



## PRODUCTION LOG

INTERACTIVITY FOR SOCIAL ENTERPRISE

MED526

REECE FOY

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# INTRODUCTION

We paired up with the Ashton Community trust to help them create a new brand identity for the grand opening of their first social supermarket.

This production log is an overview of the journey that was undergone by the team and the clients. It details the various creations of the marketing materials.

## THE PROJECT

The goal of the project is to create a new brand identity in preparation for the Ashton Trust opening their first membership based social supermarket. We had to create a range of marketing materials so that they could have a successful launch. The main promotional materials were follows:

- Website
- New visual identity for the market keeping within the Ashton brand
- Promotional material- Posters, flyers and merchandise etc
- Motion Graphics
- Photography



# THE TEAM

**ANNA HEASLEY**

Project manager

Motion graphics/ Animation

Branding



**MARK MURPHY**

Lead Design

Tech Support

Branding



**REECE FOY**

Lead Web Design

Branding

Web Documentation



# PROJECT RESEARCH

As with any project it was important for us to research other similar websites to get an overall idea of competitors but also look at various details of the other sites to get an idea of what would need to be included in the project. It is also important to identify any shortcomings of the websites so that we may address them when we are making our own site so as to not make the same mistakes as previous designers.

## *THE FOOD PRINT SOCIAL SUPERMARKET*

Website and branding are 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.

## **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.

## **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.

# VISUAL BENCH MARKING

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 consistant throughou t 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 slighty grainy.
	Website	Website has been designed and created by "Carnoustie Creative", website is functional however the design doesn't look professional	The website has clearly been designed and created by a professional web designer however they do not disclose who it was. The website is very modern and professional looking however there is one obvious error in the footer of the page.	The Company Shop Group has payed to have their wesbite created and dont appear to advertise who it was. It works well and is easy to navigate.

The Trussel Trust	St Mary's Church	Community First	Your Local Pantry
The styling is consistent throughout each page within the website.	Consistant, simple to recognise design ith an emphasis on the use of 2 or 3 columns to organise content.	A consistant colour scheme, the actual branding appears to be quite varied and inconsistant. The website is filled with several different layouts, further increaing the lack of consistancy.	Styling of the website is kept simple and consistant 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 wesbite has the addition of red and blue. I feel like the additionof 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 wellll, even if at times it appears quite empty and cold. .
Sans Serif	Sans Serif	Sans Serif	Sans Serif
Modern, Colourful, Simple	Simple, clean, consistant.	Simple, Busy, Cluttered	Consistant, clear, accessible
Top left.	No logo	Top Left	Top Left
HD photogtaphy, no videos	High resolution phototography and the use of illustrations.	Mixture of high and low quality Photography.	Videos and high quality photography.
Website has been created by the company "Reason Digital" The website has a professional feel however, it also feel slighly crowded.	The webiste is made by Nifty Fox Creative, and is a simple but elegant website that is functional and provides information in a easily accesible fashion.	Website is made by Carnoustie Creative. Its is an overall simple and functinal site, but fails to feel cohesive and consistant in its styling. Some pages also look cluttered.	Website is designed and made by Prodo Digital. It is very clear and accessible in it's design, with a simple layout that is made to ensure a lack of distraction or confusion. The website also includes several accessiblity features, including a translator and font size changer. Highly functional and easy to navigate website.

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.
	Consistency	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 to convey and the company's 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 Faebook pages, which helps diversify and personally cather 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>Cleared 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 medias accounts have a mixture of posts that tackle multiple social issues.</p>	<p>The website and Social media lack a consistant branding image between them.</p>	<p>Consistant 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 consistant in their use of layout, colour palette and graphics.</p>
<p>54%</p>	<p>70%</p>	<p>52%</p>	<p>78%</p>

# SOCIAL MEDIA BENCH MARKING

Category	Feature	S Mart	Food Print	Company Shop Group
Aesthetics	Brand Incorporation	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 Engagement	Post Rate	Multiple posts a week	Multiple posts a week	Multiple posts a week
	User Engagement	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 BENCH MARKING

Category	Feature	S Mart	Food Print	Company Shop Group
First Impressions	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 Resolutions	Not HD	HD	HD
Technical	Membership Sign Up	Yes	N/A	Yes
	Analytic Tools	Google Analytics	Google Analytics	No
	Donation Payment	Yes	No	No
Navigation	Main Menu	Click Through and rollover	Click through and scroll	Click and rollover
	Sitemap	Yes in footer	Yes in footer	Yes in footer
	Breadcrumbs	No	No	No

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	Explanation of Service	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	n main menu	None
	Privacy Policy	None	None	Link in Footer
Functionality	Load Time	0.92	2.3	1.76
	Email Subscription	None	None	None
	Multilingual	No	No	No
	No. of Languages other than English	None	None	None
Accessibility	Font Readability	Yes	Yes	Yes
	Accurate Headings	Yes	Yes	Yes
	Distinct Links	Yes	Yes	Yes
	Alt Tags	No	No	No
	Use of Colour	No	No	No
Score		59%	74%	63%

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	n 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.
58%	58.60%	48.30%	82.80%

# FIRST CLIENT MEETING

At our first meeting we discussed with Christine and Joanne with regards to what they wanted the most out of the project and some of the most important aspects that were highlighted were as follows, they wanted to keep it consistent with the branding for the community trust already in place. This was so people knew that it came from a trusted source, another aspect of importance was the sensitivity of the overall subject matter of how to frame the introduction of the pantry. It was emphasized that this project is about the idea of “restoring dignity” to the people who would avail of the services of the pantry. Rather than the feeling of giving the people a handout in the form of a food parcel the idea is to give people agency over what they can choose for the weekly shop.

It was important that the project also concisely communicated how the programme would run as this would be one of the first social supermarkets of its kind in North Belfast.

The idea of putting the people and the community first was also mentioned so it was important to get that across in the design process.

We ended the meeting by finalising deliverables, the most important aspects to keep in mind when designing logos in mind such as tone, style and message and then continued on to making a brief.

# THE BRIEF

For the brief we decided to create two aesthetically different designs. The content of the brief itself was first drafted by myself and my colleague Anna. We decided to create two separate designs for the brief as we thought it would be good to try and bring out the best in one another.

The First brief that is shown shows the overall design process of the one that I created. Unfortunately, the overall design was not chosen as the font used was deemed a bit too abrasive as it was all caps and we instead decided to go with Annas design for the brief.

I took this into consideration moving forward when considering the typeface and fonts within the deliverables that I was tasked to create.



# THE BRIEF

## AIMS

After the meeting we were able to identify key aspects of what this project should try to achieve. They were as follows:

- Promote positive change
- Support local community
- Give back agency and sense of dignity
- Provide services to build skills
- Build a strong brand
- Connect the shop to Ashton Community trust
- Focus on the North Belfast Community

## TARGET AUDIENCE

When creating content for the social supermarket it is important that we kept a target audience in mind. In this case it was quite broad as it was stated to be primarily toward the people of lower income within the north Belfast area.

## MIXED MEDIA APPROACH

To try and reach the appropriate target audience we decided it would be best to use a “mixed media” approach. We wanted to use video, print (flyers, posters and pop ups) a website, social media and merchandise. This would ensure that we could reach as many people as possible covering multiple media platforms.

## SIMILAR PROJECTS

Within the brief we provided the client with similar projects which were already in motion. This was to give them a general idea of what to expect from us in terms of design but also to show the careful research conducted prior to expanding ideas.



## **TONE MESSAGE + STYLE**

As far as these three key elements are concerned the main focus was to ensure that we didn't come across as condescending when marking the idea of the social supermarket to the people of North Belfast. It was important that we remove any stigma and also promote the idea of building people up within the community. It was also important to Aston that we highlighted the link between the social supermarket and Ashton itself through the design scheme.

## **BUDGET**

When designing the brief we also included the possible costs of the various deliverables that the client was asking for such as cost of print materials, merchandise costs and the costs of hosting and maintaining the website.

## **TIME FRAME**

This was the rough estimated delivery weeks for each portion of the project. The aim was to get the project finalised by week 12 between Dec 6th-10th. Prior to the handover it was as follows:

Week 2 Initial meeting with the client and a discussion of main aims.

Week 3 Benchmarking similar websites to identify key features and pitfalls to be avoided.

Week 4 Designing the brief to meet the clients needs and outlining some roles.

Week 5 Working towards the pitch and developing multiple ideas to be narrowed down to a single design idea for said pitch.

Week 6 Pitching the chosen ideas to the client so they can pick an idea or various details from each to be included in the final piece.

# REJECTED BRIEF DESIGN



## CONTENT

- COMMUNITY PARTNER
- THE PROJECT
- TARGET AUDIENCE
- DELIVERABLES
- SIMILAR PROJECTS
- THE TONE MESSAGE AND STYLE
- BUDGET
- TIMEFRAME
- 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. SUPPORT FAMILIES THAT ARE FORCED 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 LONG TERM. 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 OF GROCERIES FOR THE WEEK, THE GROCERIES AREN'T MARKED BY PRICES RATHER THEY ARE COLOUR CODED DEPENDING ON HOW MUCH THEY COST. MEMBERS WILL BE ABLE TO PICK DIFFERENT COLOUR CODED PRODUCE SO LONG AS IT DOESN'T EXCEED £40. PEOPLE WILL BE MEMBERS FOR A YEAR, AFTER THAT THEY WILL HAVE THE OPTION OF BECOMING A "SUPPORTED VOLUNTEER" WHERE THEY WILL PAY £10 A WEEK FOR THE £40 GROCERIES. THEY WILL VOLUNTEER AT THE SUPERMARKET. THIS IS INTENDED TO GIVE PEOPLE THE SKILLS THEY NEED WHEN THEY MOVE ON TO SEEK EMPLOYMENT ELSEWHERE. ASHTON IS INTERESTED IN A "NEW VISUAL IDENTITY" WHILST STILL BEING CONNECTED TO THE CHARITY AS A WHOLE. THIS MEANS THEY ARE OPEN TO A NEW VISUAL IDENTITY, NAME AND TAGLINE, 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 TWIST. WE WILL BE ESPECIALLY 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, TAGLINE 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. THEY ALSO MENTION THAT WE SHOULD USE 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 OF LOWER INCOME 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 RECEIVE REAL LIFE WORKING SKILLS THAT WILL BENEFIT THEM IN THE FUTURE.

## DELIVERABLES



- VIDEOS
- WEBSITE
- NEW VISUAL IDENTITY
- PHOTOGRAPHY
- PROMOTIONAL MATERIAL
- MOTION GRAPHICS

## tone. message. style.

WHEN WE ARE THINKING ABOUT THE LOGO AND BRANDING FOR THE SOCIAL SUPERMARKET LAUNCH WE NEED TO 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 WANT TO ENSURE THAT OUR TARGET AUDIENCE FEEL WELCOMED AND ARE INSTILLED WITH A SENSE OF COMMUNITY OWNERSHIP. WE ALSO HAVE TO BE MINDFUL WHEN PROMOTING THE IDEA OF A COMMUNITY AMONG THE AREA SO THAT EVERYONE, REGARDLESS OF BACKGROUND, FEELS THEY ARE BEING CATERED TO. IT WAS MENTIONED IN A MEETING 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.

## SIMILAR PROJECTS



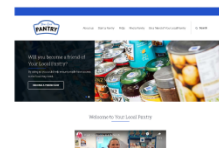
THE FOOD PRINT SOCIAL SUPERMARKET WEBSITE AND BRANDING IS MODERN, CONSISTENT AND ELEVATED, IT FULFILLS THE EXPECTATION FROM A COMPANY/ CHARITY OF THIS SIZE. THE BRAND AESTHETICS ARE VERY STRONG RATING AT 91%, THEY ARE CUTTING EDGE WITH HOW EFFECTIVELY THEY UTILISE THEIR COLOUR SCHEME TO BE HARMONIOUS 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.

## 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.

## SIMILAR PROJECTS



THE ORGANISATION OF YOUR LOCAL PANTRY (YLP) 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 COLOURBLIND 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.

## 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 BY THE COMPANY 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  
DOMAIN NAME AND SECURITY - £15 PER YEAR



POSTER, LEAFLETS AND OTHER PROMOTIONAL MATERIAL-  
£113.00 APPROX  
(BELFAST PRINT: A3 POSTER £71.00 FOR 250, A5 FLYERS  
£42.00 FOR 250)



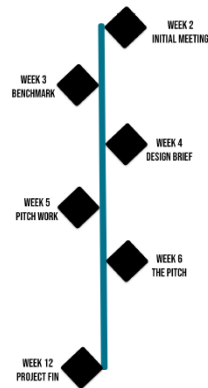
BUS SHELTER POSTERS - £18 PER POSTER  
(WHEREHETRADEBUYS.COM OFFERS BULK PRICES WITH  
INCREASED QUANTITIES.)



ANY OTHER MARKETABLE MATERIALS TO BE QUOTED BY A  
PRINTER.

(NOTE: PRICES ARE LIABLE TO BE CHANGED DURING THE  
PRODUCTION PERIOD.)

## TIME FRAME



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 THE CLIENT IN WEEK 6. THIS WILL THEN GIVE ASHTON SOME TIME TO SELECT THEIR FAVOURITE PITCH OR AN AMALGAMATION OF MULTIPLE OPTIONS. AS A GROUP WE WILL THEN WORK ON THE FINAL DESIGNS FOR OUR DEADLINE IN WEEK 12, ALL MATERIAL WILL THEN BE UPLOADED TO THE PROJECT SOCIAL WEBSITE TO BE SHOWCASED.

## 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 HEASLEY



REECE FOY



MARK MURPHY



# EARLY DESIGNS



To start and try and get some ideas moving I decided to play with the Ashton logo itself. On the left is my first attempt at playing with different ways people refer to Ashton. I liked the idea of a “heartbeat” from a monitor to reinforce the idea that Aston is at the heart of the community.

I wanted to strip this idea back as I thought the other two options of adding trust and community trust looked a bit too crowded. I then decided to add the Ashton colour to it and experiment with different fonts to see which might suit best. I placed the circle in the background to represent the beginning of a new day but also to try and put emphasis on it being the A of Ashton as it peaks behind similar to that of the horizontal line in an A.

Looking at it now I think the idea in concept is interesting but I feel as if it doesn't translate as well to a fresh set of eyes.



I decided to opt for the phrase “The Community Market” for a few reasons. The first being that I wanted to promote the idea of strengthening the community and then obviously show that it is a supermarket of sorts.

I added the basket for obvious reasons and played around with multiple fonts and placements for the basket I decided that the image on the right would be final one. I went through 4 slight iterations of this design with the primary change being the font and adding in the yellow background.

I stuck with the idea of highlighting the TCM within the logo as I felt that it could be carried through onto merchandise as shorthand. I felt that it could be abbreviated to fit onto stationary and the front of a T-shirt.

This idea was scrapped as Adrian felt that we needed to focus on a more abstract approach and that imagery such as baskets were overused in this case. This is true.



Building off of the idea of going abstract I stuck with the TCM idea. However, after I done this preliminary design I hated it, but wanted to keep the idea of a person in the logo.



I then decided that I would try and show this person in a market. I also tried to highlight the body of the logo having a hidden S but outlining it in yellow and the whole of the torso being an M for the name Social Market but looking at it now it doesn't really translate across unless you know what to look for.

I changed the font to make it easier to read and then included colour coded items on the shelf that reflects the coded system used for picking out goods. This was also to reinforce the imagery of the person at supermarket shelves.





For this idea I was actually inspired by the Ashton logo redesign I did. I wanted to take the idea of the A and play around with the idea of negative space. I was originally just going to do this with the A but when I typed Ashton market out I then realised that I could incorporate the M into it also.

I wanted to try and use the negative space for the M to look like the bottom half of a building and initially I was quite proud of the logo. When I came back to it and after some feedback I did realise that it didn't quite fit the brief but also could be a tad misleading.

Looking at it now I feel as if it looks closer to a logo for an estate agency (without the word market attached). It also looks like it could be a logo for a farmers market as the M almost looks like the bottom half of a barn.



Again building off of the idea of going for a more abstract design I decided to try my hand at creating a typeface based logo. I wasn't too sure what the centrepiece was going to be so I decided to not down popular local phrases as well as words mentioned by Christine and Joanne from our initial meeting.

I then decided to whittle the phrases down to more relevant ones as some of them felt slightly out of place. I then adjusted the spacing of the phrases but realised that I was missing some colour.

I added some icons into the back and desaturated their colour as I was concerned about the text becoming harder to read. I have some of the phrases exclaimed to promote a feeling of excitement and have the mon in placed to make it feel more inviting.

# SCRAPPED DESIGNS



I wanted to show some of my designs that were scrapped mid process just to give more insight into the creative design process and problems that can arise.



The first design on the left was actually the beginnings of a logo for as I'm sure you can guess was going to be a shopping cart. However, in the midst of this Adrian stressed the importance of a more abstract approach and it was scrapped but I kept the name to use on the shelf design previously shown.

The umbrella was another failed attempt at an abstract design as I wanted to show the idea of the different things that is on offer to the community under the umbrella of Ashton that protects it but realised it was a reach. But I did get better with the pen tool!

The last idea was me trying to use the word social market to cut it into the "bar code" as negative space. However the shape was too complex for illustrator to cut out from and I was unable to achieve the desired effect.

# PITCH DESIGN DEVELOPMENT

Adrian, my lecturer and the projects creative director gave me feedback throughout each of my design attempts. He suggested that I continue developing the “Our Wee Pantry” idea. He gave me feedback on the phrases that I should keep and the phrases that I should get rid of. He also suggested that I make a logo based off of what I already have that would look better on merchandise and other advertising materials.



As you can see from the above before and after pages I was told to saturate the icons so that the colour would be more eye catching. I was also told to get rid of “thats some yoke” which I now realise is slang for a drug. I also removed the “Here bes me” (not quite sure why). As for the “craics 90!” I now realise that this phrase is probably too synonymous with club promotions throughout the Belfast area. However in removing these sayings I see now that it actually lends more visual balance to the poster also and the extra white space gives it a more clean look as well as making the overall poster a little less overwhelming. I feel that these changes really improve the look of the poster.



The designs above was my attempt at creating a circular logo. This was necessary as pointed out by Adrian as they are good perfect for merchandise and clothing. I wanted to add the subtle hint of the Ashton colours (the yellow background was an eyesore) as well as remembering to saturate the icons to make it pop out more. The decision was made to use these icons as I felt that they added a friendly and welcoming feel to the logo.

# PITCH MOCK-UPS

The follow images are what was pitched to the client in week 7



















A voice over introduction about Ashton and how they have been around for the community over the years and then begin to talk about Our Wee Pantry.



Fade to an Ashton member talking about how the system works with cuts to motion graphics to give a more visual representation.



Move on to mention how its not just a social supermarket and bring up the flow chart to explain what else Ashton have to offer with the voice over.

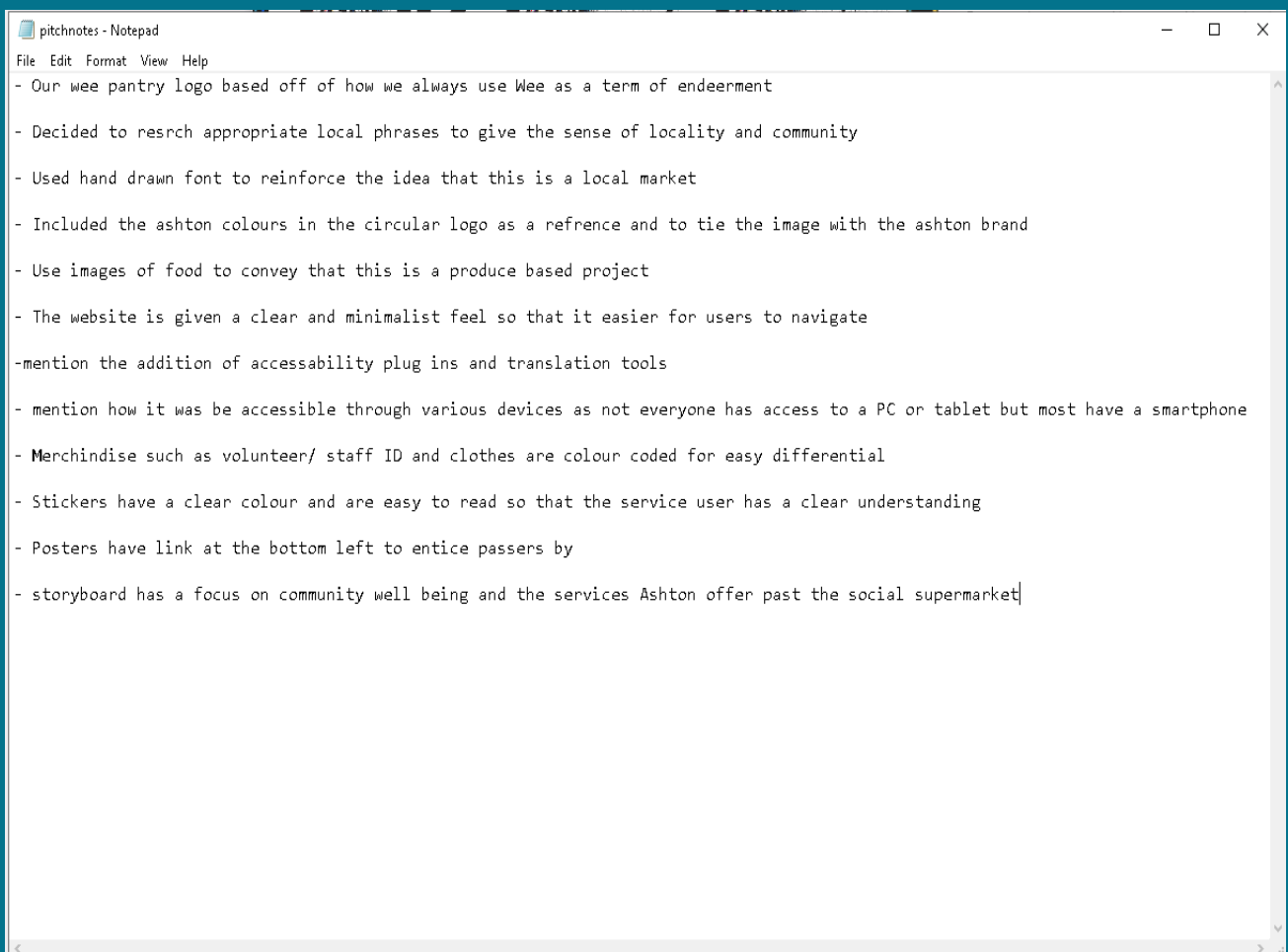


End with the same voice over talking about how this is here to help and build an ever brighter future for the North Belfast area.

# THE PITCH

I prepared to pitch my idea with the client by making some notes in notepad so that I could assure the client of why I made the design choices for my portion of the pitch. This also meant that I didn't look away when addressing the clients.

My colleagues and I also scheduled practice runs before the pitch so that we could work on our own individual pitches but also give one another feedback.



# PITCH FEEDBACK

For the pitch Joanne and Christine were joined by Leo who was their in house web developer and social media manager. After giving our respective pitches the clients gave us plenty of constructive feedback.

They were particularly fond of the logo work that Mark had produced as well as his web mock up from the pitch. They also liked how he had emphasized the “life cycle” of the supermarket programme.

With Anna’s work they liked how she had designed the posters and made use of the tag line explaining the £40 worth of groceries for £5 a week as they felt that this was a good selling point.

As for my own pitch they liked the storyboard that I had created and the idea of a voiceover with someone local who would explain the system, elaborate on what else Ashton has to offer as well as reinforcing that sense of community and betterment for the local area of North Belfast.

They also gave us additional ideas for other Merchandise and leaflets that they wanted us to create for them. As you can see we had plenty to do from the image below.

1. Name change : The Pantry
2. Logo : Mark
3. Web : create a responsive web site with translation feature and live social media feed.
4. Labels : Anna (Must be laser print for in house printing)
5. Signage : Anna with New pantry logo and Ashton with their tag line
6. Pallet: Mark ( Leo sent pantone and brand guidelines)
7. Bus shelter poster : Design with MArkes logo
8. Video: Reses's story boards and definitely recreate the final graphic, they loved the representation of their community in this style of graphic.

#### Merchandise for final outputs

1. Pop ups
2. Memberships card
3. Stamp for logo
4. information pack / folder
5. Tri Folder leaflet
6. social media templates
7. Post template
8. Bus shelter and bill board design
9. tri fold leaflet
10. Aprons for staff embroidered logo and pockets
11. template for report
12. stickers for food
13. name badge
14. cotton tote
15. vinyl window signage
16. social media templates

# DEVELOPING THE IDEA

Given that we had such a massive work load to get through after the pitch we decided that splitting up tasks according to our strengths was the best thing that we could do.

Seeing as most of marks design work had been chosen we decided it would be best that he focus on the majority of the print material or doing any of the changes to already existing print material that had been created. He also created the brand guideline documentation for the print media.

Anna was also lending a hand with some elements of the print work because it was a large undertaking for one person but she mainly focused on compiling the social media templates and writing the script for the video motion graphic as well as editing and creating the video once the voice over from the script had been sent to her.

My primary role in the development of the final project was to design the website for the client using Wordpress but prior to this we had to send our client an email to guide them through setting up the hosting and website URL. Mark was able to assist in this process in sending me the details once everything had been connected and set up, I set about beginning to create the website.

One thing worthy of noting was the last minute decision of mine at this process to actually change the Theme that we went with as I was actually able to reflect what the client wanted from the look and functionality of the website itself much more closely than the intended theme could.

We used Basecamp to split up the tasks into smaller to do lists so we ensured to meet the clients renewed requests. This also enabled Claire and Adrian to show who was assigned to each task.

# WEBSITE DESIGN

I was tasked to use Wordpress as the main method of designing the website. Whilst I think that WordPress is an adequate tool for the job I actually used a plug in that works through the WordPress editor called Elementor. I decided to use this Plug in for a number of reasons. The primary reason was that when the time came for project handover Elementors intuitive design interface makes it easier for anyone to make changes to the website even if they have minimal coding experience.

I also ensured that the website was responsive to different devices from full Desktop PCs right down to smaller smart phones. This makes it more accessible to a wider demographic. On the subject of accessibility I also ensure to add a translator to the website so if someone struggles with English they can change it to their preferred language. The website also has an accessibility plug in that is specifically tailored to help people with various levels of disabilities such as, a contrast setting for people who are colour blind, the ability to change the font size for the visually impaired as well as being compatible with text to speech software from those who are completely blind and I have included alt tags and descriptions for this scenario. I felt the need to pay close attention to these details as our client also expressed great interest in them also. There is also a plug in which gives the page an SSL certificate so that it is not impeded by lack of one when being searched via a search engine.

I also made an effort to reduce on page load times by doing things like uploading the txt files for the custom marker font for the navigation bar and I was also able to find forms and videos on how to edit elements of the PHP script. I did leave this part out of the web documentation as it is something that if its done wrong can have an adverse effect on the whole page if you're unsure of code.

I also made sure to test the website to ensure that everything function as intended. I also ensure to let Leo know that I was there if he needed anything changed prior to the document handover but he didn't seem to have an issue with the website.





HOME ABOUT FAQS VOLUNTEERING CONTACT



## WELCOME TO THE PANTRY



Translate »

## OUR MISSION

Ashton is a social enterprise and development trust which seeks to make North Belfast a better place for its residents to live and prosper. It does this through the provision of services including, Health and Wellbeing, Childcare and Family Support, Employment and Training, Youth and Arts and community development. Ashton has grown over the last twenty years to the extent that it now employs over 200 people.



### Our Aim

Ashton is committed to tackling poverty and disadvantage within the North Belfast Community.

North Belfast has some of the highest child poverty rates regionally which are twice the NI average with rates in excess of 43%.

### Our Answer

To work towards this aim, Ashton is embarking on the establishment of a Community Food Store 'The Pantry'

The 'Pantry' is designed to support North Belfast families living with the challenges presented by systemic poverty to develop their capacity (skills knowledge and confidence) to provide the best outcome for their families.



## FAQS

Open 5 days a week 10am-4pm

### Benefits

As part of your membership of Ashton Pantry, you will be allowed to sign up for a capacity-building project. You will also be offered a full benefits check to make sure you are availing of all that you are entitled to as well as an opportunity to access food and nutrition programmes.

### How can I join?

Anybody living in North Belfast experiencing systemic continuous food poverty is eligible to join. However, priority will be given to households to maximise the beneficiary impact. All members will be referred to Ashton Pantry by an organisation or agency.

Translate »



## BECOMING A VOLUNTEER

After 12 weeks you can become a volunteer at the pantry and continue to benefit from the weekly shop for just £10 per week for a further period.

Your name \*

  
First Last

Email \*

Phone \*

  
07480 123456

When are you available to volunteer? \*

- Mondays  
 Tuesdays  
 Wednesdays  
 Thursdays  
 Fridays

How many weeks could you commit for?

  
Weeks: 1

What would you like to help out with? \*

- Training sessions  
 Fundraising  
 Event marketing  
 Other

Comments \*

SUBMIT

Translate »

## THOUGHTS OR COMMENTS?

Your Name

Email Address

Message

SEND MESSAGE

## CONTACT INFO

Address

5 Churchill Street  
BT15 2BP  
Belfast

Email Us

[info@ashtonpantry.org](mailto:info@ashtonpantry.org)

Call Us

028 9074 2255

Follow Us



Translate »



### Contact Us

Ashton Centre,  
5 Churchill Street,  
Belfast,  
BT15 2BP

Tel: 028 9074 2255

Email: [info@ashtonpantry.org](mailto:info@ashtonpantry.org)

### Useful links

- [Ashton site](#)
- [Privacy Policy](#)
- [About the Pantry](#)
- [Contact us](#)

### Social links



Translate »

# WEBSITE DOCUMENTATION

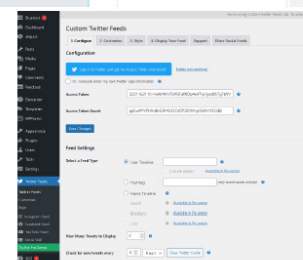
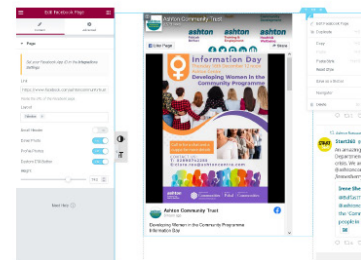
As part of the handover process I was also tasked to create website documentation so that Leo could make and amend content of the website as needs be. As I previously mentioned I decided to use Elementor as it has a fantastic user interface for someone to use even if they are new to coding. Below is some examples of the website documentation.

## CONTENT

Getting started	1
Editing text and images	2
Editing video block	3
Editing the sliding gallery	4
Editing the forms	5
Editing accessibility and translator	6
Editing social plug-ins	7
Editing map block	8
Editing meta data	9
Editing social media templates	10

The two social plug ins are edited by two separate methods. The Facebook plug in is edited through the edit in Elementor option for the Homepage. It was added through the facebook embed option. To edit the facebook page that is displayed click the blue box icon with the white pen (hovering over it will say edit Facebook page) or right click and select edit Facebook page. You then only need to paste in the desired Facebook page URL that you want to be displayed in the column.

To embed the twitter feed you need to do it from the WordPress dashboard and navigate to the Twitter Feeds option on the left hand side. Click on the "Log in to Twitter and get my access token and secret" Enter your details as prompted and if it doesn't work the first time try again as it make take a few attempts but it will work! You can also change how many tweets are displayed and how often it will refresh your feed which you can change and save settings for. We have already set this up so you should only need to change how many tweets and how often it refreshed. Please note that changing the amount of tweets displayed will also change the length of the column that displays the feed on the homepage which will ruin the symmetry of the page.



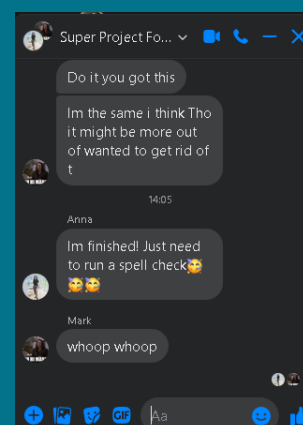
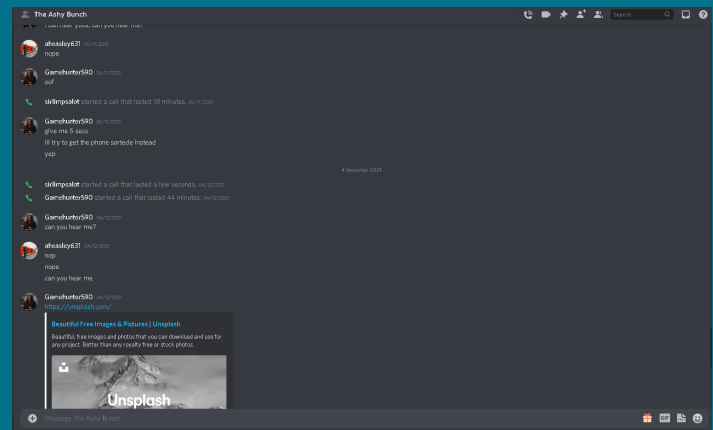
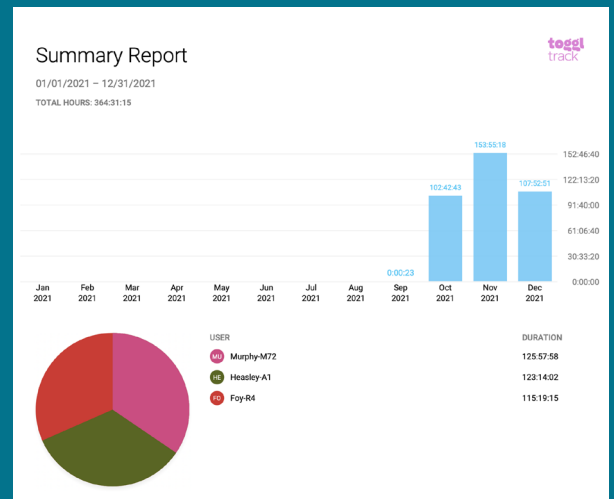
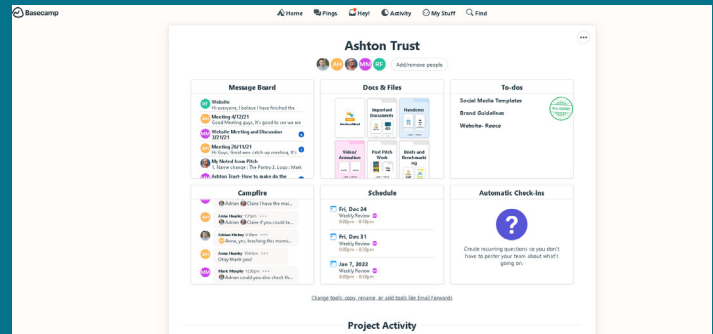
# PROJECT MANAGEMENT

Throughout the project the team made use of some different project management software and different social sites so that we always had a clear line of communication between one another. We used Basecamp to share the important documents between each member of the team. We also used it to keep in contact with Claire and Adrian outside of the allocated class time so that they could give us feedback on the various elements that we were working on. We also used Basecamp to schedule weekly meetings to ensure that each member of the team was up to speed with the events that had unfolded each week. Check lists were also created so that we could keep track of group tasks and tasks for each individual.

We used Toggl as our time tracking software so that we could log how many hours we had spent working on different sections of the project so that we could allocate the appropriate amount of time as needed.

We also used Microsoft Teams and Discord. Microsoft Teams was used for when we had meetings scheduled with Ashton. Discord was used for when we held our weekly group meetings and we would also use it to hop in and out of calls with each other when needed as well as sharing information and content so long as file size wasn't an issue and if it was, we would either upload to Basecamp or use we transfer.

We also had a Facebook group chat in case people needed to be updated when they didn't have access to any of our other methods.



# CLIENT COMMUNICATION

As a group the three of us at one point or another emailed the client about various things ranging from getting the feedback from the brief that was sent off to getting the details for the website content.

We also ensured to CC each other into emails that we sent as well as ccing Claire into emails on the off chance that we needed her to follow up on any previous correspondence.

