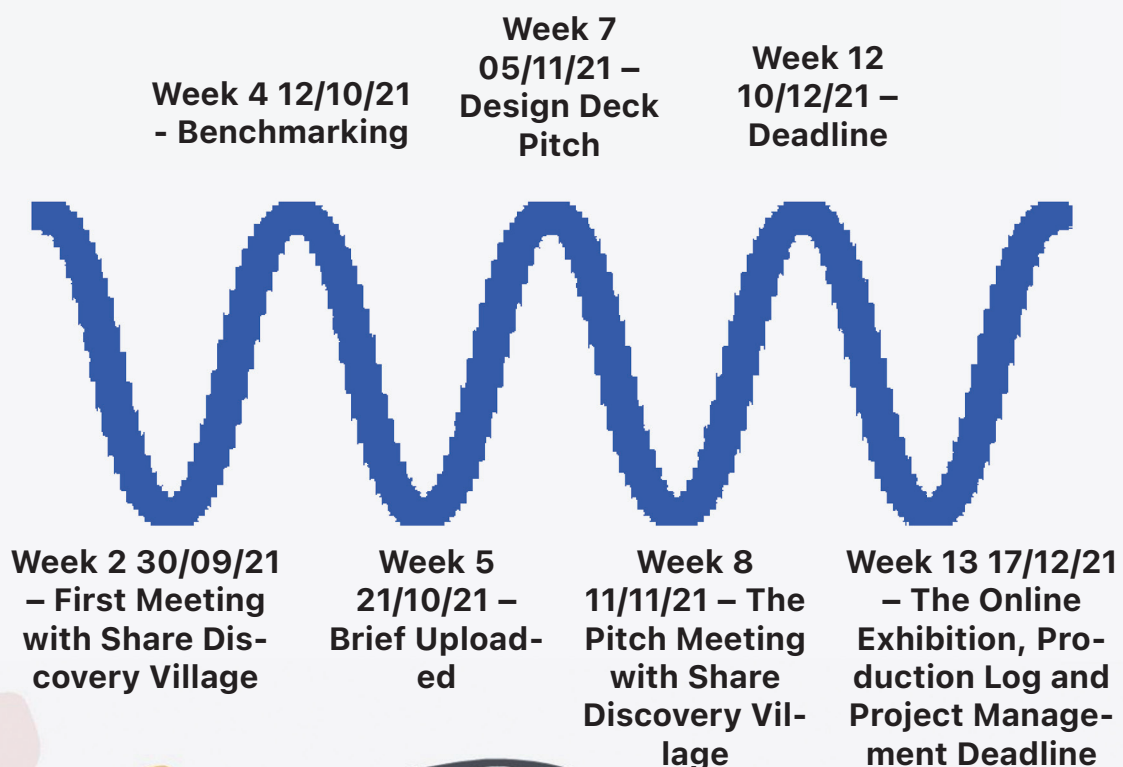
Module Aims

The overall aims of this module:

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

Production Log Project Timeline

Project Timeline



*Production Log Project Specification
& Meet The Team*

Project Specification

Share Discovery Village is an outdoor residential centre outside Lisnaskea, Northern Ireland. They have recently invested in a range of water sport activities, including a water park, paddle boarding and spineria. They want these activities to be featured as a campaign across their social media platforms and in particular their Instagram. Through speaking directly to Share Discovery Village, as a team, we discovered they want the business to highlight that they are COVID secure and open for business providing fun and enjoyable environment for all participants.

For Share Discovery Village, they wanted us to create an Instagram Campaign using existing professionally commissioned photography that was provided to us from Share Discovery Village. They also wanted us to create new graphics that capture and showcase the wide range of adventure activities and the facilities that are available. As a team, we created a campaign that will launch in Spring 2022 (as this is what our community partner wanted) to raise a profile of the unforgettable experiences and memories to be had at Share Discovery Village. With coronavirus restrictions lifting, our community partner wanted to increase their capacity and target audience to include a wider range of people through creating an Instagram campaign. During multiple conversations with Share Discovery Village they identifies that they wanted us to use their current branding but they were also happy with us to give them a refreshed and updated look.

Skills Required

Skills Required:

- After Effects
- Photoshop
- Illustrator
- Social Media Skills



Meet The Team

The team consisted of Lauren McMullan (me), Erin Greer and Caragh Orr. With our combined skills, experiences, knowledge, and determined mindset, we felt that Share Discovery Village was the best community partner for us to work with. Throughout being an Interactive Media student, all three of us have picked up on unique skills and experiences that abled us to bring our own unique perspective and skillset to this project. Each of us had different roles throughout this project but collaboratively each of our skills worked well together to create a distinctive and refreshed look for this brand. When we initially saw the project specifications and the skills required that were essential for the Community Partner's needs, we knew instantly that this was the project that best suited our skills

We were supervised by Claire Mulrone, Project Manager, and Adrian Hickey, Creative Director.

- Lauren's (my) strengths include Photoshop, Social Media and Content Creating
- Erin's strengths include Graphic Design, Illustrator and After Effects
- Caragh's strengths include Illustrator, Content Creation and Brand Growth



Production Log Project Specification
& Meet The Team

Meet The Team

Lauren McMullan



Erin Greer



Caragh Orr



Client Background

Share Discovery Village (SDV) is the largest residential activity centre on the shores of Upper Lough Erne outside Lisnaskea, Northern Ireland. It is a fully accessible holiday village where individuals can create unforgettable memories through a range of different activities, including a range of arts, land, and water activities. Not only do Share Discovery Village offer a wide variety of activities for children, families, groups, and clubs but they also are fully accessible for those with disabilities. They offer an endless array of possibilities and adventures.

Mission

"SHARE exists to offer the same thrilling experiences for disabled and non-disabled people alike. We do this by providing opportunities for all to participate in a wide range of educational, recreational and creative arts programmes. SHARE is a Northern Ireland Registered Charity NIC101204." – Share Discovery Village's Ethos

Target Audience

Share Discovery Village currently targets groups of friends and families from the age ranges of 8 to 26 years old. They have witnessed over time that the majority of those who attend their outdoor residential centre come from the South of Ireland. Apart from school groups, usually individuals come to Share Discovery Village in groups of 8 to participate in their activities.

Share Discovery Village's current target audience is 75% woman and individuals in the age range of 35-44 years old. Their goal is to grow their Instagram so that more of a younger generation are on their Instagram, participating in swipe up links on their stories to visit their website. Share Discovery Village's following on Instagram come from Enniskillen, Belfast and Dublin but they want to grow to border counties.

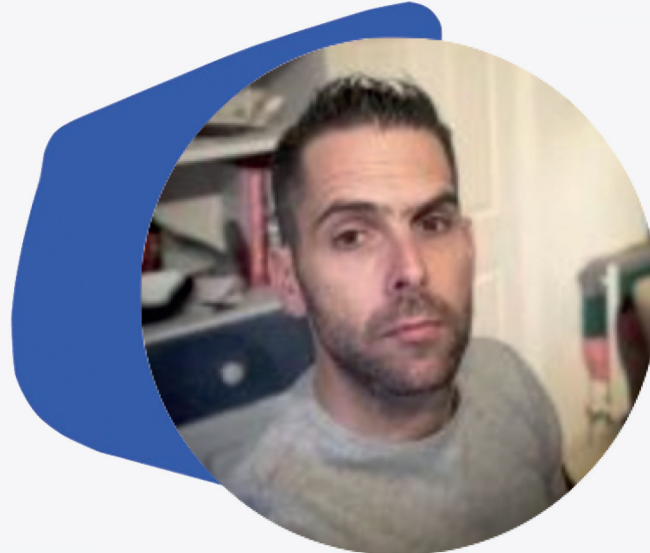
Vision

Share Discover Village strives to offer everyone the opportunity to have unforgettable experiences and to create memories that will last a lifetime. Share Discovery Village aims to give everyone the same opportunities, whether that is children, families, groups, clubs, abled bodied individuals and disabled individuals. No matter who they are, Share Discover Village treats everyone the same and would never make a difference between individuals that take interest in the activities they have to offer. Their outdoor adventure centre is the ideal outdoor centre for large residential groups, day visits, activity holidays, conferences, team building, corporate breaks, caravan and camping experiences.

Members of Their Team

(Who We Spoke To)

Darragh Collins



Darragh Collins is the Chief Executive Officer (CEO) of Share Discovery Village. He started working there in June 2021. Darragh is a former student at The Open University, here he studied BSc Hons Sociology, 2:1.

Claire Cassidy



Claire Cassidy is the Marketing Executive at Share Discovery Village. She started working there in September 2021. Claire is a former student at Ulster University, here she studied BSc Hons Marketing, Second Class Honours Upper Division.

First Meeting With Community Partner

30th September 2021

On Thursday the 30th September 2021, Claire Mulrone and our group had our first initial online meeting with our Community Partner, Share Discovery Village, which was held through Microsoft Teams. Here we met Darragh Collins and Claire Cassidy where we discussed what exactly Share Discovery Village's needs were and what they wanted from the outcome of our work. We spent an hour finding out more about our Community Partners current brand guidelines and particular design work that they wanted from us as a group. Erin, Caragh and I were able to ask multiple questions which both Darragh and Claire gladly answered.

How did this help?

Having this initial online meeting with our Community Partner, we were able to discuss their project and help us as a team to develop a live media brief. Being able to ask Darragh and Claire questions about the project allowed us to get a better understanding of what we had to do. This initial meeting also allowed us to hear directly from the Community Partner their ideas for our work and how they felt about certain aspects of what they wanted us to do. We were able to get an insight into who exactly Share Discovery is, what they offer, what they wanted the outcome of this project to be and how it will help with their business. Being able to breakdown key points of their aims and objects was useful for us to gain a better understanding of what to do next and where we were to go from this.

Key Points From Meeting:

- Share Discovery Village were going to provide us with 350 professional photography images of the water, land and arts activities and accommodation images
- They wanted to turn the residential centre into a day park/centre attraction
- Share purchased a water park and they wanted to put across to their audience that they can book online or book on the day of the visit
- They want to increase their capacity and target audience with Covid restrictions lifting
- Their Facebook is a stronger platform than their Instagram but as Instagram is becoming more popular, they want to grow it
- Individuals coming for the staycation occupied 60% of their accommodation but this dramatically declined due to Covid, now they want it to become more successful than before
- Share want their Instagram to be live, current and constantly updating with new content
- Darragh and Claire wanted us to have a look into TikTok and its algorithm as it attracts a younger audience with viral trends
- They wanted us to be critical of their current Instagram content, so we knew exactly how it needed to be changed and to give it a more refreshed look
- Most importantly – all the project specifications

Quotes From Meeting

"We want to show how accessible we are to everyone, no matter their age or how able bodied they are. We don't want anyone to miss out in opportunities that interest them or make them feel any different from everyone else."

– Darragh Collins and Claire Cassidy at the First Initial Meeting

"SHARE offers a wide range of day booking activities to suit all ages, abilities and budgets." – Share Discovery Village

The Client Brief

Tone, Message & Style

Overall, the message of this project is to promote the facilities that Share Discovery Village has to offer, showcasing their activities whilst targeting a new and expanded audience through a refreshed and revamped Instagram account. The aim for the tone and style of the new Instagram presence will be professional while also being creative, fun and friendly through high quality photography and video posts, snappy captions, memorable icons and captivating stories. Share Discovery Village's new Instagram look will give off the adventurous and unique appearance whilst maintaining professional when communicating with their target audience. The tone, message and style of their revived Instagram will reinforce Share Discovery Village's key message and will stand out from any other competitors.



The Deliverables

Overall, the message of this project is to promote the facilities that Share Discovery Village has to offer, showcasing their activities whilst targeting a new and expanded audience through a refreshed and revamped Instagram account. The aim for the tone and style of the new Instagram presence will be professional while also being creative, fun and friendly through high quality photography and video posts, snappy captions, memorable icons and captivating stories. Share Discovery Village's new Instagram look will give off the adventurous and unique appearance whilst maintaining professional when communicating with their target audience. The tone, message and style of their revived Instagram will reinforce Share Discovery Village's key message and will stand out from any other competitors.



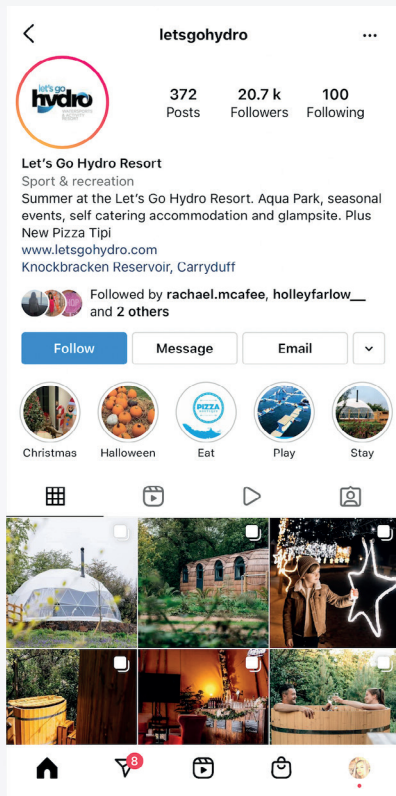
Benchmarking Similar Organisations

As part of the development process of creating this project, as a group we benchmarked 6 similar organisations that were relevant to our Community Partner. The six organisations we used were outdoor activity centres that demonstrated elements that Share Discovery Village have. The six organisations studied were Let's Go Hydro, Avon Tyrrell, Limitless Adventure Centre, Todds Leap, Tollymore Activity Centre and Strangford Lough Adventure Centre. Erin, Caragh and I evaluated the similar organisations based on the first impression (aesthetics, identifiable target audience and identifiable chief aims), the look and feel (image quality, video content, colour palette, highlights, IGTV and reels) and the content (explanation of service, likes, followers and evidence of updated content) when analysing their Instagram profiles. Each category was ranked according to best practise.

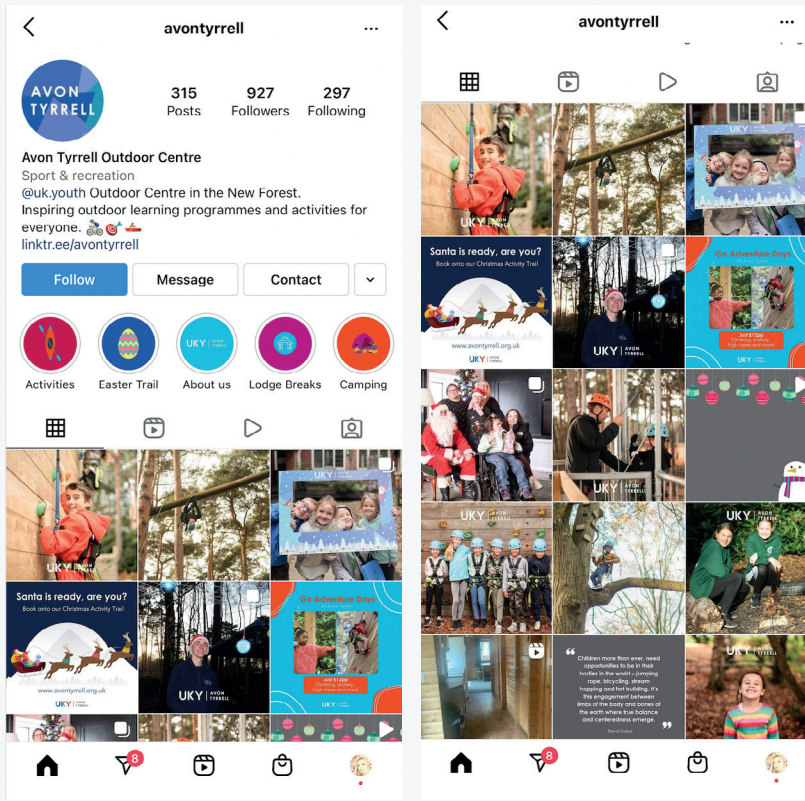
In Order of Best Practise



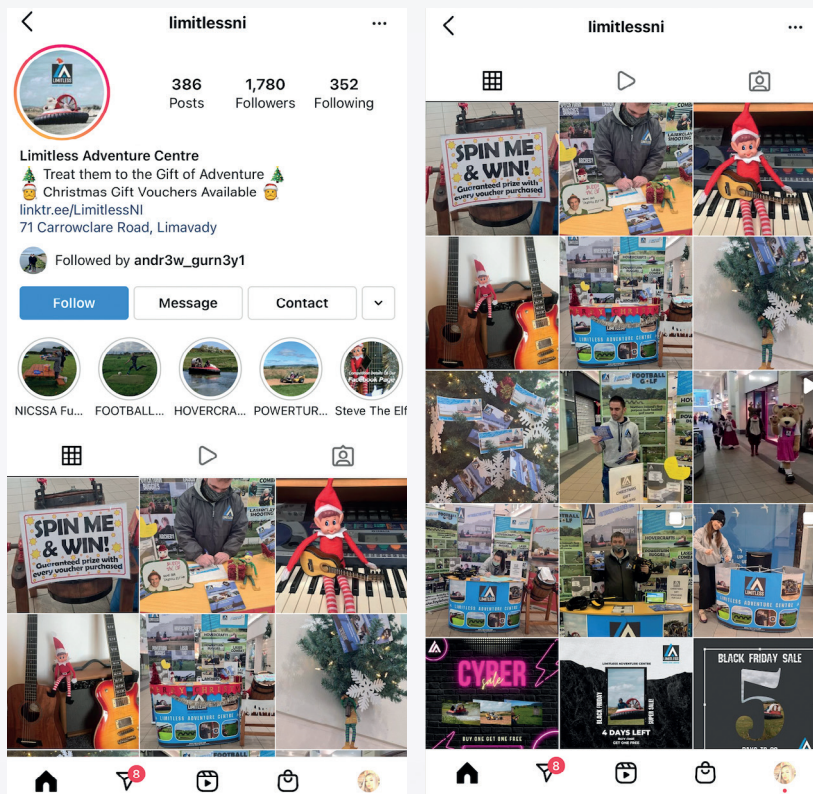
Let's Go Hydro



2) Avon Tyrell

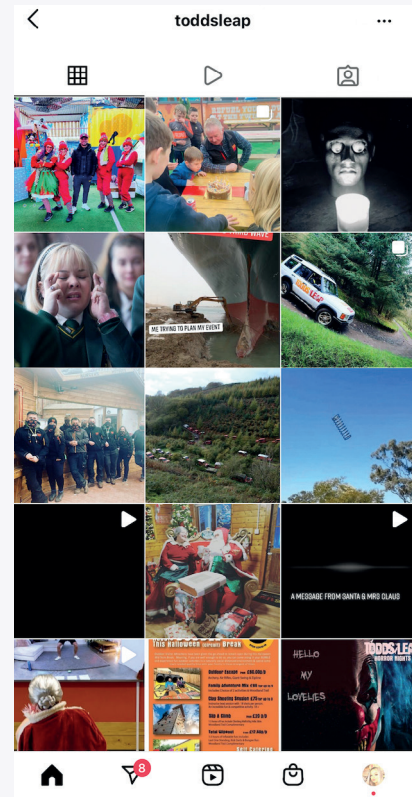
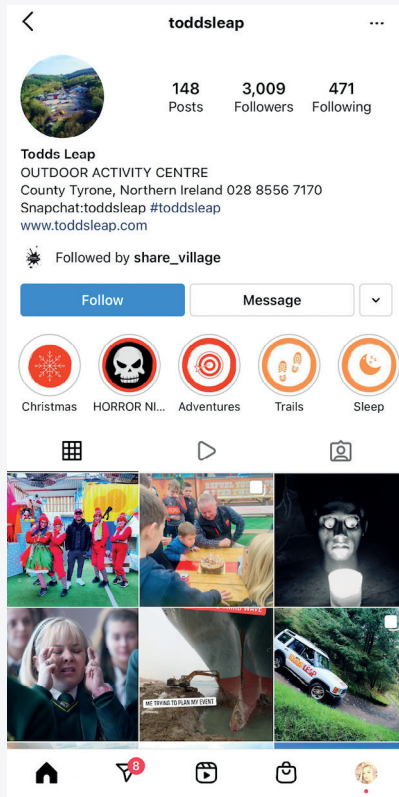


3) Limitless Adventure Centre



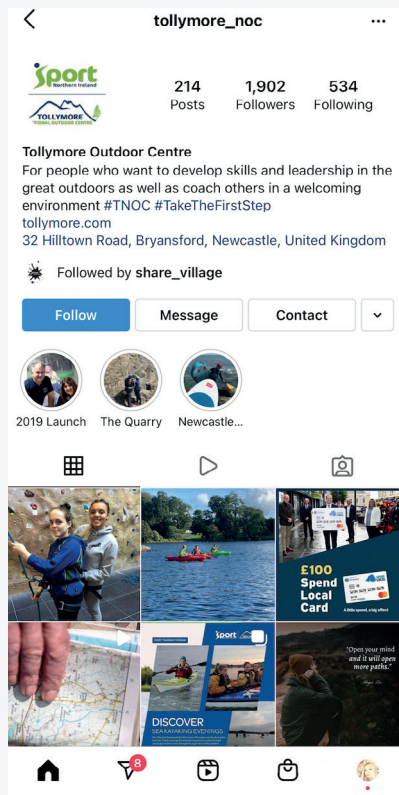
3)

Todds Leap



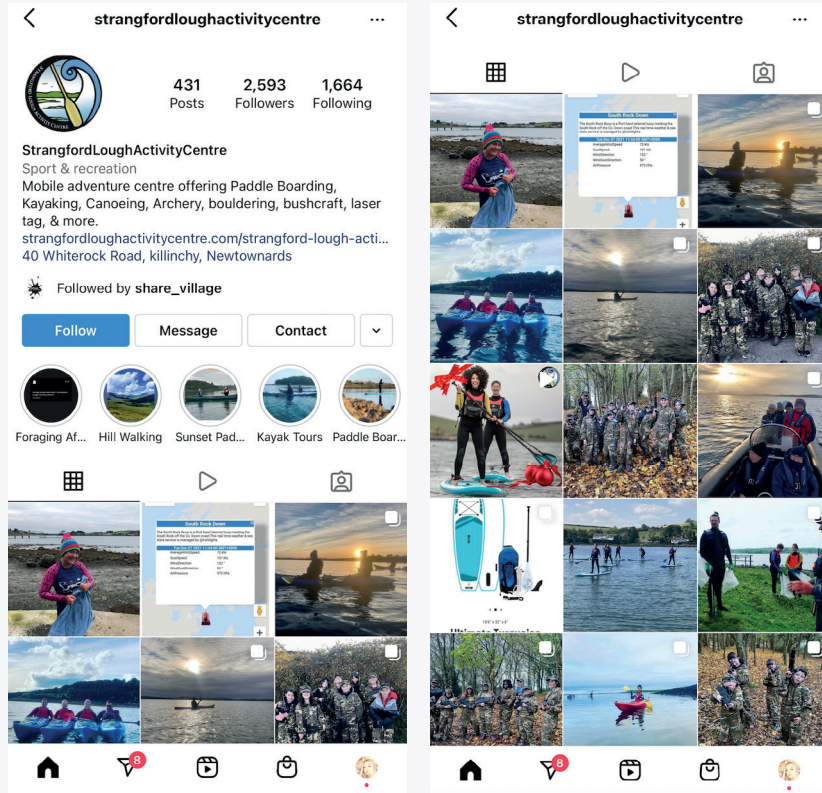
3)

Tollymore Activity Centre



3)

Strangford Lough Adventure Centre



How did I help?

Myself, Erin and Caragh created a table filling out specific pieces about each of the companies Instagram pages. I contributed by analysing Avon Tyrell, Tollymoore Activity Centre and Strangford Lough Adventure Centre. By doing this it gave us a better insight into different areas of each Instagram page through ranking them from best practice being number one (Let's Go Hydro) to number three (Limitless Adventure Centre, Todds Leap, Tollymoore Activity Centre and Strangford Lough Adventure Centre).

Benchmarking Similar Organisations

Category	Feature	Let's Go Hydro	Avon Tyrrell	Limitless Adventure Centre	Todds Leap	Tollymore	Strangford Lough Adventure Centre
First Impression	Aesthetics	Use of both 'landscape' and 'experience' to represent location and the experiences offered	Use of both graphic designs and images of activities	Use 'Experience' images to represent activities, showcase facilities and upcoming events	Use 'Experience' images to represent activities and poster campaigns	Use of both 'landscape' and 'activity' images represent what they offer and their location	Use 'experience' images to represent activities. Also, upcoming events
	Identifiable Target Audience	Through experience photos and captions on their feed	In their posts	Through 'Experience' images	Through 'Experience' images	Bio	Through experience photos
	Identifiable Chief Aim	Bio	In their posts	Hashtags under posts	Bio	In the caption of their first post	Bio
The Look and Feel	Image Quality	High HD quality	High HD quality	HD quality and phone	HD quality and phone	High HD quality	Phone and some HD
	Video Content	Promotional videos on feed and highlights	IGTV	Feed and IGTV	Feed and IGTV	IGTV and posts	Reels and phone quality – swipe across
	Colour Palette	Greens, browns and earthy tones	Red, pink, orange, blue and purple	Green/blue earthy tones as well as seasonal	Red/orange/black	Green and blue with earthy tones	Blues, reds – water and earthy tones
	Highlight	Colourful background and professional graphics and content	Colourful graphics	Activity images	Colourful icons	Some team members and images of	Reshares of their posts on their feed
	IGTV	None	2 minute video on a hard hitting and personal story	Promotional videos	Promotional videos	Trends, hashtags and movements	Experience videos and competitions
	Reels	None	Activities they offer and their team	None	None	None	None
	Content	Explanation of Service	Bio and captions	Bio	Hashtags	Bio	In the captions of their posts
	Likes	50 – 500	5 - 23	20 - 250	15 – 150	14 - 138	10 – 100
	Followers	20k	886	1,246	2,841	1,884	2,506
	Evidence of Updated Content	Daily/Weekly	Twice a week	Weekly	Weekly	2-3 posts per month	Daily/weekly
Rank		1 st (Best Practise)	2 nd	Joint 3 rd	Joint 3 rd	Joint 3 rd	Joint 3 rd



Production Log Client Background

Budget Documentation

There is no formal budget needed for this project as when evaluating everything we discovered there was no costs involved. As we were provided with professional photography from Share Discovery Village, we used this as it was previously captured for this project. Most of the content used was sourced from the organisation themselves so we did not need to worry about copyright issues or royalties. As our project is mainly based on Instagram, Social Media is free so will have no additional cost for us to use it.

My Three Ideas For Pitch

First Idea

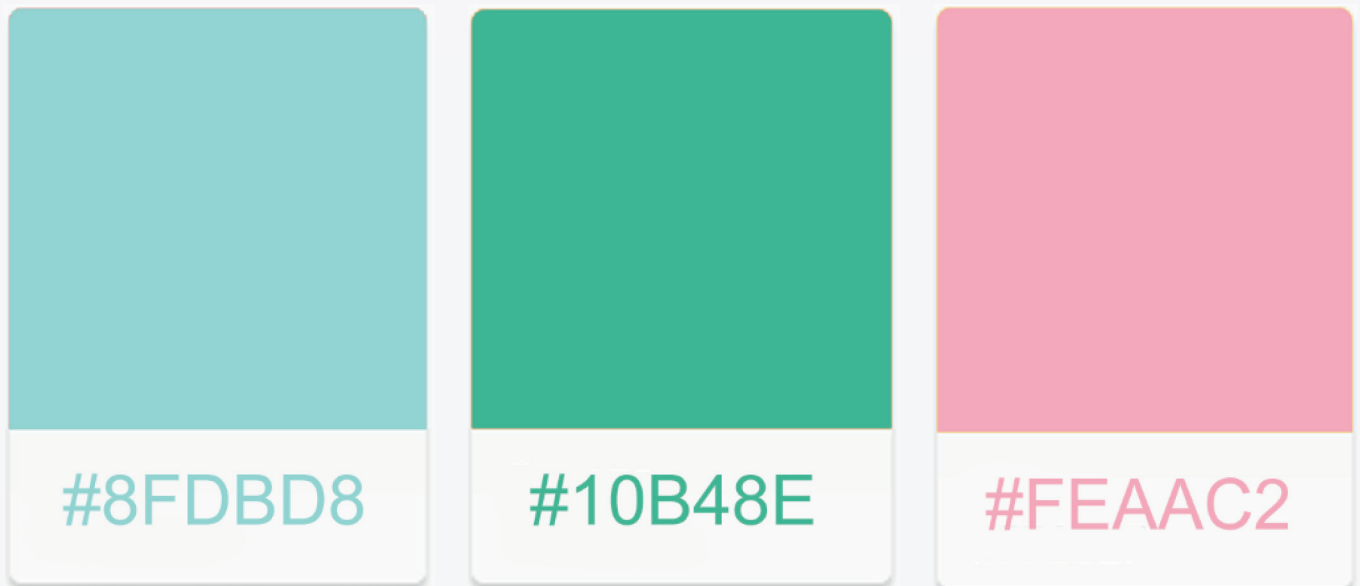
Logo

For the first concept, I really liked the idea of keeping the typeface on the logo simple with only using one font: Oswald Regular in all caps. I thought this typeface worked well as the simple sans serif font was easy to read even when made smaller. I made five different logos so that there would be two that could be used all the time and three to fit in with particular activities, water activities, land activities and arts activities.



Colour Palette

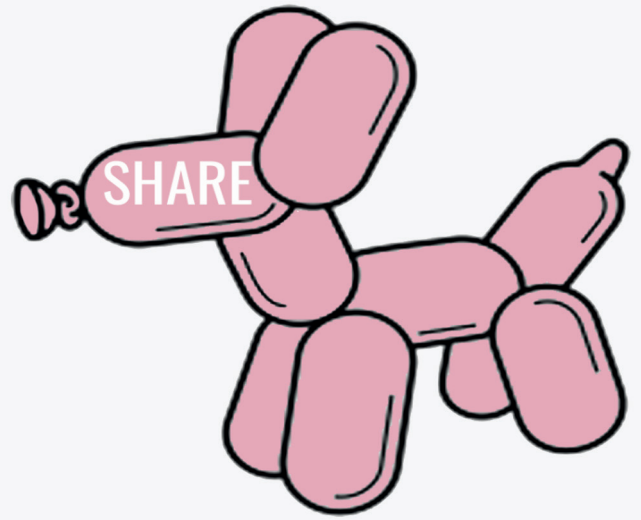
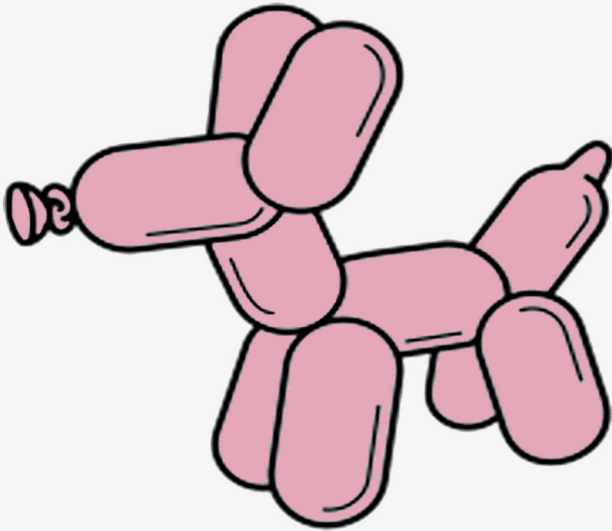
When it came to choosing a colour palette, I decided to minimise it to just three colours rather than the huge range that Share Discovery Village previously has as I felt it became confusing and unprofessional looking. I chose to go with a pastel blue for the water activities, a green for the land activities and a pink for the arts activities. These three colours together gave a clean look. I thought with the white typeface that it looked simplistic but still grabbed the attention of the audience.



Icons

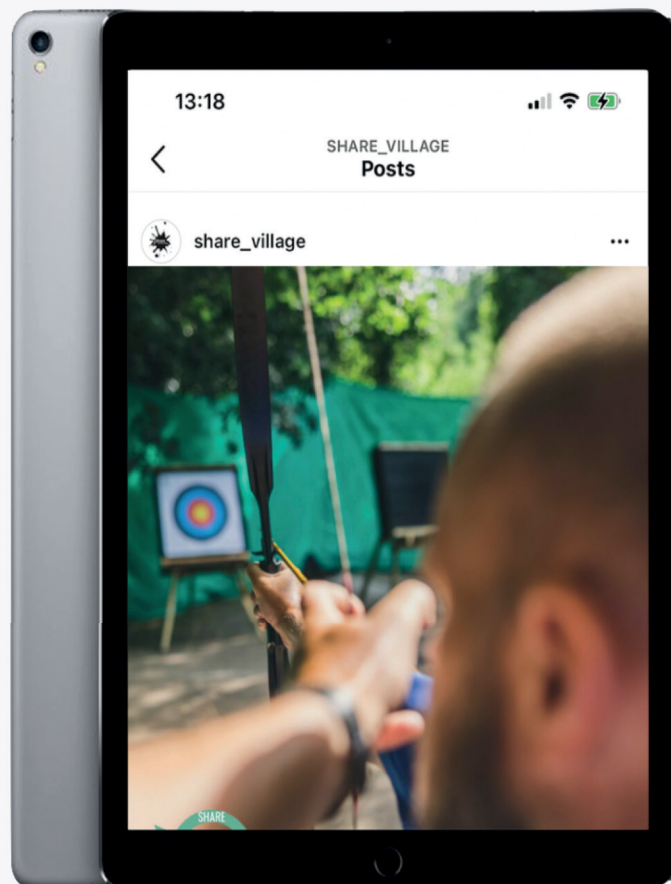
It took a while to come up with a first initial idea for the icons as I wanted something that would stand out when used in the Instagram stories. I gave both the option of with and without 'Share' written on it to show what it would look like with both. I only presented one activity from water activities, land activities and arts activities just to give an idea what the final product would look like. I incorporated the colour palette with the appropriate icons.





Instagram Post

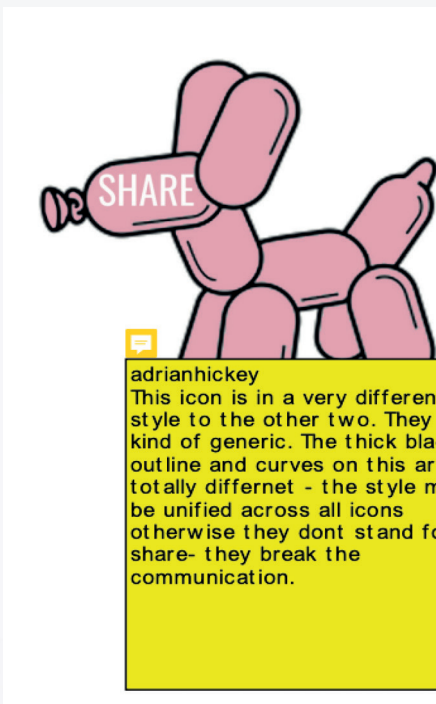
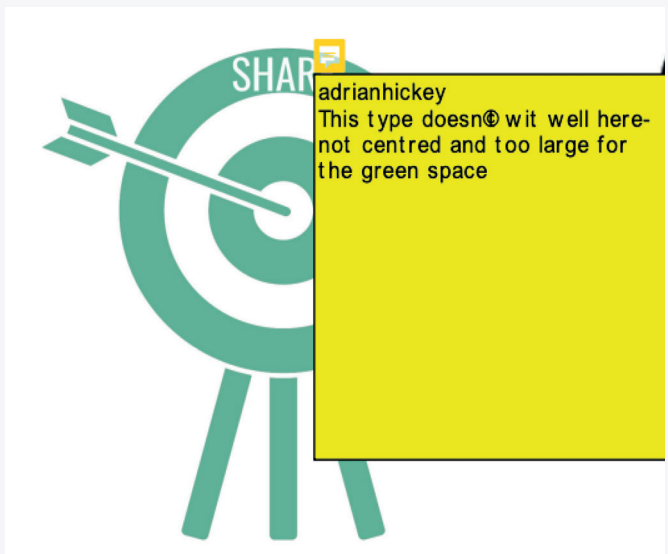
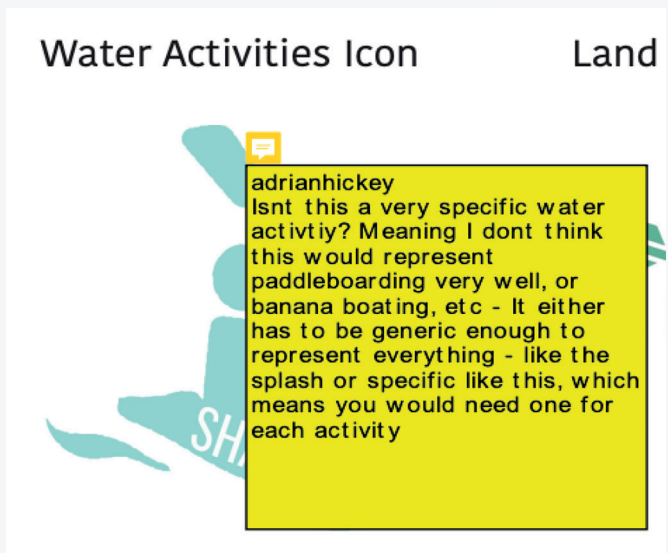
When it came to creating an Instagram post, I wanted to incorporate the logo I had made in with the image. I chose an archery image that was provided to us by Share Discovery Village and the archery icon that I had previously made. I decided to keep it simple and not add any overlays to the image or to edit its quality in any ways as I felt the images were already high quality and I didn't want to take away from that. I came up with a short caption 'Who doesn't love archery? Come join us at Share, we would LOVE to have you here! #archeryatshare'. With seeing some of Share Discovery Village's previous Instagram posts, I felt like they needed to step away from using long captions and have something shorter and capturing to the audience.



Reflections

Now looking back at the colour palette I used for the first idea, I feel like it wasn't eye catching, bright, or colourful that would really have an impact on the audience. The icons are also not consistent and look unprofessional with having the balloon animal having strong dark lines and the rest without. I also feel it look unprofessional just having the word 'Share' and not the full title of the company. The icon gets lost in the Instagram post and does not stand out at all with being such a close colour of green to elements in the image.

Adrians Comments on Basecamp

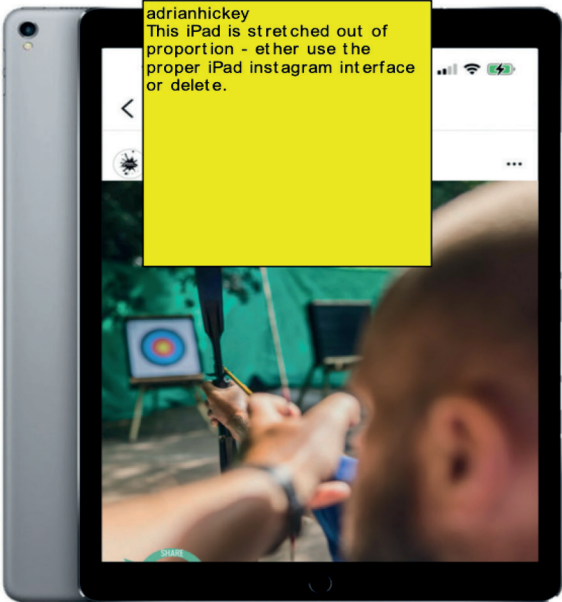




adrianhickey
I can't really get a sense of how this would build up as an IG story for example or as a set of promotional stills. We need more than one screen to get a sense of it



adrianhickey
This doesn't work on a complex background - needs a rethink - either a new design with white in the transparent bits or a white bar across the bottom of the photos are needed - or a new icon



adrianhickey
This iPad is stretched out of proportion - ether use the proper iPad instagram interface or delete.

Second Idea

Logo

This idea came from also keeping with the same splash that Share Discovery Village already had and just changing the colours and font. Here I used two different fonts to give the logo a unique look and something different from other logos of similar organisations. The two fonts I used were Alfarn Regular for 'Share' and Reross for 'Discovery Village'. These two fonts worked well together. I did consider moving away from the splash but from our first meeting with Share Discovery Village, they seemed to want to keep with it.

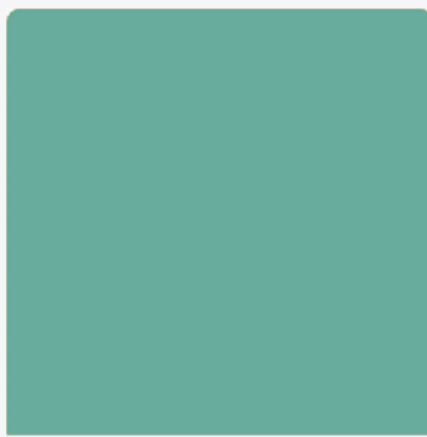


Colour Palette

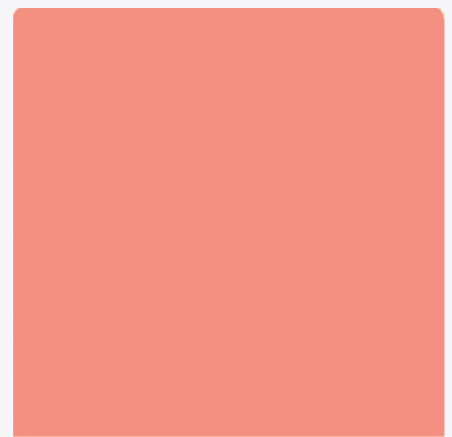
Keeping with the blue and green colour scheme for the water and land activities, I decided to use a darker shade of blue that would make the white typeface stand out more. I also did this with the green for the land activities. When it came to choosing a colour for the arts activities, I chose a coral pink as I felt it had the same effect the blue and green had with the white typeface.



#5874DC



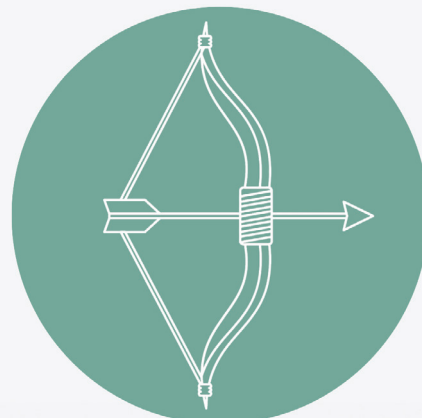
#8FDBD8



#FEAAC2

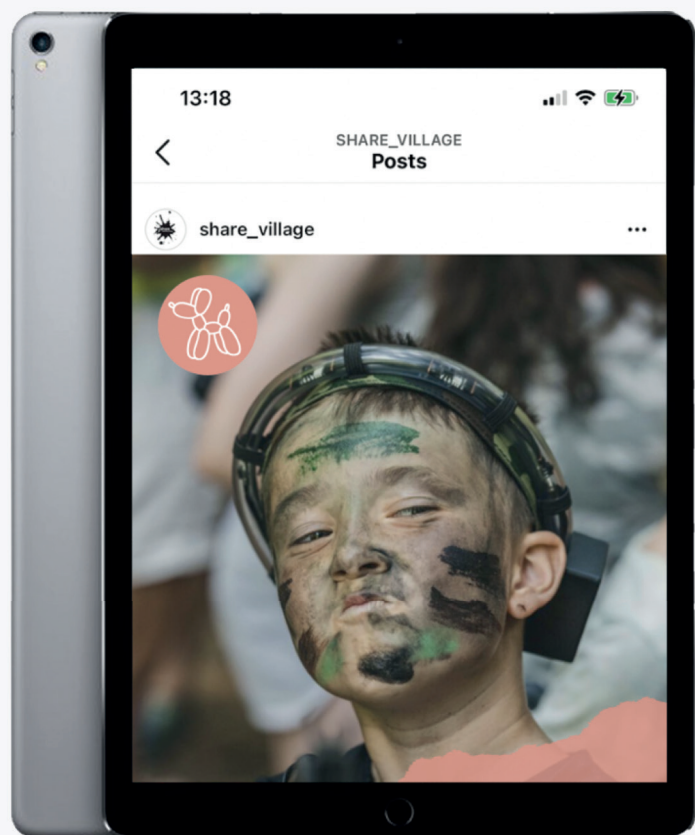
Icons

Using white outlines always gave off an aesthetic and clean look to any design so that is why I decided to try this idea for the second ideas icons. Once again, I used the specific colours from the colour palette that correlated with activity and used white lines to create the outline effect. The white stood out from the colours and created a powerful look. Although it was aesthetically pleasing, it was still simple and not overpowering.



Instagram Post

I incorporated the splash theme from the logo into the Instagram post by having a paint splash with 'Share Discovery Village' written on top. I kept with the colour palette and colour scheme with specific colour being for certain activities when using this paint splash effect. I once again added the logo in the top left-hand corner as I felt it was a way to keep all the activities together and also able to link them back to Instagram highlights.



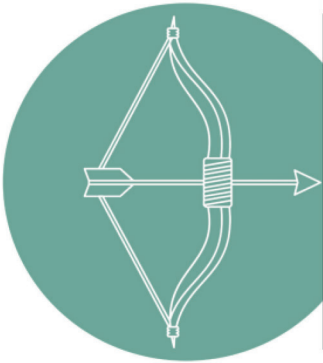
Reflections

After seeing the final idea put together there was certain aspects that I felt did not fit right with what Share Discovery Village were looking for. Little things like the logos not being as consistent as I thought they gave an untidy approach to the Instagram idea. The colours I chose this time worked a lot better than the previous colour palette in idea one, but I felt they could be brighter to be more eye catching. All of these little things together made me feel that this idea doesn't capture who Share Discovery Village really is and the message they are trying to get across.

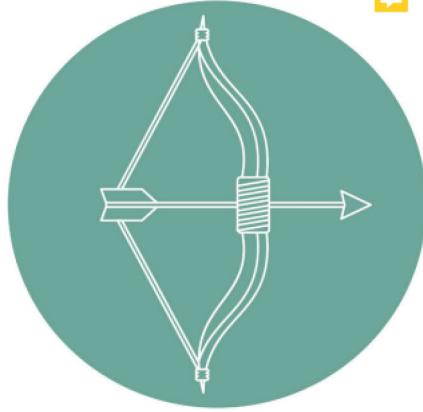
Adrians Comments on Basecamp



Land Activities Icon

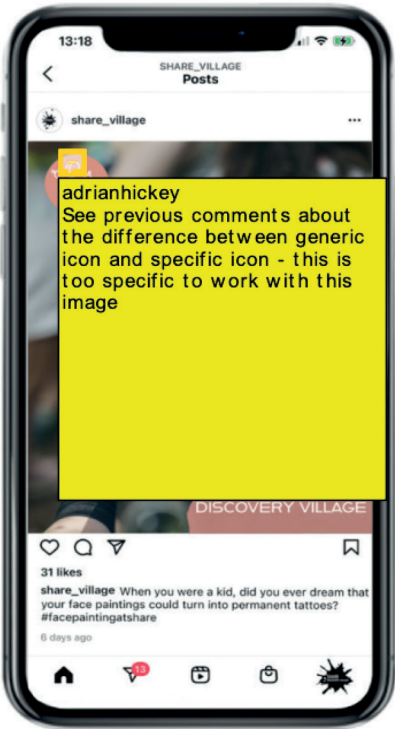


Arts Activities Icon



adrianhickey
This icon set is a little better than the last because they are all line work - but the line work is still inconsistent - look at the thickness of the lines on the balloon animal against the thickness of the line on the arrow - to feel like a unified voice from a unified brand they need to be the same

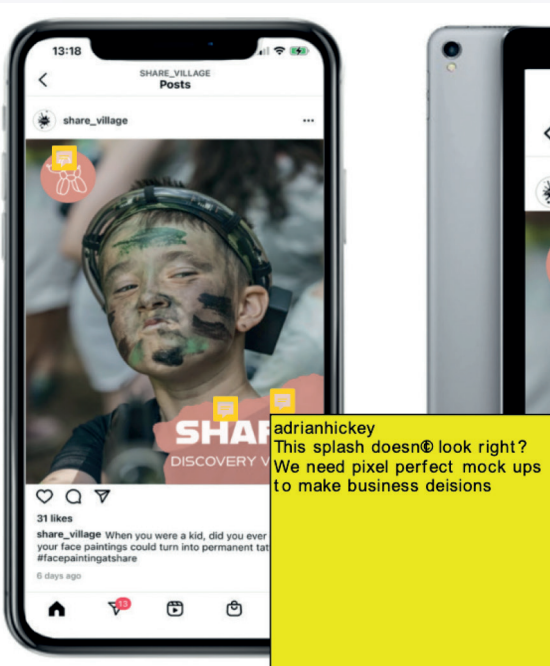
adrianhickey
These need some sort of text to anchor them - either the activity name or Share or both



adrianhickey
See previous comments about the difference between generic icon and specific icon - this is too specific to work with this image



adrianhickey
I think this pink is too muted for the type of message Share want to get across



adrianhickey
This splash doesn't look right? We need pixel perfect mock ups to make business decisions

Third Idea

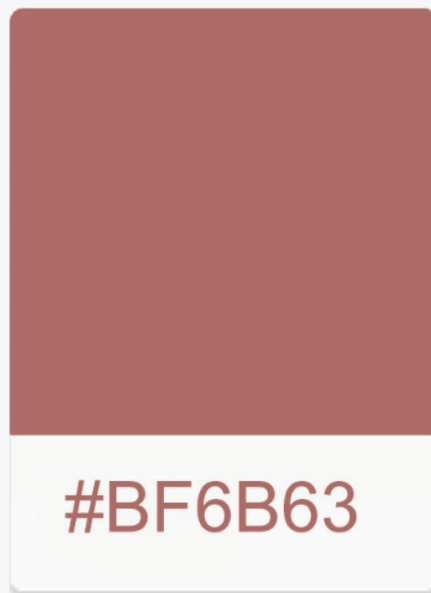
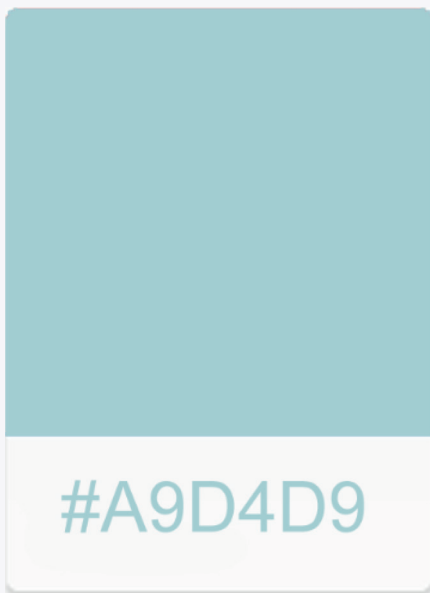
Logo

For the logo this time, I again used two different fonts. The first font I used was Alkaline Caps Heavy for the word 'Share' and Reross for 'Discovery village'. The font for 'Share' was very different from the previous two fonts used but I felt that it worked well with the splash logo.



Colour Palette

I used more of a muted pastel blue for the water activities to give something different from the previous two blues used. Instead of green for the land activities, I decided to try something different and use a red/brown colour. I felt that this still worked with the land activities as it was an earthy tone. For the arts activities I used a muted pastel purple that went well with the previous two colours especially the blue.



Icons

For the third ideas icons, I used the icons from idea one but added them to a splash to keep with Share Discovery Villages overall branding. With using the splash, it would create a house style for the Instagram page and audiences would remember that the splash is an iconic design and part of Share Discovery Village.



Instagram Post

I decided to try something different with them Instagram posts this time and have one main image as the post with another image added with an overlay acting like a wave as it is a water activity image. I then added a 10% colour overlay of the blue from the colour palette to add to the vibrancy of the high-quality image. Once again, the logo was added in its usual space to decipher each activity.



Reflections

When looking back over this idea I feel like the title gets lost in the colours as they are so light. The white typeface does not work at all with it especially the blue and purple. Again, I felt that inconsistency was evident in the icons like idea two with them being different levels of thickness and how much white I had added to them.

Adrians Comments on Basecamp

White logo



adrianhickey
Same issue here on the word Vilalge coming out too far

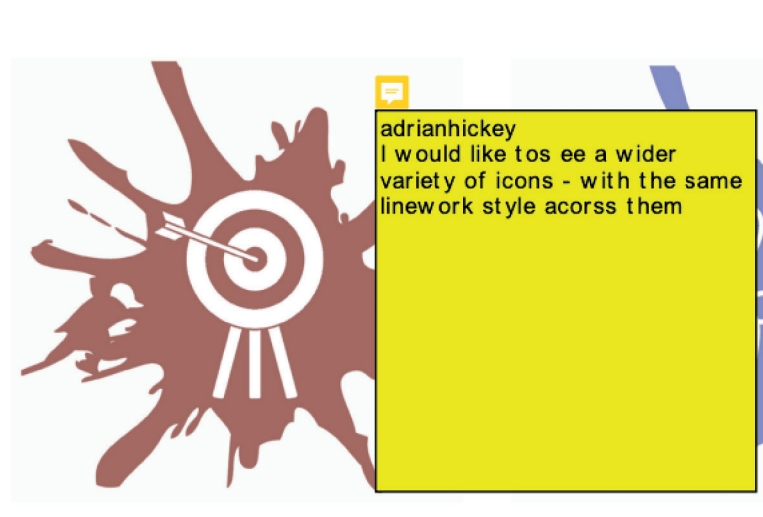
Land Activities Logo



adrianhickey
The colours need a rethink throughout - look back to the brief - I dont think they are bold enough or saturated enough to work against complex backgrounds or photography - or exciting and loud enough to cut through the social media noise

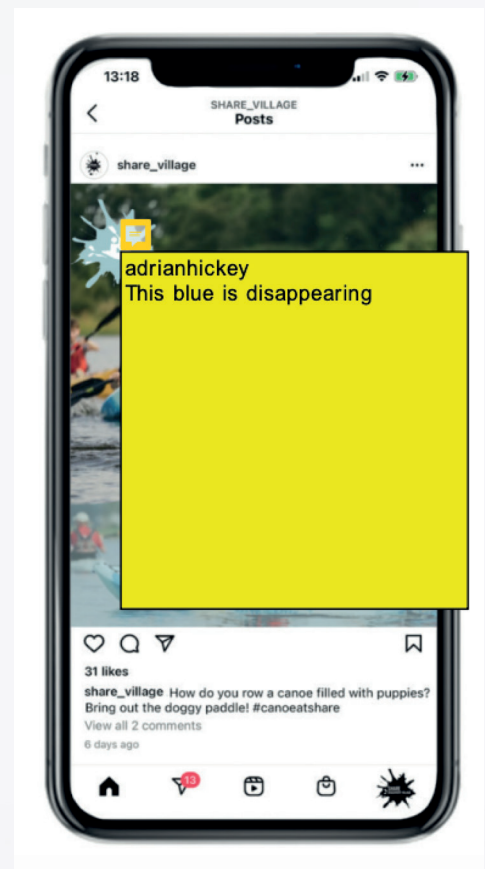
Art Activitie

Land Activities Icon



adrianhickey
I would like to see a wider variety of icons - with the same linework style across them

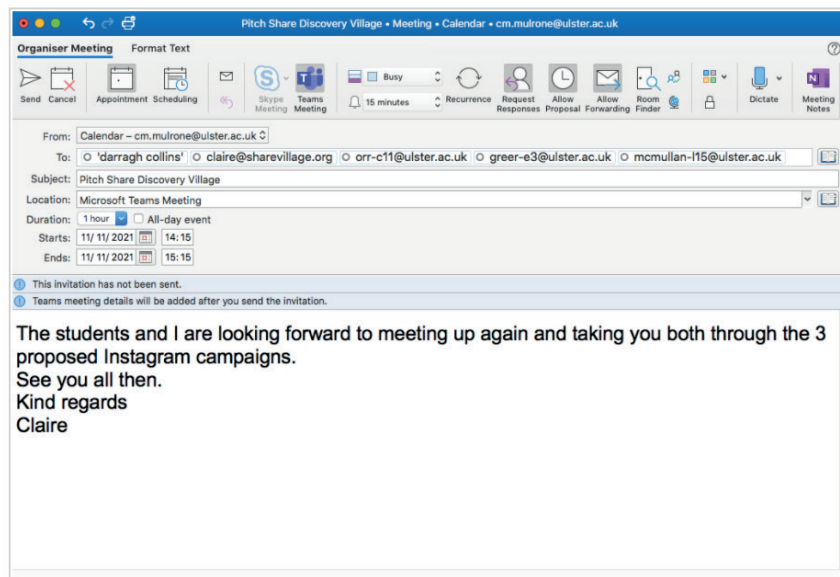
Arts Activities I



Pitch Confirmed

Pitch Confirmed

 Claire Mulrone · Nov 9 · Notified 4 people



Screen Shot 2021-11-09 at 09.49.36.png · 134 KB · [View full-size](#) · [Download](#)

Nov 9



Lauren McMullan

Thank you !



Nov 9



Caragh Orr

That's great, thank you very much!



Pitch to Community Partner

What I Pitched

Logo

When meeting with Share Discovery Village for the first time a few weeks ago, they told us that they wanted to keep with the same idea for the logo but to give it a more refreshed and up to date look. I did this through removing someone of the splash marks that came from the main splash, giving the typeface a refresh and creating six different colour version of the logo to fit best with the activities.





Type Face

When it came to picking out a font for the refreshed logo, I wanted to choose something that was bold and stood for what Share believes in but also choosing a font that is easy to read when shrunk down and made smaller.

I decided to go with two different fonts, one for 'Share' and one for 'Discovery Village'. For the word 'Share' I decided to go with the font 'Alfarn Regular' in all caps and for 'Discovery Village' I went for 'Reross' also in all caps. Choosing two different fonts for one logo compliments each other and creates a cohesive look across the social media pages where the logo is featured. I only wanted to use two fonts as any more than this could have made the logo look too busy and inconsistent.

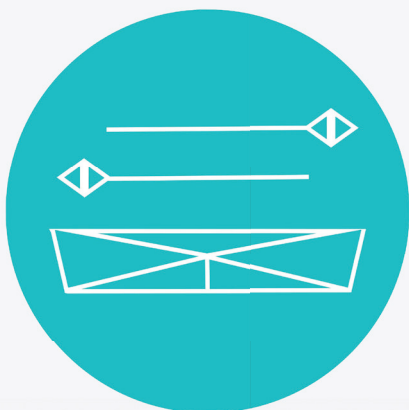
Colour Palette

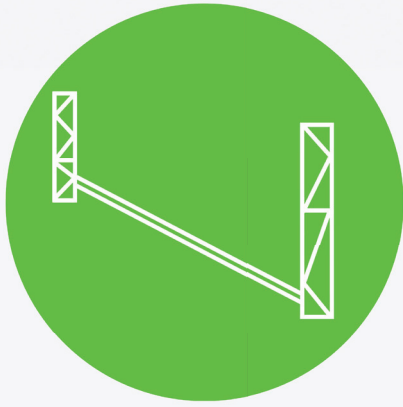
After a few attempts at choosing a colour palette that best suited Share Discovery Villages needs I decided to go with a colour palette that was bright, fun, and stood out. Using bright colours will also make the logos upbeat and send a positive message to the consumers. I chose a bright blue for the water activities, a bright green for the land activities, a bright pink for the arts activities and a bright purple for the accommodation. I also felt that these colours were best suited as the campaign will be launched in spring, so having cheerful colours will be the best way to fit in with the campaign.



Icons

For the Instagram icons I wanted to create something that was different from other outdoor activity but keeping it with the same morals and using the colour palette that I created. Using geometric shapes establishes a sense of symmetry and balance while also making the Instagram page organised. It also shows the consumers were everything is and make it easier for them to find specific activities, making it more organised. Geometric patterns also create a sense of power and aspects of manifestation – physically, mentally, and spiritually.

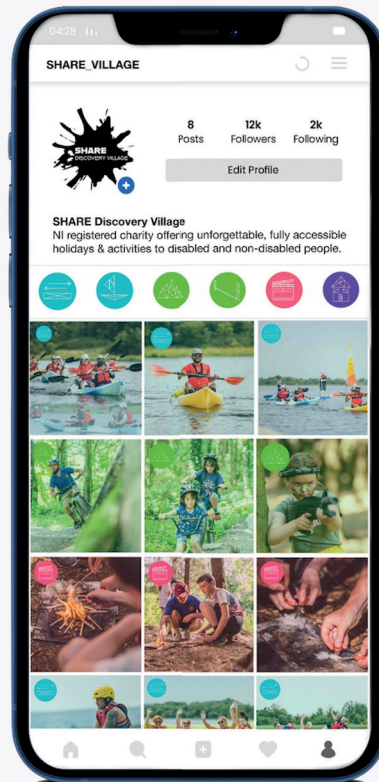




Instagram Post

When it came to giving their Instagram feed a refresh, I wanted to keep it looking bright and organised but also keeping a focus on the photography. I decided to put a slight colour overlay on each image from the colour palette but only at 10% so that the photography was still at a high quality and that the overlay wasn't overpowering. I also included the icons created on each image so that all the activities were linked together with the colour overlay, for example using the blue from the colour pallet for the overlay and having the water activity icons for the water activities keeps them altogether.

I noticed through their Instagram that there were posts that had very long caption. I feel like this could make the audience disinterested in the image and they may just scroll past it. Having a short Instagram caption would change this and make it more memorable for the audience. In the mock-up Instagram post I created, I decided to include a joke about canoeing with a hashtag that states "#canoeingatshare". As Instagram evolves, hashtags are important as they draw a wider audience to the page, and it also creates a sense of community for others to also use the hashtags when they visit Share Discovery Village.

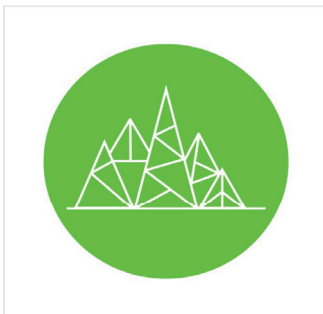


Basecamp Comments About New Icons

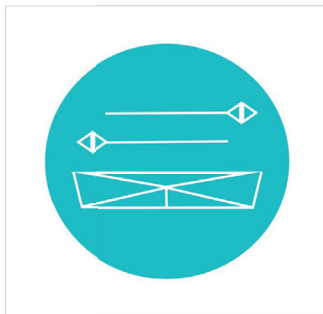
Design Deck

Lauren McMullan · Nov 4 · Notified 4 people

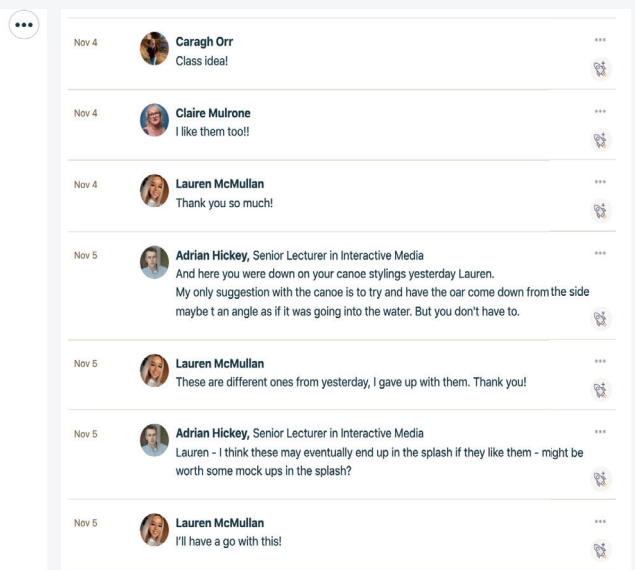
I was thinking of doing geometric designs for the Instagram icons and was wondering what you thought of this idea, this is two I have created so far.



mountains icon.jpg



canoe icon.jpg



Production Log Client Pitch

What The Community Partner Wanted and Picked

When meeting with Darragh and Claire to show them each of our ideas, they ended up choosing aspects from each of our pitches individually to put together as one.

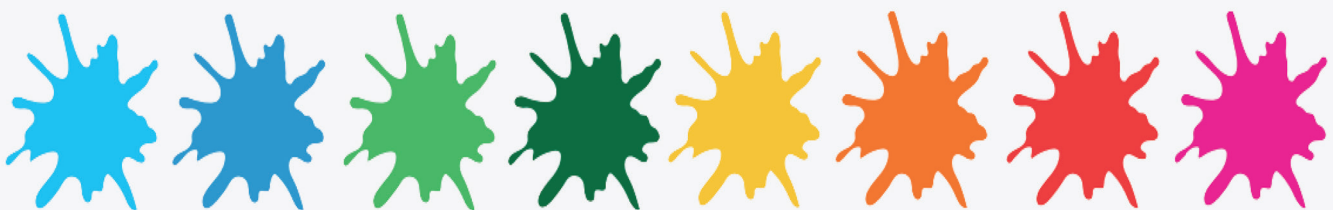
Logo

Darragh and Claire chose Caragh's refreshed logo.



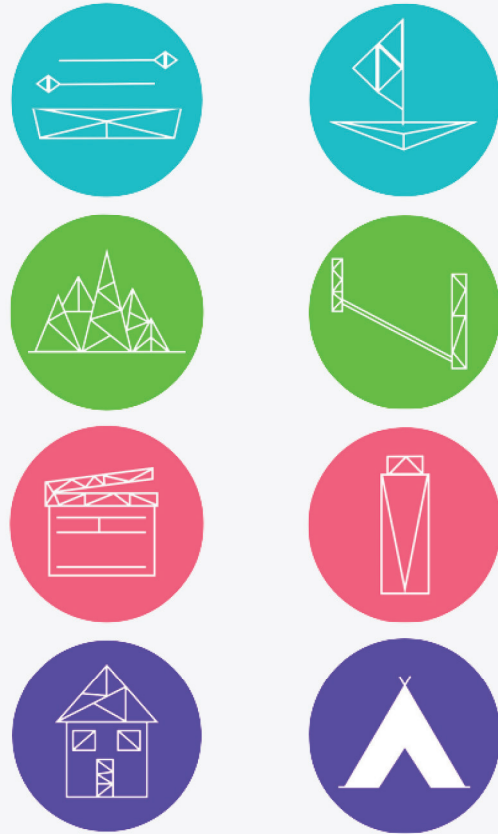
Colour Palette

Caragh's colour palette was chosen.



Icons

My icons were chosen but they wanted the geometric lines to be heavier and some of the shapes filled in so that they would stand out. Darragh and Claire stated that the white lines were currently light and needed more impact. They also stated that they wanted more icons for camping, caravans, chalets (they suggested a bed), archery, ice skating, paddle boarding (this was stated as non-essential but to try anyway as it would look similar to canoeing), laser tag (it was strongly put forward that they didn't want a gun), art, ceramics and inflatable shapes. Darragh and Claire spoke highly of the ten icon and that was more of the design they wanted as it was their favourite style.



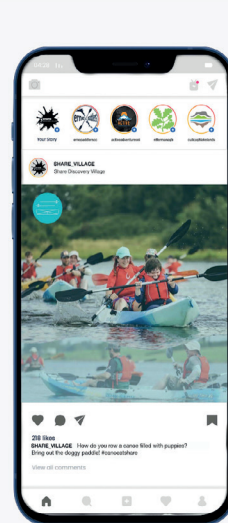
Photographs

The Community Partner stated that they would like the photography provided with the treatments of both Erin and I's idea. Erin's contrasts and vibrancy and my colour overlays with the icons placed in the top left-hand corner.

Erin's Idea



My Idea



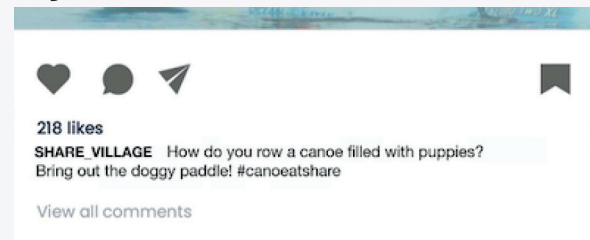
Captions

Again, Erin and I's captions were picked, and Share Discovery Village liked the idea of having short and snappy captions like Erin pitched while also throwing in some of the jokes I pitched in the Instagram captions. Darragh and Claire wanted us to create a selection of captions to be used with the campaign social media posts.

Erin's Idea



My Idea



Hashtags

The Community Partner asked if we could develop new hashtags, they weren't a fan of the current ones being used. As a group we decided that we would work on this together.

Influencers

Caragh stated about having influencers identified in their social media posts, wither this was through photography or tags. Share loved this and wanted it included.

Additional Graphic Content

Although Share Discovery Village stated at the start of the project that the main goal of this project was to create an Instagram campaign for Spring 2022, they decided that they wanted us to create new icons for their ice skating for this year. The reason for this is that they wanted to use this opportunity to establish new marketing for this year.

"We should have you three up working for us." – Darragh Collins, CEO of Share Discovery Village

Client Feedback, Final Visual Identity & Meeting Notes

My notes from Pitch



Claire Mulrone · Nov 16 · Notified 4 people

1. Logo: refreshed version by Carragh
2. Colour Pallet: Carragh
3. Now Fonts: Carragh
4. Icons: Lauren version (Heavier white lines and some shapes filled in would make them stand out more, currently light and need more impact. New icons needed for Camping, Caravan, Chalets (could be a Bed), Archery, ice skating, paddle boarding (aware this might also look like canoeing so may not be possible), Lazer tag (agan difficult as they don't want a gun icon) Art, ceramics, the tent (this is their favorite they love the style and use of white)inflatable shapes too.
5. Photographs : They would like two folders of selected photos with the treatments both Erin and Lauren produced. Also have sent accomodation professional photography for you.
6. Captions: they really liked this idea and would like both Erin and Lauren to create a selection to be used with the campaign social media posts.
7. Hashtags : would like the team to develop new #'s . they are not stuck to the existing one. They are also conscious that they need to identify accessible activities and the quiet sessions for children/young people with ADS. so reflecting this would be welcome.
8. Launch in the Spring: the purpose of the campaign can be summed up as 'Embrace the joy and spirit- of the Lakelands' in line with a new Tourism campaign and funding opportunity they have applied to. They want to build on the staycation market segment with local families north and south they harnessed last year.
9. Loved the idea of identifying influencers that could be tagged in social media posts.
10. The graphic content for the campaign should also include the ice rink for the icons for the instagram campaign for next year. This seasonal activity needs help they would like to opportunity to use any new imagery or icons for this years marketing campaign to establish it this season.

I hope these are useful.

Claire

Revised Pitch

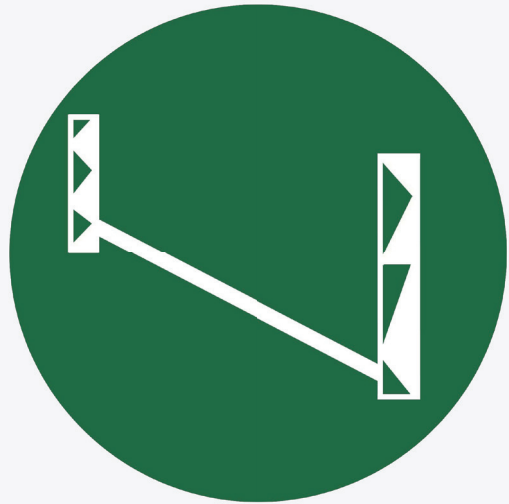
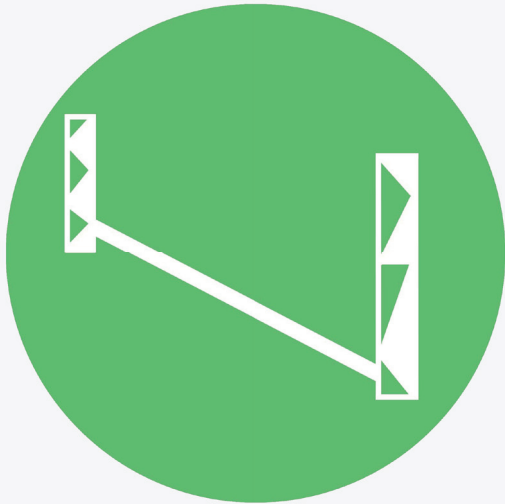
What Needs Changed

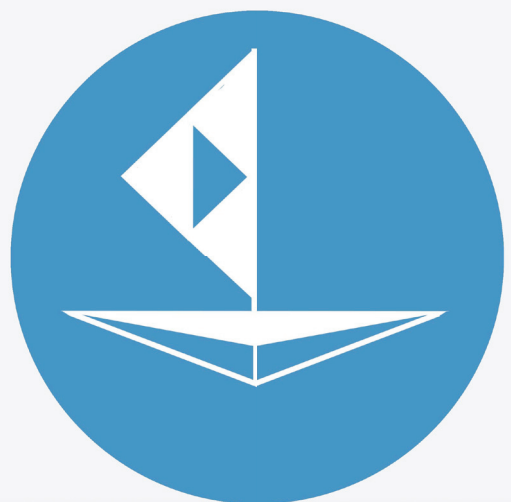
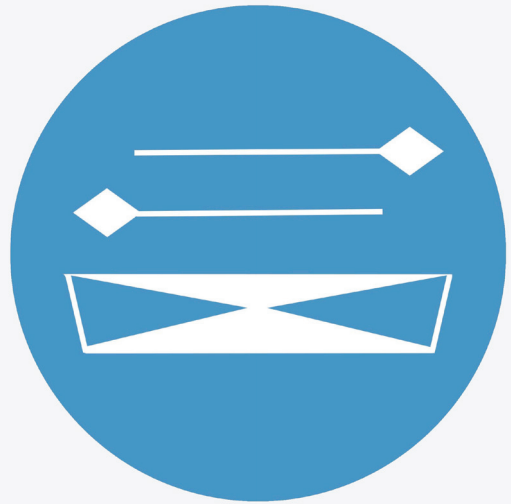
- Icons – lines needed to be heavier, and some shapes filled in with white, more icons wanted for camping, caravans, chalets, archery, ice skating, paddle boarding, laser tag, art, ceramics and inflatable shapes
- Photographs – images to be treated with both mine and Erin’s idea and icons placed in the top left-hand corner
- Captions – more captions created using mine and Erin’s idea
- Hashtags – develop new hashtags that will draw attention to Share Discovery Village’s Instagram page
- Influencers – think of influencers to add
- Additional Graphic Content – create an ice skating icon for their winter 2021 campaign

How Did I Contribute?

I created all of the icons, making sure to specially create the ones Share Discovery Village asked for. I also added thicker white lines with the geometric shapes filled in white to make the icons stand out more. Using Caragh’s colour palette that she created, I made sure to use both colours for each icon, so they were accessible for when the icons were handed over to Share Discover Village.











Revised Pitch

Deck - After Pitch

 Caragh Orr · Nov 18 · Notified 4 people



Group.Design.Deck- ALL.pdf · 6.18 MB · [View full-size](#) · [Download](#)

Nov 19



Claire Mulrone

Love this revised pitch. Very clever, Share Discovery Village on Ice. Once Adrian signs off get it to Darragh and Claire. I imagine they will want to use the icon and the new special splash logo for the ice rink campaign they are currently developing.

Well done!!

Claire

Ps love the new ceramic icon !!



Nov 19



Lauren McMullan

Ahaha thank you!



Nov 19



Adrian Hickey, Senior Lecturer in Interactive Media

Yes. - It's very good - I was telling the three of them yesterday I was proud of how far this has come.

Please send it back to Share for sign off.

Thanks


Adrian



Client Dilemma's Faced

⋮

email from Darragh this morning

 Claire Mulrone · Nov 24 · Notified 4 people

From: darragh collins <darraghcollins@sharevillage.org>
Date: Wednesday, 24 November 2021 at 09:55
To: Claire Mulrone <cm.mulrone@ulster.ac.uk>
Subject: Re: Final Design Deck- SHARE

[EXTERNAL EMAIL]

Hi Claire


How are things?

Myself and Claire have had a good look over the slide deck and on the whole it looks great. However some of the iconography for the land, water and arts are still confusing us. The accommodation is great. Also can the girls take the word Discovery out of the Share Village on Ice logo?

Thanks


Darragh
Darragh Collins
CEO (A)
Share Discovery Village
221 Lisnaskea Road
Lisnaskea
BT92 0JZ


028 677 22122
07525830480


Nov 24  **Adrian Hickey**, Senior Lecturer in Interactive Media ⋮

We would need to ask which icons he wants revised so that we can eliminate the confusion. Could someone follow up on that please?

If it was me I would send a list of the icons with names underneath and ask him to please identify which he finds confusing and why and then reassure him that you will try and refine them to be less confusing.

Adrian 


Nov 24  **Lauren McMullan** ⋮

Would you like us to email Share to ask? 

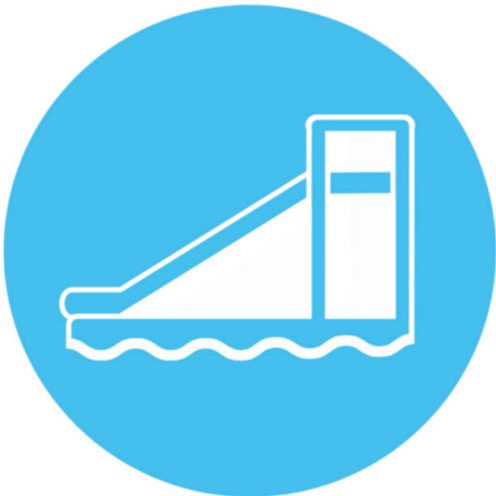
Client Dilemma's Faced

Asking Opinions on My Ideas





Icons

 Lauren McMullan · Nov 25 · Notified 4 people

What do you think of this idea for the inflatable icon?



inflatable updated.png · 189 KB · [View full-size](#) · [Download](#)

-
- Nov 25  **Caragh Orr**
Class! ⋮

-
- Nov 25  **Erin Greer**
Amazing!! ⋮

-

Client Dilemma's Faced

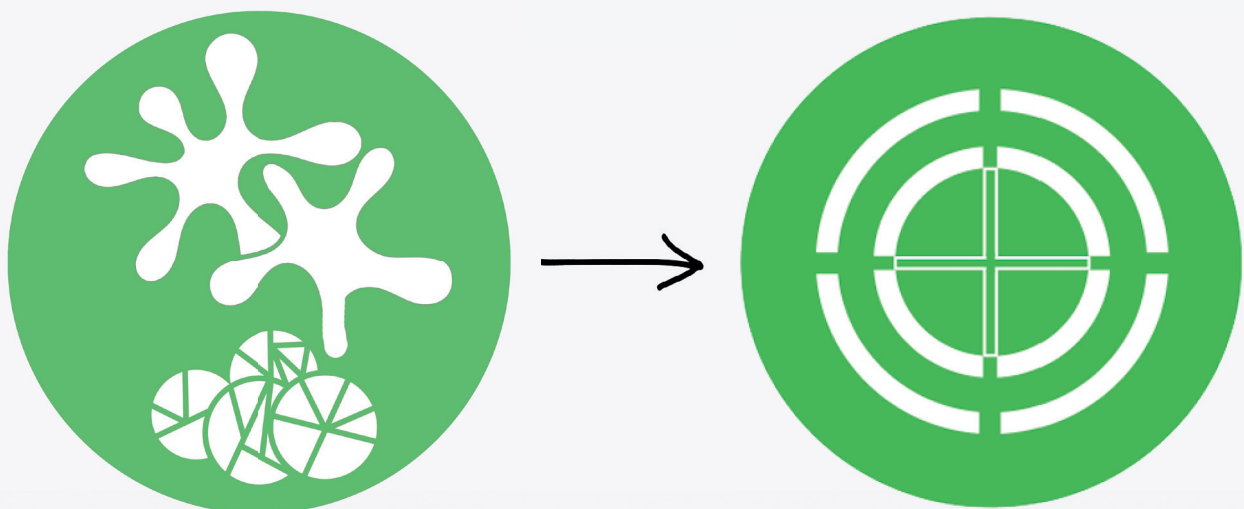
At the start of the project everything was going smoothly until we did our final pitch. During the pitch the community partner was pleased with the work we created and were satisfied with what the final outcome would be. A few days later Share Discovery Village started emailing our project manager, Claire Mulrone, changes to their initial ideas. This is what they wanted changed/added:

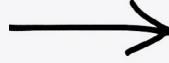
- Icons – they kept wanting to add and change icons, some of which were stepping away from the initial idea of geometric patterns that they initially loved
- Icons – they wanted a paintball icon but later changed their minds to laser tag (still no gun)
- Icons – a more rounded canoe icon
- Icons – the t-shirt making icon with a splash instead of a geometric pattern
- Icons – a more distinctive inflatables icon
- Icons – change the position of the white shapes in the mountain icons
- Icons – they wanted to add an ice-skating logo even though our project was to create a spring campaign
- Icons – change the sailboat icon
- Instagram Stories – last minute they decided that they wanted their advertisements to be done through Instagram Stories

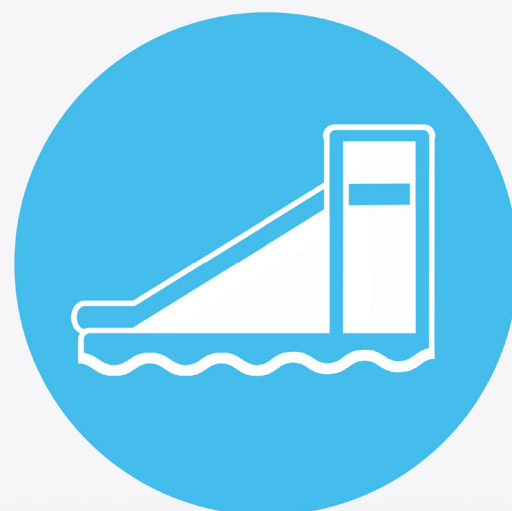
How Did I Contribute?

I contributes to fixing the client's dilemmas by fixing all of the icons (with the help from Caragh for the mountain and laser tag icons) and working with Caragh to create Instagram stories.

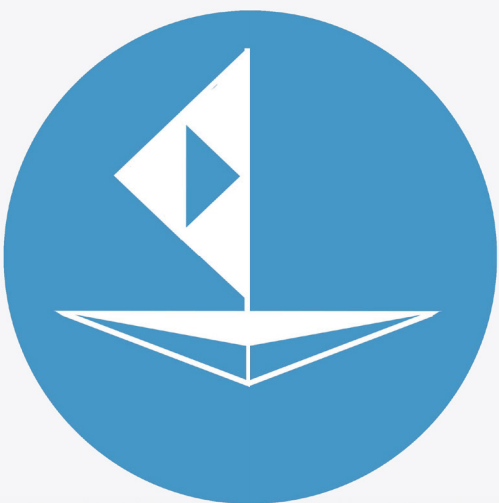
Updated Icons











Instagram Stories



Archery

#sharediscoveryvillage

Swipe up to discover more



Banana Boating

#sharediscoveryvillage

Swipe up to discover more



Mountain Biking

#sharediscoveryvillage

Swipe up to discover more



Bush Craft

#sharediscoveryvillage

Swipe up to discover more





Kayaking

#sharediscoveryvillage

Swipe Up To Discover More



Caravan Park

#sharediscoveryvillage

Swipe up to discover more



Combat Corp

#sharediscoveryvillage

Swipe up to discover more



Combat Corp

#sharediscoveryvillage

Swipe up to discover more





Farmhouse

#sharediscoveryvillage

Swipe up to discover more



Swimming Pool

#sharediscoveryvillage

Swipe up to discover more



Water Park

#sharediscoveryvillage

Swipe up to discover more



Social Media - Instagram

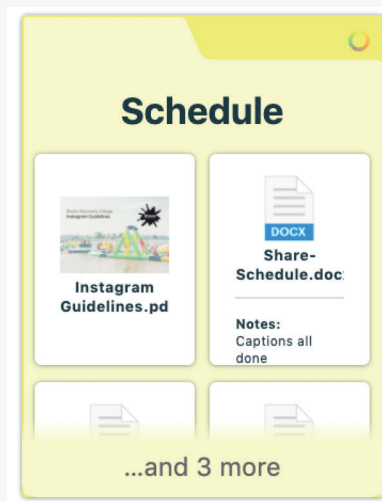
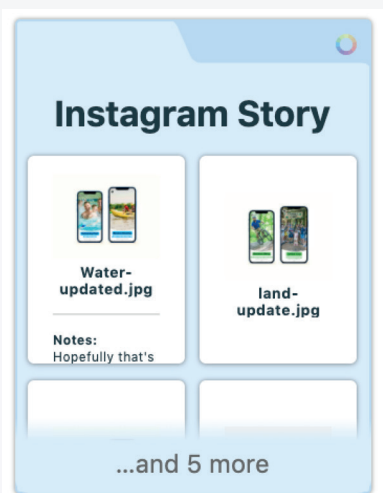
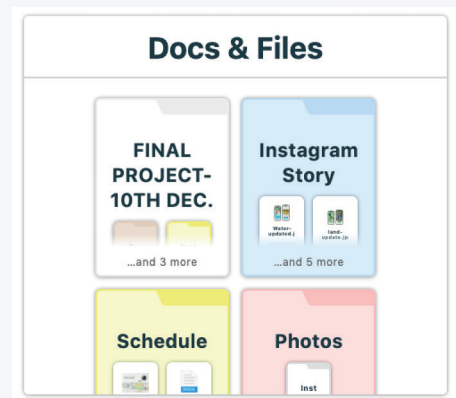
As a team, myself, Erin and Caragh worked together on different aspects of Share Discovery Village's Instagram page to create the best possible outcome that met the community partners needs and requirements. As it is free to use Instagram, we did not have to worry about a budget or any additional costs.

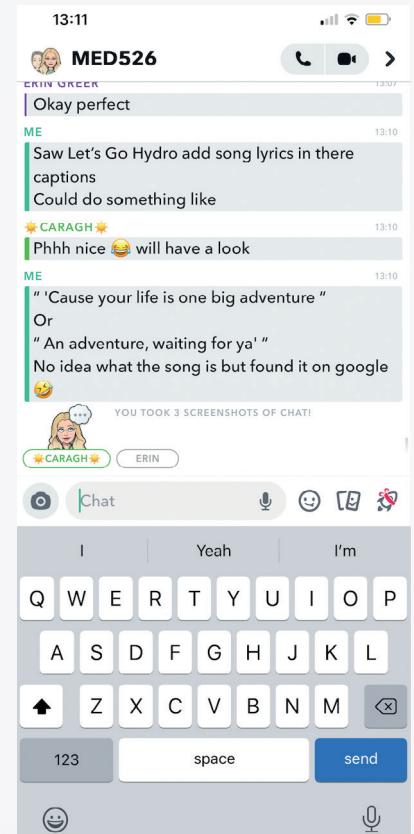
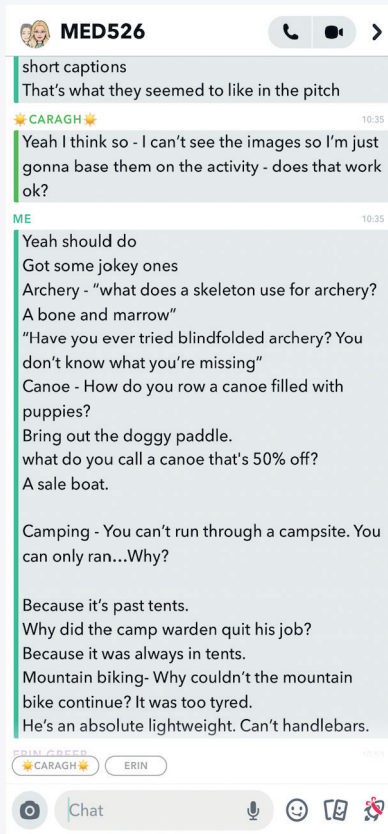
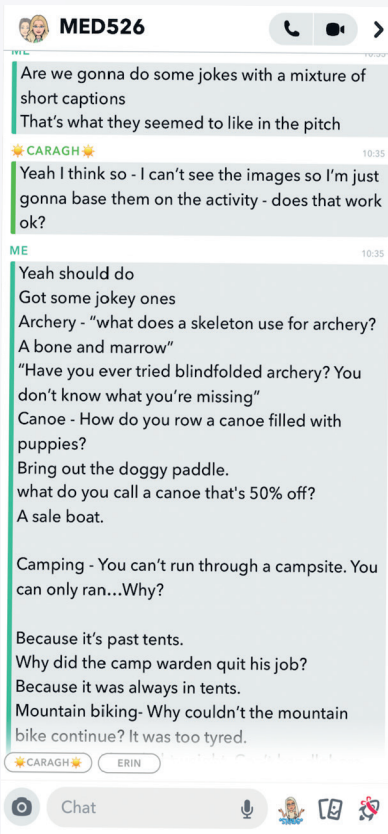
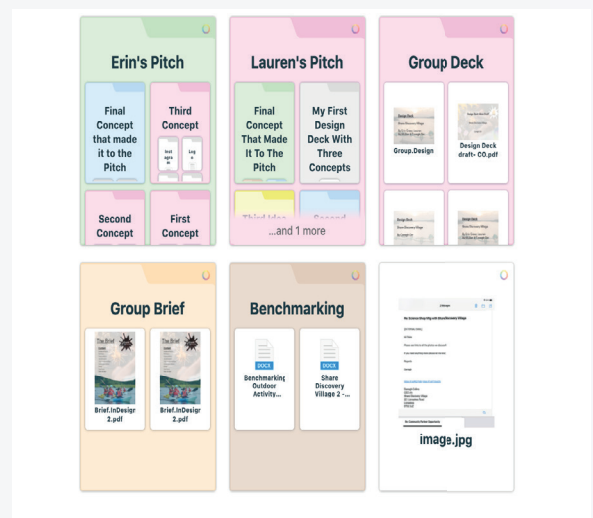
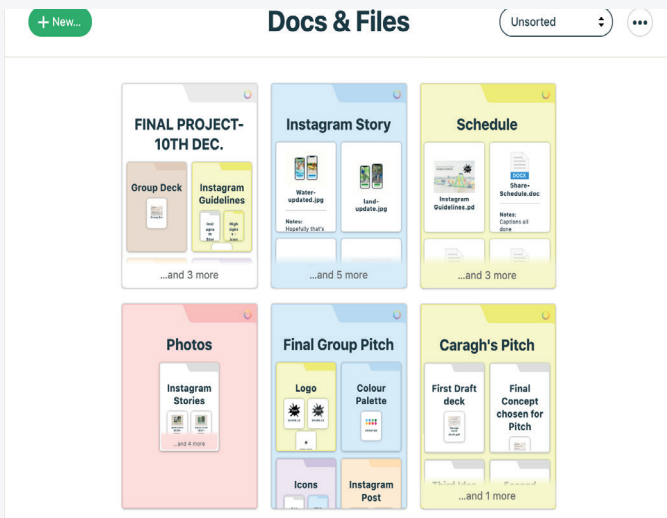
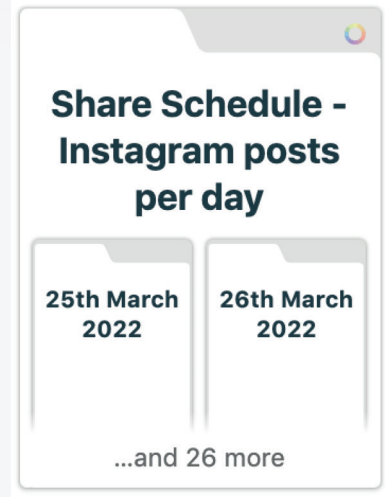
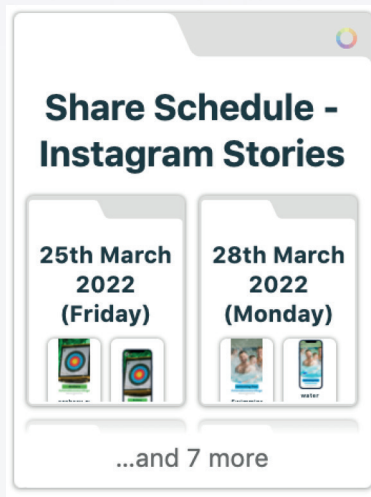
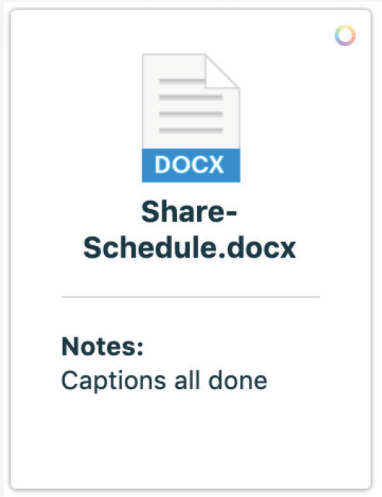
What Did I Do?

I had previously created all of the icons that would be used for the Instagram highlights and for the icons that were being added onto the posts. As I had already created most of the icons, I created the rest and finalised everything so it was to a high quality. Whilst doing this, Caragh and Myself created the Instagram highlights previously shown so that they were ready to be handed over to Share Discovery Village. I then worked as a team with Erin and Caragh to come up with Instagram post captions

Handover Docs & Files

As a group we created new brand guidelines for Share Discovery Village that was made up from our work as a team, an Instagram posting schedule with over 500 images already treated and captions created and Instagram story schedule with stories ready to go.





Evaluation & Reflection

Working As A Team

From starting first year together, it was an easy decision for the three of us to pair up as a team. Our strengths balanced each others, and we got on really well which was a huge bonus. Although we had not previously worked together as a team, I don't feel like that was a disadvantage for us. I thoroughly enjoyed working as a team with Erin and Caragh as we were able to give each other constant support and encouragement when we needed it throughout the project. As we were so close of friends, we were able to critique each other's work without anyone being offended by what was said.

We all shared similar skills that we picked up through our first two years as Interactive Media students and shared a similar aesthetic which would fit in great with the type of project this was. Collectively we worked well together and shared an equal amount of work.

Working With A Client

Erin, Caragh and I enjoyed working with a client and following a particular project that had a huge outcome. Through continuous communication with our community partner we were able to build a work relationship with them which allowed us to create work for them that was at a high standard and to what they expected from us. Although Covid-19 stopped us from meeting in person with our client, we were able to overcome this with the meetings on zoom, back and forth emails and Basecamp.

After our first zoom call with the client, we all felt a lot more confident as to what we were creating and this continued to develop with all of the communication that took place after this.

Applying Knowledge & Skills

Through various modules in our Interactive Media course, we were able to demonstrate our skills that we had developed and apply them to this project to a high standard. We all had skills in After Effects, Photoshop, Illustrator and Social Media, which was crucial for this particular project and for working with our community partner, Share Discovery Village. Multiple modules previously completed helped with the design work as we had a wider imagination on what we wanted to do whilst sticking to the brand guidelines or in this case creating new brand guidelines.

While having skills that were picked up in our course, we also gained other skills such as group work, time management and organisation that came in useful when completing this project. Prioritising particular tasks, delivering in time and showing initiative were skills all of us had and were able to bring forward for this project.

Conclusion

I am really pleased with the work that was created in this module and how we were able to bring our work together to create such a huge overall outcome. Being able to bring the skills that were developed during our time as Interactive Media Students into a real life company was a surreal experience and a taster as to what I could be doing once I finish my course.
















Through many hurdles that our group overcame such as Covid-19, part time jobs and myself being heavily pregnant and giving birth during working on this project, I feel like this did not stop us from developing high quality work. We overcame any difficulties through giving each other constant support and reassurance through constant communication through Snapchat and Basecamp.

As we continued to revise the work created, I feel that it was shown through the quality of work and the time we spent on it was evident. Through creating step-by-step guides for the community partner on how to edit the pictures the way we had and posting schedules, we went above and behind for our community partner. This showed how determined our group was to create the best outcome we could.

One thing I would change if I were to do this project again would be to use a different platform to communicate as a group rather than Snapchat. This is because snapchat deletes chats after 24 hours and doesn't allow you to go back and read conversations on the work we were doing. This wasn't a very professional platform to work on and would definitely be reconsidered next time a project like this was to come up. Another problem we faced was our community partner not always including us in their emails that they sent but instead we had to be sent what they said from our Project Manager, Claire. This became tedious for both Claire and our group.



Time Log

- Benchmarking  1hr 41mins
- Meetings with Community Partner  2hrs
- Brief  2hrs 30mins
- Design Deck  15hrs 59mins
- Pitch Notes  3hrs 40mins
- Pitch to Community Partner  50mins
- Creating New Icons  8hrs 15mins
- Instagram Post Editing  1hr
- Instagram Adverts  4hrs 15mins
- Revising Icons  7hrs 35mins
- Instagram Posting Schedule: Posts and Stories  7hrs 40mins
- Production Log  30hrs 20mins
- Uploading Everything to Basecamp  6hrs 50mins
- Instagram Captions  2hrs 50mins
- Class Time  44 hrs



Production Log Reference

Reference

https://learning.ulster.ac.uk/bbcswebdav/pid-6230068-dt-content-rid-23336616_1/courses/11239_2122/MED526%20Project-Social%202021%281%29.pdf

<https://www.sharevillage.org/>

<https://www.linkedin.com/in/darragh-collins-0a201a1b1/>

<https://www.linkedin.com/in/claire-cassidy-53a4b6163/?originalSubdomain=uk>