

BSc Interactive Media
MED 526: Interactivity for Social Enterprise

Hy
HARMONY

Production Log
Hollie McCartney | B00762596

TABLE OF CONTENTS

Introduction	3
The Beginning	5
Project Specification	6
Meet the Team	7
Project Timeline	10
Project Tracking	12
Basecamp	13
Clockify Log	14
The Brief	18
Initial Ideas	24
The Pitch	32
Pitch Outcomes	40
Pitch Feedback	42
Revised Pitch	43
The Website	46
Print Materials	70
Corporate Materials	70
Account Set-Up	79
Photography	79
Evaluation & Reflection	80
Conclusion	82



INTRODUCTION

This production log documents the work created for Harmony in chronological order as part of the fulfilment of the MED 526 marking criteria. This was created initially in note form through Basecamp, diary notations and messages sent to the team via Facebook Messenger as we progressed through the 12-week semester. I then collated all evidence and notes to compile them into the final document you are reading now after the submission of all content to Project Social in week 12.

Within the production log I have included all creative decisions, graphics and web content that I made throughout the 12-week process. I have also highlighted key theories and ideologies which were directly linked to Interactive Media modules previously studied.

I have also documented the importance of my experience gained on student placement with The Global Recruitment and Engagement team at Ulster University.

There are screenshots of group chats between the group on Facebook messenger (informal conversations used to make quick decisions for secondary issues) and Basecamp (formal conversations which were needed to discuss primary issues).

Please note that all work included is my own, unless I have stated otherwise. The rest of the group also played vital roles in the production and management of this project, however I will focus solely on my own work as this is my personal production log.



After being presented with a number of community projects, Chloe, Lucy and I initially picked our top three choices and detailed why we were best suited to take on any of those projects. Two days later we received an email from Adrian stating that we hadn't got any of our choices but he wanted to suggest we take on Harmony Corner. Feeling a little disappointed we discussed the project as a team and agreed to rise to the challenge!

Harmony Corner wanted a visual identity and brand to develop awareness and build an enterprise for adults with learning disabilities. By starting from the ground up we were able to let our creativity run free and produce an all branding whilst also allowing us to develop and learn new skills along the way.

Before our first meeting with the client we noted some questions that we wanted to ask as well as using those provided on Blackboard. This helped us to gain valuable information to the Social Enterprise, who they are and what they want.

Hollie, Chloe, Lucy

I haven't sent out the Basecamp details to anyone yet because I want to propose that you take on a project not in your top 3 preferences.

The three preferences you put were all gone by the time Claire and I got to your submission.

However, given how amazingly well you three did in your placements last year and the skills you have developed I am proposing that you take on the **Harmony Corner** project. Claire and I both believe this project has the most potential for all three of you to apply your creativity, your high level design skills and the fact that it is going to be a high end brand with 160 students working on marketing strategies to push it to market will give it the most exposure and of any of the projects discussed today.

Given all of that, Claire asked me which group did I feel was up to the task, and I said you three.

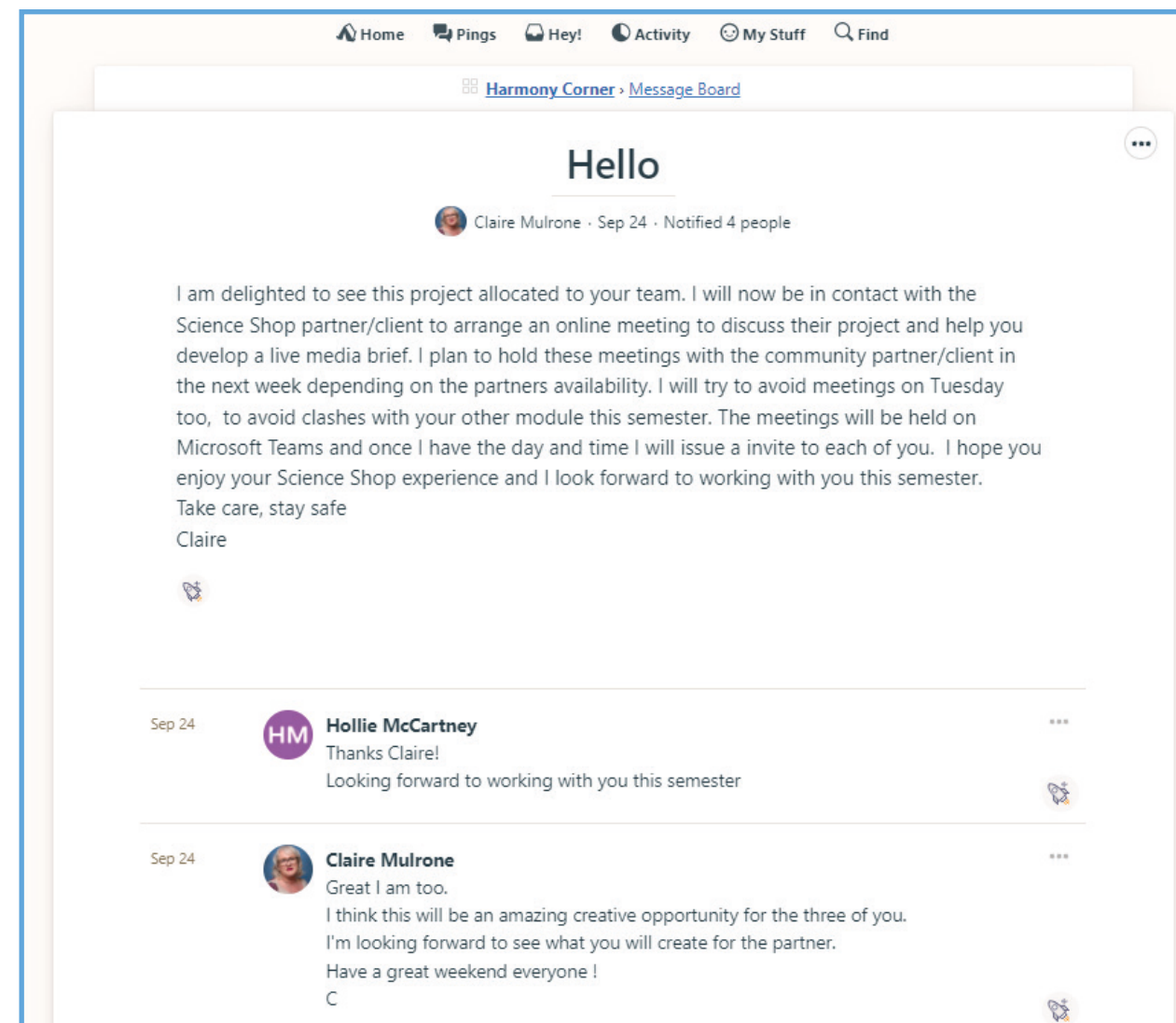
Would the three of you be prepared to take it on?

I know you would do it justice.

Can you let me know so that I can organise the Basecamp?

Thanks

Adrian



Our community partner is a social enterprise working to assist adults with Learning Disabilities gain skills and experience for employment. Brendan Clarke is in charge of enterprise and was tasked to get Harmony up and running as a fully developed business. During the Brief (teams call) we met Norman who 'holds the purse strings' then met Melissa at the Pitch meeting who makes a lot of the creative decisions for the enterprise. They wish to reach wider members of the public as well as potential funders. As a team, this is where we will help this become a reality.

For Harmony, they need a visual identity and logo alongside a name change. They also need a responsive WordPress website that showcases their service's and products. Additionally, they need us to develop portfolio designs for a range of media outputs including merchandise & corporate materials

alongside Brand Guideline documentation. Lastly, Harmony needed social media platforms to reflect their visual identity and to promote who they are and what they represent within the community.

Technical Skills Required:

- WordPress, Html, Css.
- Photoshop
- InDesign
- Illustrator
- Understanding of social media platforms

The Team

Chloe, Lucy and I didn't initially have Harmony as one of our top 3 choices in Week 1 although in my opinion I feel it was a great fit for our team and complements our combined expertise, experiences & mindsets developed from our individual placement year, we had confidence!

How could we help?

All three of us worked as Creative Designers within our placement year so I feel this was a brilliant asset to the project as it's a strong skill to have across the board. With this in mind we each agreed on a main task to head throughout the semester.

Chloe took lead on Merchandise, developing creative solutions to the an otherwise boring jumper or pen. As well as this Chloe also assisted me with the website as she felt there wasn't enough for one person within Merchandise. She was a great help uploading the products onto WordPress which allowed me to group the collections into their respective webpages.

Lucy took lead on graphics for Harmony's branding and visual identity as well as developing social media content. After Lucy and I photographed the existing products she was able to edit the labels to look like the new ones designed - very impressive!

I took on the lead role of Web Designer. To do this I first had to teach myself how to use WordPress and then relay what I learnt to Chloe. Having had the most knowledge I was in charge of not only my designated webpages but also overlooking Chloe's to ensure the site was consistent and in keeping with the Brand Guidelines that Lucy created for the team.



CHLOE MOONEY
Lead Merchandise Developer
Web Designer
UX/UI Design



LUCY FLEMING
Lead Graphic Designer
Branding and Visual Identity
Social Media Content Creator

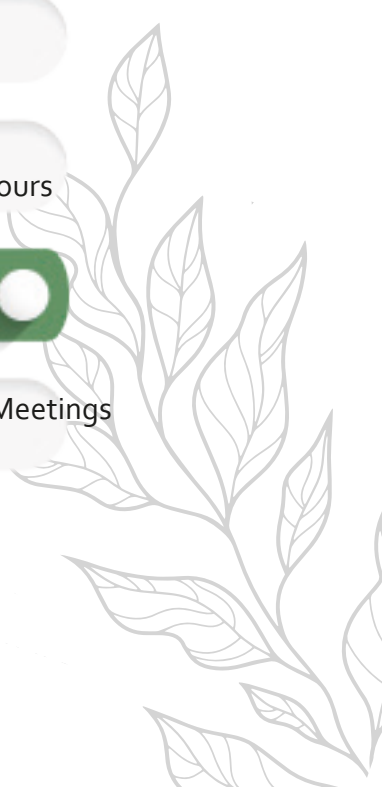
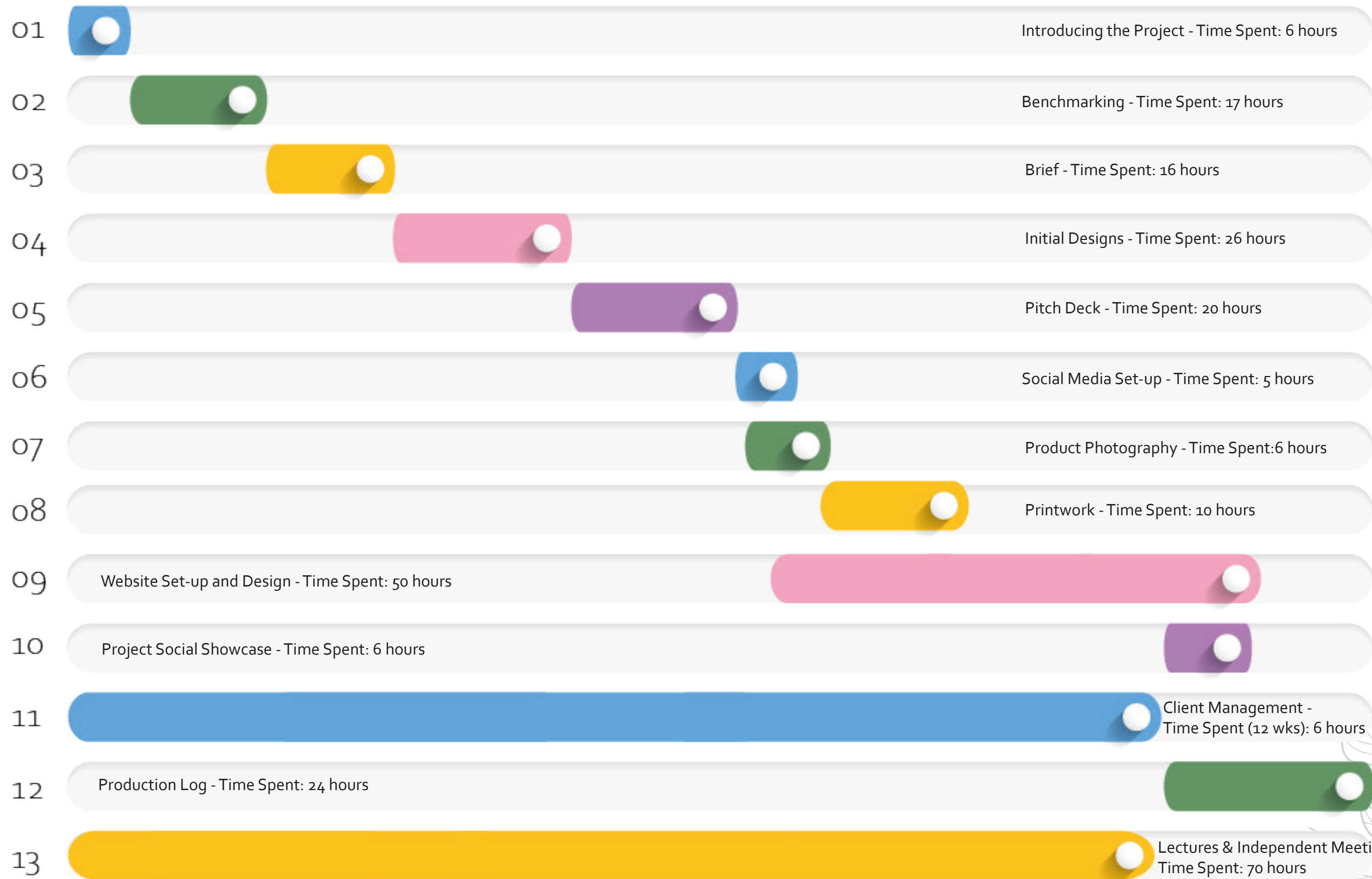


HOLLIE MCCARTNEY (ME)
Project and Client Management
Lead Web Developer
UX/UI Design



PROJECT TIMELINE

Total Time Spent: 327 hours
(Includes 65 hours of all internal and external meetings & lectures)



PROJECT TRACKING

To come to the decision of using the below tracking methods, I examined the pros and cons of similar applications in regards to both time and task allocations.

In comparison to Clockify, I explored Toggl Track to manage my time effectively. Although it offered some extra features, as a team we agreed that Clockify suited our needs best. I began using Clockify at the beginning of the Project in Week 1 to document my Project-Social journey in detail.



In terms of task management we used a combination of Basecamp and an Excel Spreadsheet which was developed by my co-member, Lucy. Lucy produced an extremely detailed spreadsheet which ensured that all team members produced their allocated tasks to the same level, keeping uniformity throughout the project.

When deciding which method to use when managing tasks, I had researched the most effective applications online. After a few hours of researching I pitched 'Asana' to my team after attempting and being then unable to set up Outlook Planner. Asana

enabled us to assign tasks, add due dates and show progress reports in a simple and aesthetic manner.

BUT...

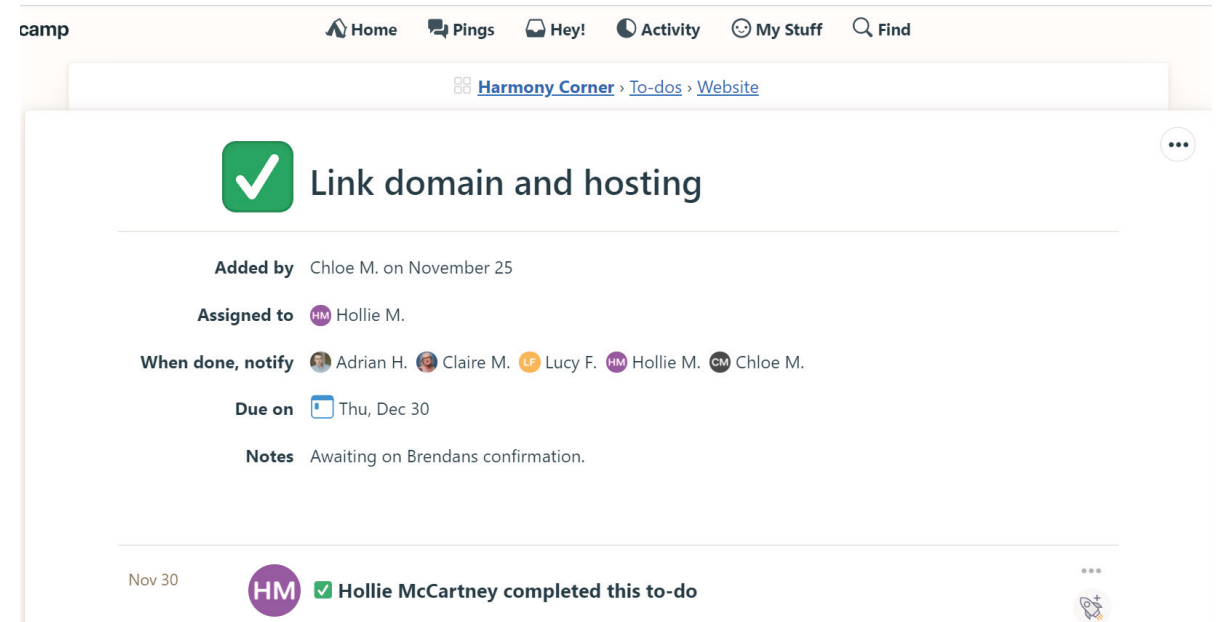
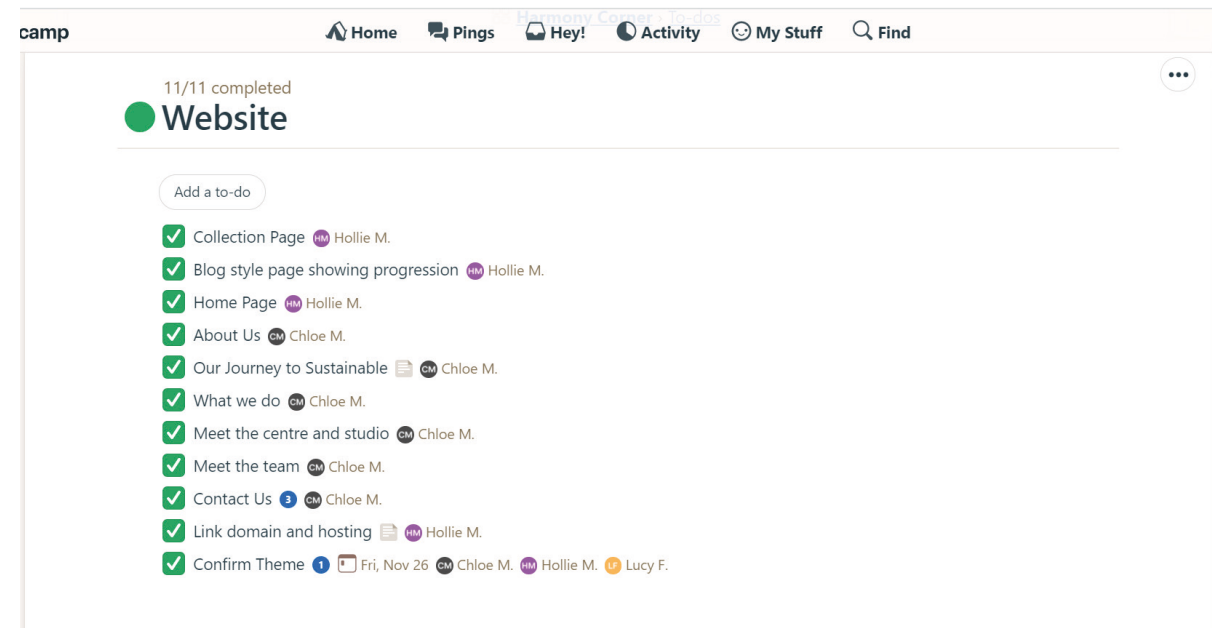
After a few more days of using Basecamp I worked out how to make use of the to-do lists and calendars more effectively which worked better than Asana whilst also reducing the amount of applications the team needed to learn and use.

Between the three of us we each added to-do lists onto Basecamp which we were able to:

- See who added the item
- Assign a task to a team member(s)
- Notify specific people when the task had been marked complete
- Set a due date
- Add comments



BASECAMP TO-DO LIST: EXAMPLE



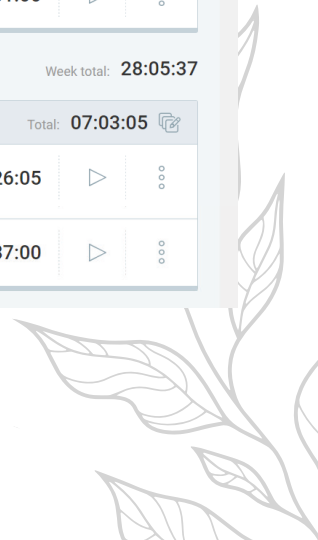
Below is my Clockify Log which shows all inputs detailing how I managed my time across Project-Social from end to beginning. Please note: The screenshots listed do not show the Production Log.

Task	Time	Rate	Total	Project
Website setup and design	47.49h	0.00 USD	-	Public
Logo designs	25.27h	0.00 USD	-	Public
Pitch	20.03h	0.00 USD	-	Public
Benchmarking	16.39h	0.00 USD	-	Public
Brief	15.51h	0.00 USD	-	Public
Production Log	7.19h	0.00 USD	-	Public
Photography	6.02h	0.00 USD	-	Public
Project intro	5.95h	0.00 USD	-	Public
Set up accounts	4.97h	0.00 USD	-	Public
Printwork	4.35h	0.00 USD	-	Public
Project Social	3.97h	0.00 USD	-	Public

Date	Task	Time	Rate	Total
What have you worked on?				
		08:10 - 08:10		00:00:00
Last week				
Week total: 26:17:30				
Thu, Dec 16				
Total: 04:29:00				
	Project Social Setup	18:21 - 22:19		03:58:00
	Fix collections section on Home page	16:13 - 16:44		00:31:00
Tue, Dec 14				
Total: 11:02:07				
	Our Collections	23:55 - 06:36		06:41:00
	Upload and group products onto Woo	19:39 - 23:51		04:12:07
	Home page	11:59 - 12:08		00:09:00
Mon, Dec 13				
Total: 10:46:23				
	Privacy Policy	23:10 - 23:15		00:05:00
	WP and WooCommerce Guide	14:00 - 23:33		09:33:23

Date	Task	Time	Rate	Total
3 Home page				
	Website setup and design	04:55 - 22:54		01:08:00
	Home page	22:22 - 22:54		00:32:00
	Home page	16:28 - 16:44		00:16:00
	Home page	04:55 - 05:15		00:20:00
Sun, Dec 12				
Total: 01:34:00				
	Blog page	22:03 - 23:37		01:34:00
Sat, Dec 11				
Total: 03:54:00				
	Fix order of webpages	23:11 - 00:15		01:04:00
	UI of entire website	20:12 - 23:02		02:50:00
Corporate Prospectus				
	Printwork	12:30 - 14:29		01:59:00
Thu, Dec 9				
Total: 00:10:00				
	Blog page	21:04 - 21:14		00:10:00
Sat, Dec 4				
Total: 06:14:00				
	Researching how to use wordpress and plugins we ...	12:22 - 18:36		06:14:00
Fri, Dec 3				
Total: 06:01:00				
	Photography	11:00 - 17:01		06:01:00
Thu, Dec 2				
Total: 12:41:38				
	Website	14:11 - 21:55		07:43:38
	Set up social media and other accounts	13:23 - 18:21		04:58:00
Tue, Nov 30				
Total: 03:55:58				
	Server/Domain setup	22:16 - 23:50		01:33:58
	Letterheads	20:47 - 22:38		01:51:00
	Letterhead excel doc	19:44 - 20:15		00:31:00
Nov 8 - Nov 14				
Week total: 28:05:37				
Wed, Nov 10				
Total: 07:03:05				
	Pitch with Harmony team and Claire	13:54 - 15:20		01:26:05
	Finalise Pitch deck	07:02 - 12:39		05:37:00

CLOCKIFY LOG



Finalise Pitch deck • Pitch	07:02 - 12:39	05:37:00
Tue, Nov 9 Total: 16:49:00		
Create pitch deck • Pitch	12:39 - 00:47	12:08:00
Logo 3 - colour versions • Logo designs	10:46 - 12:30	01:44:00
Logo 3 • Logo designs	02:12 - 03:02	00:50:00
Logo 3 - candle mockups • Logo designs	01:09 - 03:16	02:07:00
Mon, Nov 8 Total: 04:13:32		
Candle mockup -HARMONY • Logo designs	22:02 - 00:14	02:12:00
Change HC logo to HARMONY ONLY • Logo designs	09:37 - 11:38	02:01:32
Sat, Nov 6 Total: 01:07:30		
HC logo - colour versions • Logo designs	20:21 - 21:28	01:07:30
Thu, Nov 4 Total: 03:16:27		
HC logo - b&w/spot gloss • Logo designs	14:22 - 17:02	02:40:27
Spot Gloss research • Logo designs	13:23 - 13:59	00:36:00
Tue, Nov 2 Total: 01:34:00		
Bandstand logo • Logo designs	21:27 - 22:10	00:43:00
Call with Chloe and Lucy to agree on mockups for pitch • Pitch	17:02 - 17:53	00:51:00
Mon, Nov 1 Total: 00:33:00		
Bandstand logo • Logo designs	21:48 - 22:21	00:33:00
Thu, Oct 28 Total: 04:00:00		
Teach Chloe WP and help design contact us page • Website setup and design	10:00 - 14:00	04:00:00
Tue, Oct 26 Total: 04:27:32		
Bandstand logo • Logo designs	10:21 - 14:48	04:27:32
Mon, Oct 25 Total: 02:37:00		
Colour scheme research • Logo designs	12:39 - 15:16	02:37:00
Thu, Oct 21 Total: 02:07:35		
Update Brief • Brief	12:36 - 14:44	02:07:35
Mon, Oct 18 Total: 02:07:35		
Update brief • Brief	10:29 - 12:36	02:07:35
Oct 11 - Oct 17 Week total: 21:22:05		

Fri, Oct 15 Total: 11:15:17		
Budgeting page and research • Brief	17:02 - 21:58	04:56:35
Describe community partner • Brief	14:01 - 16:49	02:48:24
Edit headshots • Brief	10:06 - 13:36	03:30:18
Thu, Oct 14 Total: 03:31:01		
Initial logo research • Logo designs	11:04 - 13:43	02:39:40
Collate all benchmarking and best practice • Benchmarking	10:02 - 10:53	00:51:21
Tue, Oct 12 Total: 06:35:47		
Best Practice • Benchmarking	18:02 - 22:19	04:17:47
Benchmarking • Benchmarking	14:08 - 16:26	02:18:00
Oct 4 - Oct 10 Week total: 02:03:23		
Tue, Oct 5 Total: 02:03:23		
Benchmarking • Benchmarking	15:05 - 17:08	02:03:23
Sep 27 - Oct 3 Week total: 06:52:38		
Wed, Sep 29 Total: 02:54:20		
Benchmarking • Benchmarking	13:11 - 16:05	02:54:20
Tue, Sep 28 Total: 03:58:18		
Benchmarking • Benchmarking	10:19 - 14:17	03:58:18
Sep 20 - Sep 26 Week total: 05:57:02		
Thu, Sep 23 Total: 03:57:08		
Intro to Harmony Corner • Project intro	12:41 - 16:38	03:57:08
Tue, Sep 21 Total: 01:59:54		
Project Choices • Project intro	10:12 - 12:11	01:59:54



We started the process of our designing the brief which was to be finalised and confirmed by Adrian Hickey and Claire Mulrone. The purpose of this brief was to show Harmony Corner that we understood their organisation from previous research surrounding their documentation and from our first meeting with them (05/10/2021). Furthermore, it would allow them to see our ideas for what we thought would be appropriate deliverables for their organisation in terms of meeting the project specification.

We had another internal meeting (Week 3) to discuss this brief further after class. During class we allocated individual tasks to ease the work load. I was in charge of the following:

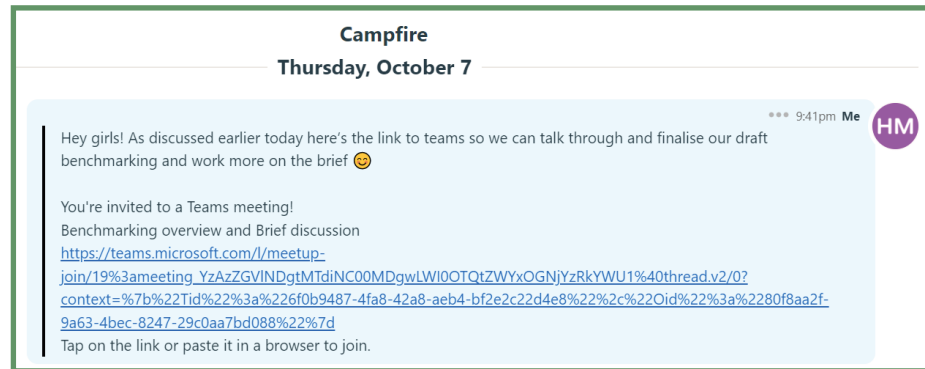
- Describe community partner
- Target Audience
- Budgeting
- Research & evaluate similar websites for the benchmarking process including best practice

Our Benchmarks:

1. Praxis Care
2. Usel
3. Orchardville
4. Mencap
5. Triangle Housing

Best Practice:

1. Pecksniffs
2. Lush
3. Jo Malone
4. Hotel Chocolat



I have reviewed this and find it to be well written, designed and detailed.

- Adrian Hickey

DESCRIBE THE COMMUNITY PARTNER

Harmony Corner is a social enterprise subsidiary of Triangle Housing's enterprise arm, Alternative Angles. They aim to support adults with disabilities into employment through teaching new skills such as creating a wide range of products whilst also building interpersonal skills. The items created by employees are handcrafted and packaged with sustainability and inclusivity at the heart of the project.

TARGET AUDIENCE

Harmony Corner are to take over a retail premises in a prime location in Ballymena City Centre opposite the Harmony Hub Bandstand.

Harmony Corner will provide an Artisan 'Retail and Craft' experience attracting local customers who are interested in wellness and holistic living as well those who want to buy local and stay local.

The social enterprise hopes to entice a very wide customer base from millenials right up to baby boomers inclusive of gender in a bid to attract everyone to purchase a local premium range of natural artisan products that happen to be made by people with a learning disability.



When researching each aspect of what Harmony Corner would need to pay for in the future I decided to pick local companies as we received a very clear message that Harmony Corner wanted to sure to provide multiple options (domain and hosting). I did this because during my placement their customers to STAY LOCAL. I then carried this year, I found that a lot of artwork I produced was more ideology through. gratefully received when I gave a colleague a few

Domain and Hosting

We compared prices of hosting for harmonycorner.org:

Below are the 3 different options which have been carefully explored for you to purchase your hosting from:

IONOS - Pro package		123 Reg - Pro Package		GoDaddy - Deluxe Package	
1st month	Renewal*	1st month	Renewal*	1st month	Renewal*
£1	£7	£0.99	£11.99	£6.99	£7.99
£1	£13	£1.99	£15.99	£0.99	£17.12

*Prices exclude tax. Renewal is per annum

We recommend getting your domain and hosting from separate companies as your website will be less likely to be hacked.

WordPress

We have looked into using WordPress as a website builder and feel the best value plan for Harmony Corner is the 'Business' plan at £20 per month, paid annually. We will create a custom and unique web experience for Harmony Corner which will be unlike any pre-existing website on the market.

This wordpress plan allows you to install plugins and extend functionality for your site with access to more than 50,000 WordPress plugins including

Shopify. Shopify is a free e-commerce plugin which we will download onto your WordPress website. To get the most out of the platform we would suggest downloading the Shopify E-commerce Business app which enables automatic syncing with your website. It will also allow a staff member to easily process orders, manage products, track sales, run marketing campaigns and more.

Shopify also allows for automatic syncing between its platform and SumUp which is already being utilised within the enterprise.

Locally outsourced business assets

Magnetic Vehicle Signage (Size A1)

Company	*located locally in Mainland UK
Colour Frog - https://www.colour-frog.co.uk/engine-specify-magnetic-signs/	£43.26
Sign Right - https://www.signrightsigns.co.uk/magnetic-signs/	£51.04

*excluding VAT and Delivery

Print Work

Kolor Kopy *located locally in Ballymena				
Personalised stamps *various sizes and colours				
Self inking stamps	from £16.50			
Pre inked stamps	from £22.50			
Rubber stamps	from £19.50			
Comb Binding *professional documentation for corporate guests				
Quantity	1 - 50 pages	51 - 100 pages	101 - 200 pages	201+ pages
1-5	£4.00	£4.20	£4.50	£5.00
6-10	£3.00	£3.20	£3.50	£4.00
11+	£2.50	£3.00	£3.40	£3.80
Business Cards *prices may vary depending on finish				
50	250	500	1000	
£29.00	£39.00	£49.00	£54.00	
*Vistaprint will be a cheaper alternative at only £12.96 for 250 business cards although this will take out the 'Buy Local - Stay Local' mentality that Harmony Corner would rely on itself.				
Large Format Printing				
Banners				
Roll Up Banner Print & Stand	£80			
Roll Up Banner Print	£55			
Canvas Banner	from £3.50 per square foot			
Correx Board	from £4.50 per square foot			
Posters and Photo Prints				
Paper Type	A2	A1	A0	
120gsm coated	£8.00	£10.00	£24.99	
Photo Satin 185gsm	£14.99	£19.99	£29.99	
Photo Gloss 185gsm	£14.99	£19.99	£29.99	
*prices exclude VAT				

Business apparell

Ted & Stitch *located locally in Northern Ireland	
Waist apron	from £6.00
Full apron	from £5.90
Zipped Hoodie	from £10.90
Zipped Fleece	from £15.70
T-Shirt	from £3.70
Tote Bag	from £1.90
Face Mask	from £1.90
TriDri® Yoga and fitness mat	from £16.90
*additional charge of £5.90 to add logo	

View the full brief at:

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:4291c17e-97b2-4bfa-8af7-5b00d84a00ad>

COMMUNITY PARTNER ISSUES

The work on benchmarking and best practice is fantastic and will be a significant benefit to us internally. I've raised a couple of queries regarding wordpress and shopify and some questions around payment methodology and noted some restrictions we are currently under.

-Brendan Clarke

The 'queries' with WordPress ran for quite a lengthy time throughout the 12-week project. Although we understood what Brendan wanted and knew that we could deliver something even better than that, he did not understand that we understood. This resulted in a lot of emails - some of which we had assistance from Adrian and Claire to ensure that all technical terms were being used correctly and where needed.

Brendan responded in another email telling us how WordPress worked - we know Brendan!

Adrian seemed to sympathise with our frustration at this stage.

Claire, he wants to appear pretty knowledgeable about his wordpresses – leads me to wonder why he hasn't gone on and sorted it???

Once all the issues had been resolved with tactfully worded emails, we were finally ready to start working on our design concepts! There was no indication from the community partner as to what he envisaged Harmony Corner's visual identity to be so we were left to get our creativity flowing.

After the Week 5 class we stayed for a few extra hours to bounce ideas off each other - *not the first time and definitely not the last!*

On to the experiments...



CONCEPT NO.1

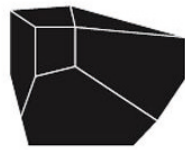
Week 6 | October 26th 2021

For my first design I focused my efforts on the location of Harmony Corner, where it would have its first shop/social enterprise - **BALLYMENA!**

When considering the local landscape and heritage I first thought about trying to incorporate the 7 towers but that quickly drew to close when I realised that the logo would look more 'medieval' than 'artisanal'.

My next port of call was the bandstand situated in the centre of Ballymena, close to where the Harmony Corner store would be situated. The bandstand has been named 'Harmony Hub' so I ran with my idea!

I took my inspiration from Stefan Sagmeister's 'Casa de Musica' which I first learnt about 3 years ago in MED 101: Fundamentals of Digital Design with Adrian.



casa da música

(Dynamic Logos, 2011)

This dynamic logo is something I wanted to attempt to recreate with the Harmony Hub as a possible design solution.

Firstly, I chose the image of the bandstand which looked best and most recognisable. I then took to Photoshop.

To create the logo, I sectioned out the main sections of cladding featured in the bandstand using the pen tool. I then edited the points to ensure they aligned with each section. I then filled the sections with colour. I tried a few different options to gauge which suited the enterprise best.

Blue tones were used to relate to the sea on the North Coast as in the initial meeting, Brendan mentioned that perhaps we linked Harmony Corner to the local landscape in some way. I chose blue as it is "a colour that seeks peace and tranquillity above everything else, promoting both physical and mental relaxation." (The Color Blue, 2021)

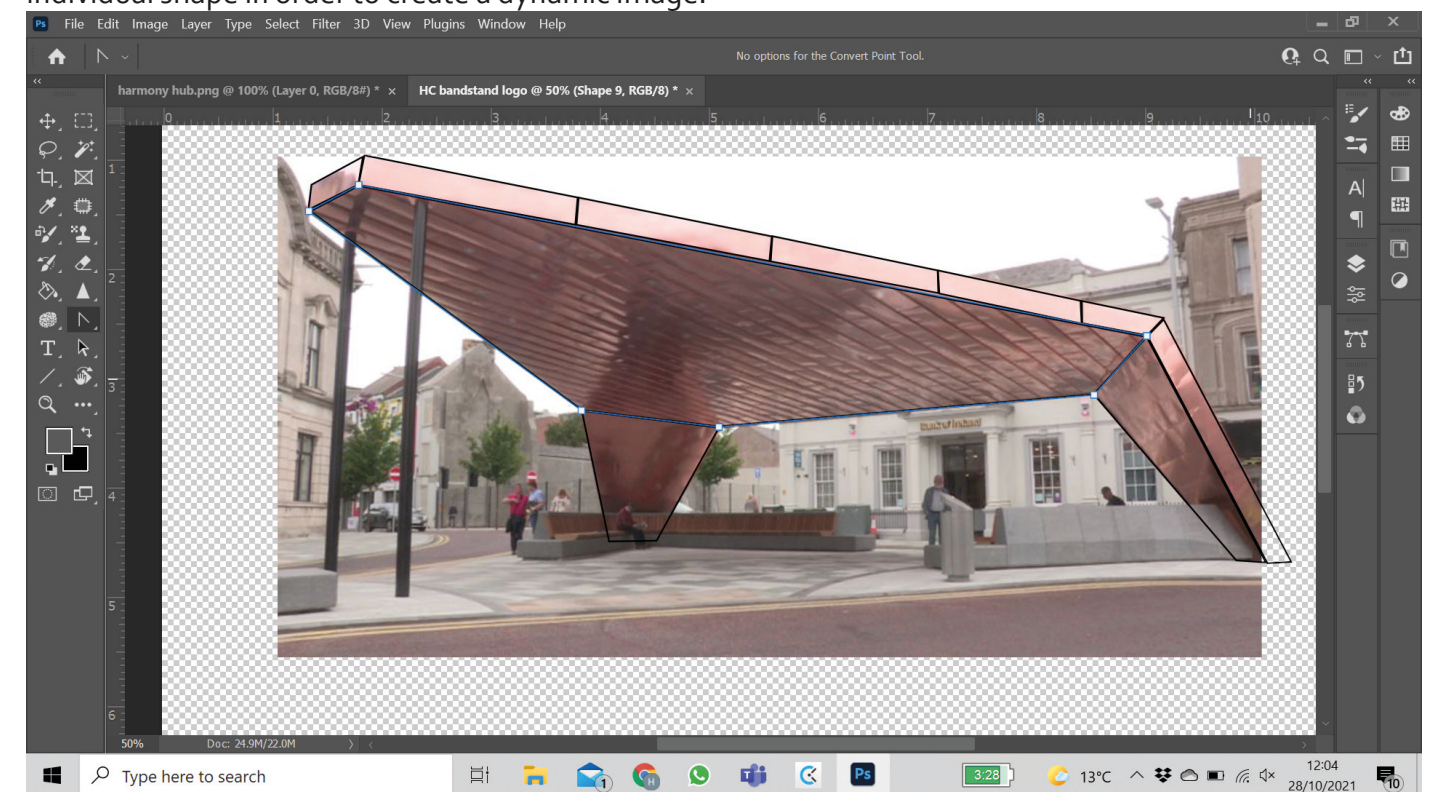
Yellow tones were used as a brighter alternative to catch peoples attention from, for example, a busy high-street. "The color psychology of yellow is uplifting and illuminating, offering hope, happiness, cheerfulness and fun." (The Color Yellow, 2021)

Black and White was used to simplify the design and create a sleek contrast. Brendan also mentioned throughout the initial meeting that he would want Harmony Corner to resemble a high-end brand and likened it to Jo Malone.

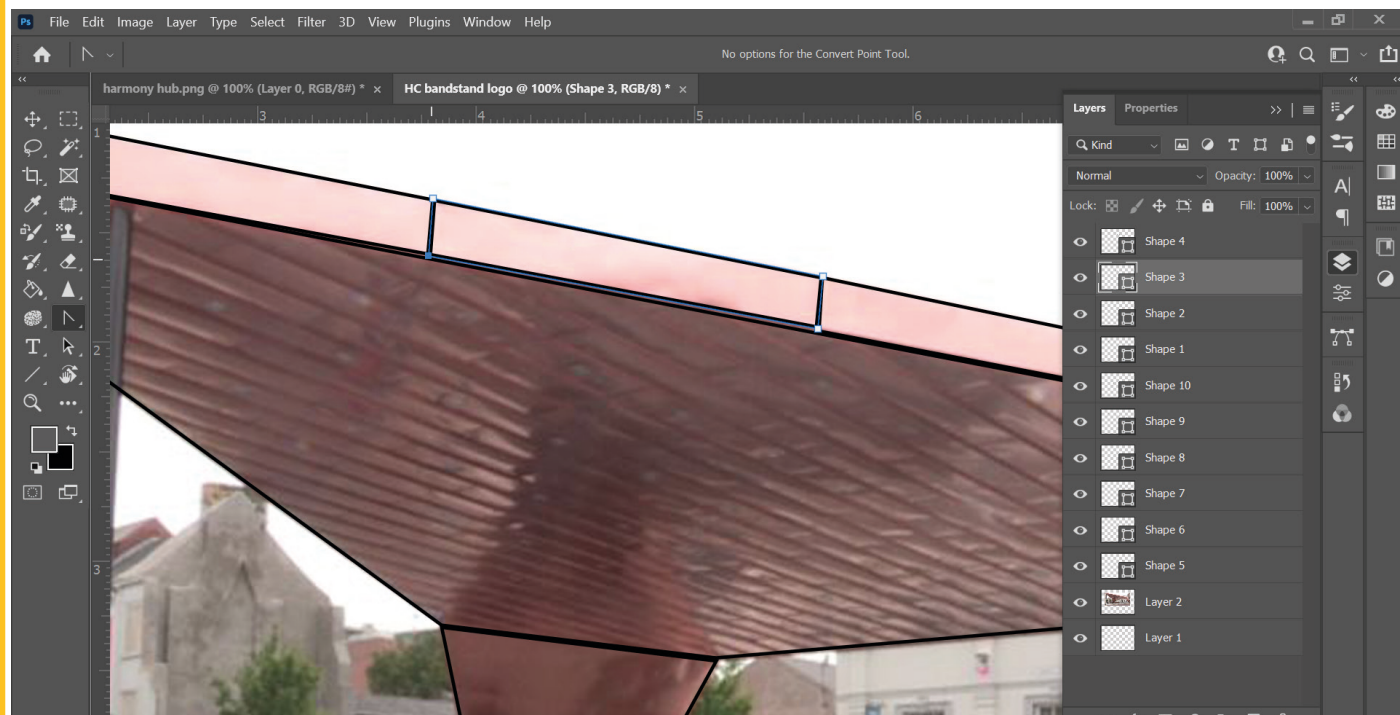
Step 1: Import image of bandstand into Photoshop



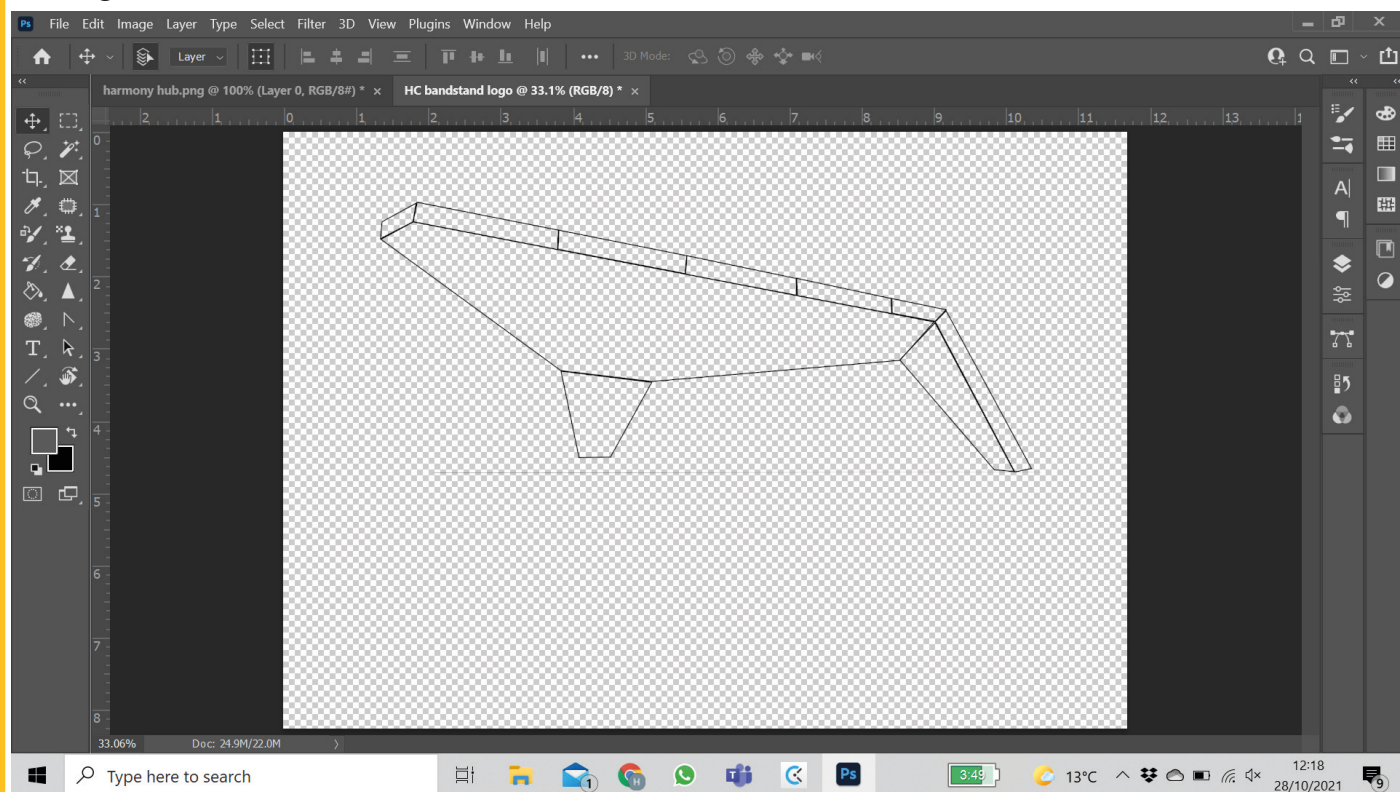
Step 2: I then used the pen tool to create each individual shape in order to create a dynamic image.



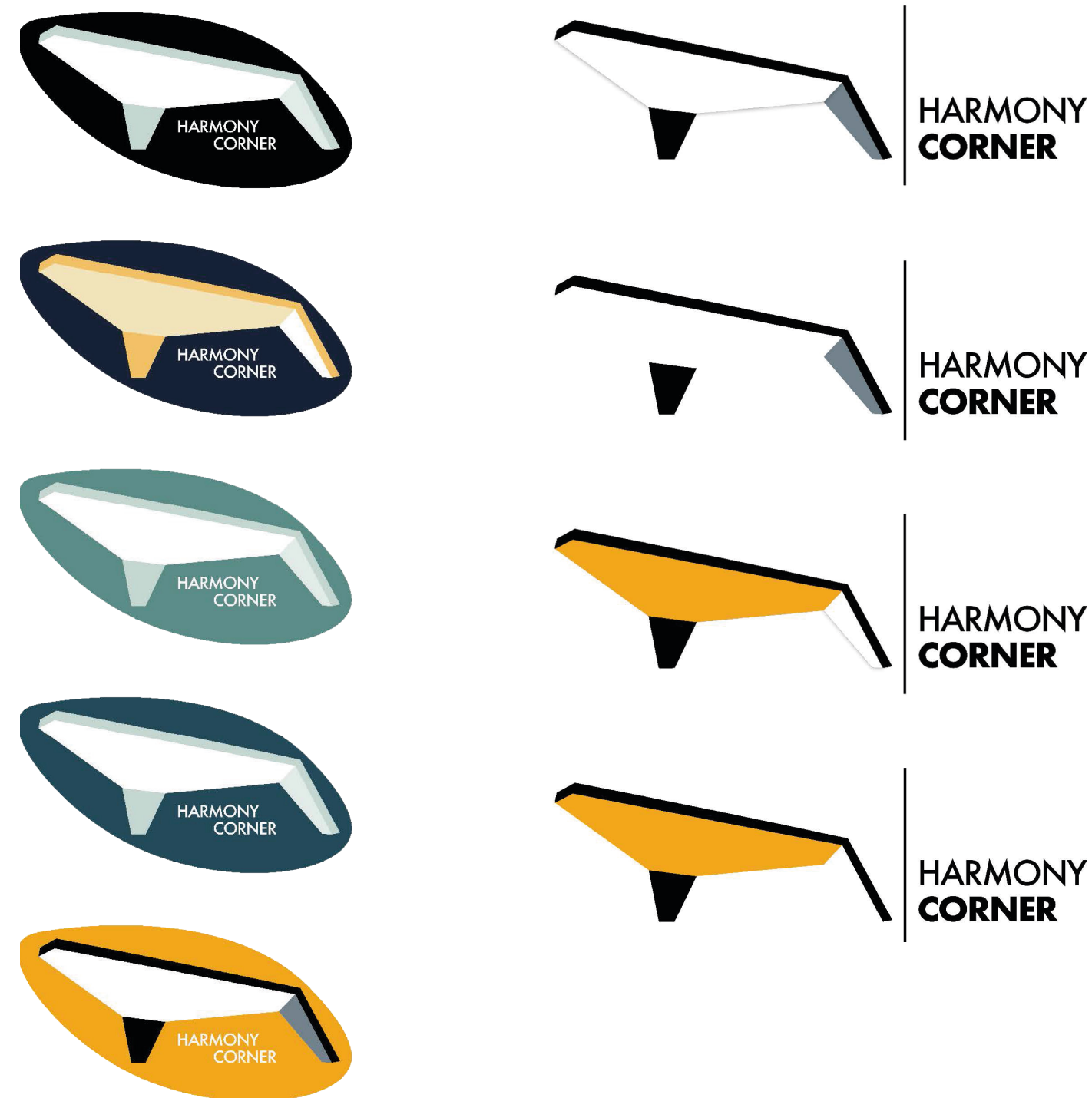
Step 3: I then used the Convert Point Tool to edit some of the shapes and make them seamless.



Step 4: Delete the bandstand image and use colour to bring it to life!



I created plenty of colour options with my initial colour palette - shown below:



After asking the opinions of my team members, Claire and Adrian it was clear that the design would be problematic as it narrows down public understanding to people who know Ballymena.

We also agreed that although it was a nice idea, it did in fact resemble a *spaceship!*

Adrian also said that he couldn't argue with the implementation in terms of the typeface as it was very plain and simple but wasn't the direction to go in.

Futuristic.
It looks almost space-age!

It's just too weird.

- Adrian Hickey

On to the next idea...



CONCEPT NO.2

For my second design I decided to go for a more 'well rounded' approach. Going back to the drawing board I looked at something a bit more technical.

Unfortunately I didn't screenshot the process of concept 2 or 3.

Concept 2 has two versions. One using 'Harmony Corner' and one 'Harmony', each showing off the colour palette chosen. In Week 7 during class, we had a discussion with Adrian and Claire about the logos produced thus far. After a lot of debating we came to the conclusion that 'corner' should be dropped off the name. Claire made a great point and sold it to us as *'Harmony is the business and Corner is the location'* - this was a unique selling point to Brendan and his team too!

During this discussion Adrian put it to us that 'Spot Gloss' may be the answer we were looking for. On further research I really liked Nespresso's take on Spot Gloss with a pop of colour representing the flavours.



(Carmelly, 2021)

On this spread there is both sets of designs to view.

HARMONY CORNER



HARMONY CORNER



HARMONY



H A R M O N Y



H A R M O N Y



V I T A L I T Y



N O U R I S H



B L I S S



B L O O M



S E R E N I T Y



CONCEPT NO.3

For my final design I wanted to go extremely simple but with a soft touch.

According to (Font Psychology And Typography Inspiration In Logo Design) "to make your company feel more personal, and improve your chances of earning that all-important customer affinity, then script typefaces could be the perfect option."

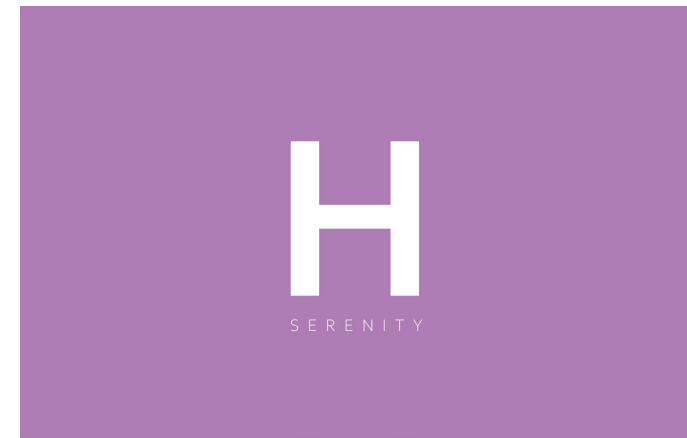
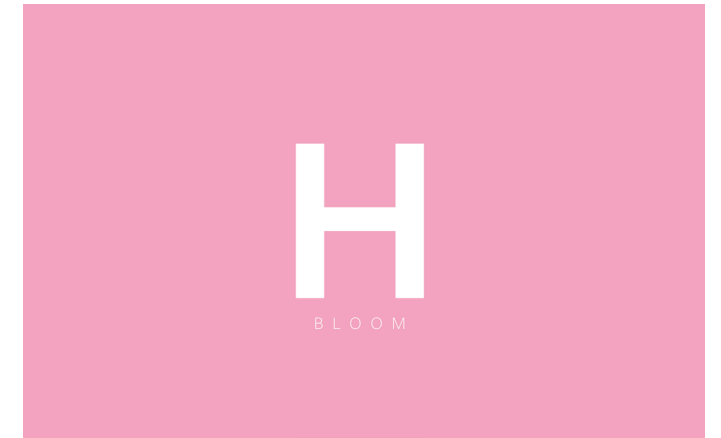
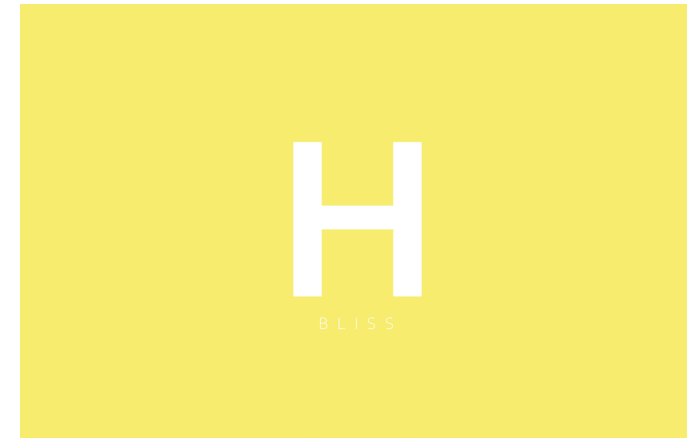
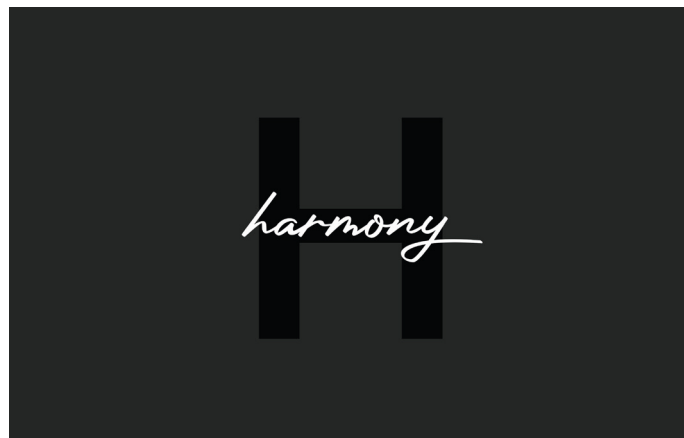
I thought this was perfect as Harmony wanted to ensure that customers felt they were getting a personalised shopping experience where they could tailor their needs and wants to specific collections

within the Harmony brand. Choosing to place a large initial behind the cursive text was to allow Harmony to have an easily recognisable symbol for all customers as well as assisting with accessibility.

An example of another company that uses script text is MailChimp:



This is the design that ended up being pitched. (The Robin Hoods, 2015)



I prefer the second one with the script text.

- Adrian Hickey

Comments made when asking for thoughts on Concept 2 and 3 on Basecamp.

I vote for the script text one.

- Lucy Fleming





TYPEFACE

Light - abcdefghijklmnopqrstuvwxyz
 Light Italic - abcdefghijklmnopqrstuvwxyz
 Regular - abcdefghijklmnopqrstuvwxyz
 Italic - abcdefghijklmnopqrstuvwxyz
Bold - abcdefghijklmnopqrstuvwxyz
Italic - abcdefghijklmnopqrstuvwxyz

12pt - Harmony
 24pt - Harmony
 30pt - Harmony
 36pt - Harmony
 48pt - Harmony
 60pt - Harmony

COLOUR PALETTE



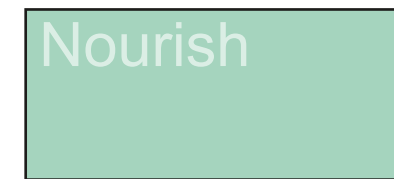
Vitality
 HEX #60A5DB
 RGB 96, 165, 219
 CMYK 63, 23, 0, 0



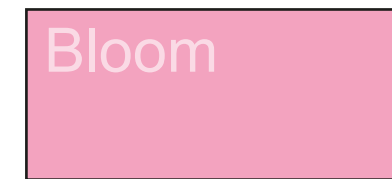
Bliss
 HEX #F7EC6C
 RGB 247, 236, 108
 CMYK 7, 0, 67, 0



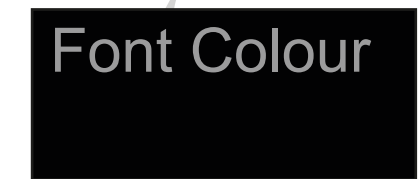
Serenity
 HEX #AE7DB5
 RGB 174, 125, 181
 CMYK 37, 58, 0, 0



Nourish
 HEX #A4D4BE
 RGB 164, 212, 190
 CMYK 41, 0, 32, 0



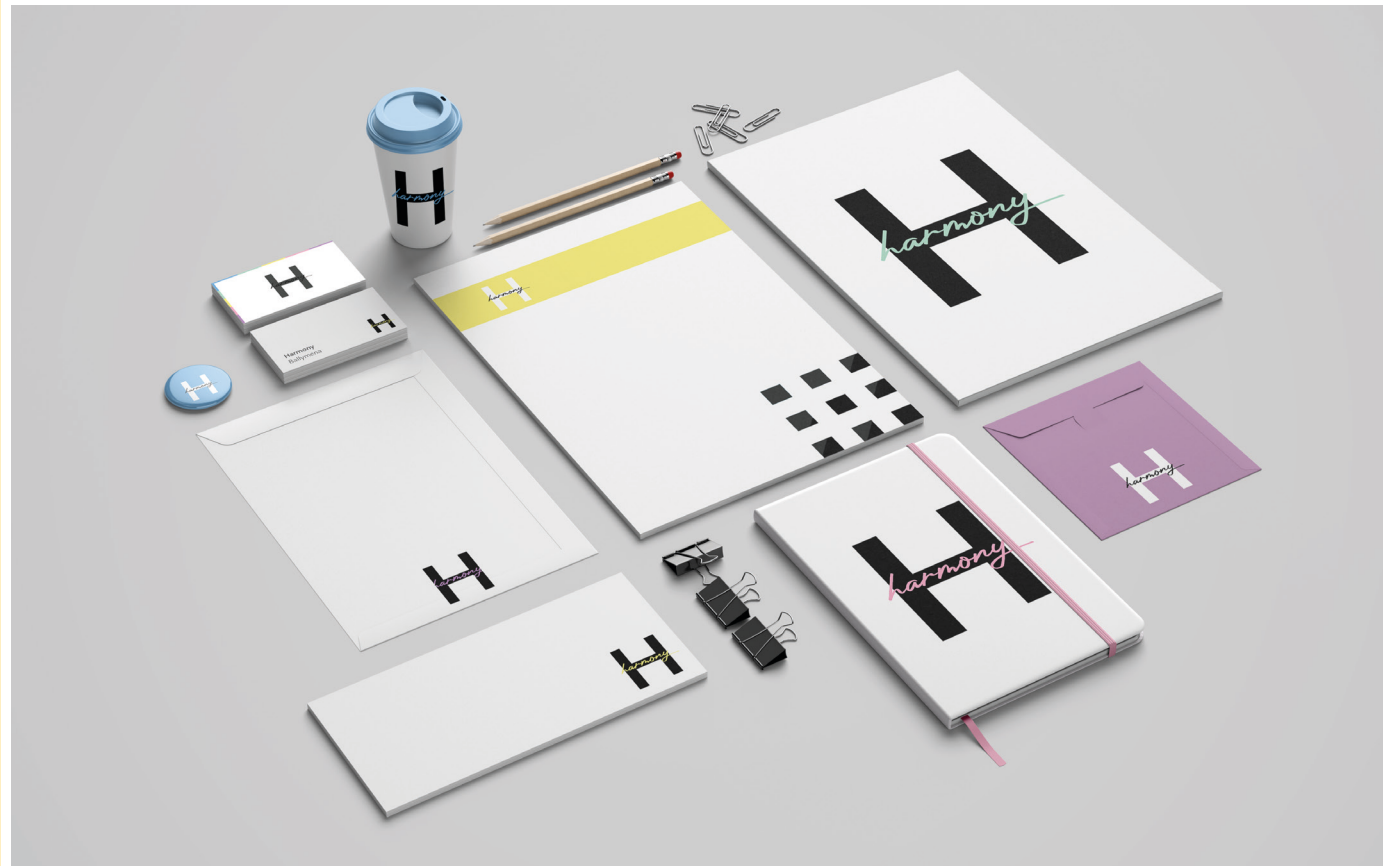
Bloom
 HEX #F3A2BE
 RGB 243, 162, 190
 CMYK 0, 48, 7, 0



Font Colour
 HEX #000000
 RGB 0, 0, 0
 CMYK 91, 79, 62, 97



LETTERHEAD DESIGNS



TRAINEE UNIFORM

Trainee T-shirt design 1



Trainee T-shirt design 2



Apron design



Zipped Hoodie Design



CORPORATE PROSPECTUS



CUSTOMER MERCHANDISE



Sweatshirt Design



Trainee T-shirt design 1



Tote bag design 1

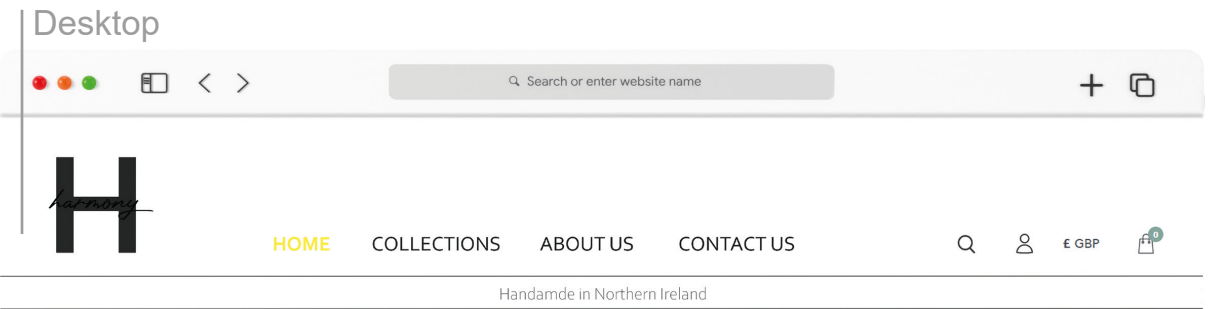


Tote bag design 2



Trainee T-shirt design 2

WEBSITE MOCKUP



PRODUCT PACKAGING

2 product box



4 product box



6 product box



PRODUCT LABELLING



Made By Stickers

Candle Label



Reed Diffuser Label



Room Spray Label



View our full pitch at:

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:b959a020-3447-454b-844a-c6f73212b84e>



PITCH OUTCOMES

As opposed to previous years with Project Social, our pitch meeting took place via Microsoft Teams due to the current covid pandemic. In order for the pitch to run smoothly we joined the call with Claire 15 minutes earlier than the Harmony team. Within this time-frame we discussed the running order which was Chloe, myself then Lucy. We also ensured that each persons microphone was working correctly as well as checking that Lucy could share her screen as she had collated all three pitches in one document in order to guide us through the meeting.

Harmony Corner -> Harmony

With the whole team in agreement that the name should be changed to 'Harmony', I made sure to mention our reasoning behind it in order to sell it to the Harmony team and show them how much a simple change could widen their customer base.

What did I pitch?

I pitched to the team that I had used a very versatile design that could be edited to use all 5 colours of the palette. I had then described why I chose the colours that I did. I provided them with some key words from various colour psychology websites that best described the meaning of each colour.

I then pitched some printwork designs including a corporate prospectus which was specifically requested in our initial meeting.

As a team we also decided to create two separate merchandise groups; one for trainees and staff and the other for customers. I made sure to explain why we went for the zipped hoodie for trainees. This was purely down to accessibility concerns as some of the adults may not be able to manage a pull-over.

Next up I pitched an example of what I imagined the home page of Harmony's website to look like. When pitching my idea, I made sure to explain the concept of the 'Collections' page which was very well received. I pitched that the customers would be able to click on a collection whether that be Vitality, Nourish, Bliss, Bloom or Serenity and view each product belonging to that collection.

Lastly I pitched my product labels and packaging to the team. I explained that each collection or scent should have a graphic that represents it best. For

example, within Vitality there is a Peppermint and Eucalyptus scent so I used a graphic to suit (see below).



Feedback:

Overall I felt the feedback was very positive and well received by all. The main aspects chosen to go forward into production were from my concept and Lucy's.

The Logo

I really liked Lucy's 'Hy' logo from the beginning and thought it was just the modern touch that Harmony needed to make good progress as a small business and social enterprise. Both Brendan, Norman and Melissa unanimously agreed that Lucy's logo was the way to go. They did however love how modern and simple my sans-serif font was compared to Lucy's serif font.

The solution?

To combine the two together using my font and Lucy's design. This worked out nicely and we were happy with the overall outcome!

Colour Palette

When comparing the three colour palettes it was clear that myself and Lucy had roughly been on the same train of thought in regards to which colour best represented the 5 Pillars of Wellbeing. The colours chosen are outlined below:

- Vitality - #60A5DB - mine
- Nourish - #639465 - Lucy's
- Bliss - #FFC21B - eventually agreed 22nd Nov.
- Bloom - #F3A2BE - mine
- Serenity - #AE7DB5 - mine

Corporate Prospectus

As Harmony would eventually be seeking out corporate connections they requested a prospectus be designed. I pitched a design which included the use of my colour palette and logo. It was also unanimously decided to take my design into production using the updated colour palette and logo.

Letterheads

When combing through each page of our pitches we missed this page which meant it was down to us to make the decision on how each part would look. I took on the letterhead pages as I knew it would link in well with my prospectus.

Website

It was clear there were still some issues with the Harmony team being able to envision what the website would look like but once pushed to me a decision there was a mixture of both Chloe and my designs. They opted of the style of my navigation bar as well as the idea for the 'collections' tab to allow users to filter by 'serenity', 'bliss' etc. Chloe's product imagery was then chosen as they liked the carousel of professional natural images.

Stickers

Lucy's style of 'made by' stickers were chosen along with the addition of Harmony's new web address around the edge.

Packaging

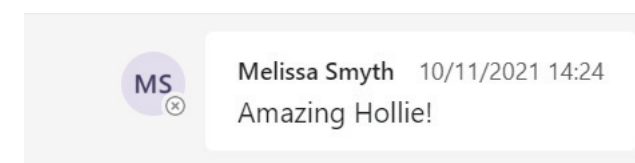
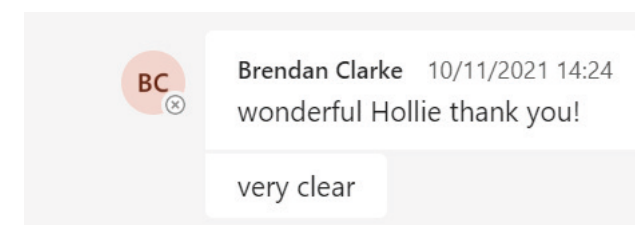
The team requested the use of a plain box instead of one with a printed design for budget reasons. The implementation of a sticker label to wrap around and seal the box was requested and required sizes were to be sent to us but never received.

Extras discussed (only to be done as a bonus)

- Hanging sign for outside the shop
- Bus stop poster and billboard poster
- Five pop up designs for the five collections and pillars (logo, image, web address)
- Car air fresheners
- Hand sanitizer labels
- Face Mask
- Polo shirts rather than t-shirts (embroidered logo)
- Gillets/Bodywarmer (embroidered logo)
- Jackets (embroidered logo)
- Travel cup and water bottle - Eco-friendly so sustainable rather than disposable
- Aprons with pocket - two colours one for staff, one for trainees (embroidered logo)
- Stationery, letterhead, compliment slip, business card
- Stamp for a soap
- Labels for trainees for products and packaging
- Packaging labels, Harmony with web address.
- Name badges
- Corporate presentation cards for gifts or hotel

products.

- Ao Posters for inside the workshop or outside the premises.



Comments made after my pitch



PITCH FEEDBACK

Being the first team to pitch we were really excited to try set the bar for the class. By the feedback we received, I feel we did that with Adrian sending an email to the rest of the class saying, "We had the first pitch of 2021 today and they nailed it. To be fair

you would be hard pushed to find a better deck than the one they pitched, and I include Belfast agencies in that. We have a super happy community partner. And one team on the road to production." This feedback spurred us on greatly!

Well Done!

Claire Mulrone · Nov 10 · Notified 4 people

You got brilliant feedback from the partner. Delighted to have come away with such focused and clear decisions. It will be great to have at the additional details for the dimensions for the stickers for product, for label of the packing boxes, the expanded list of merchandise and five scents and the top, middle and bottom notes. This will definitely help to develop complementary shades of the new five colour pallet.

I have to say the change of the name to Harmony is a game changer, they are delighted and definitely excited as this provides greater opportunities for the social enterprise moving forward.

It was great that Brendan, Norman and Melissa, all acknowledged that changing the name was brave and bold decision, it was really insightful. It reflected the principles of this new business, its collection of products and the well being pillars they represent.

Special thanks to Lucy who navigated the design decks so that elements of the three designs decks appeared on screen simultaneously. This certainly helped to stimulate and to navigate the decision making process for the partner.

Congratulations again
Claire

Nov 10



Adrian Hickey, Senior Lecturer in Interactive Media

Sounds like you nailed it!

Well done. First pitch of 2021!

I'm looking forward to seeing and hearing what the outcome is.

I am very glad to hear you convinced them to change the name. I think that will make the upmarket sell, so much easier.

Be good to hear some of the feedback. But more importantly, get it in your production logs.



Hi Claire

Wanted to say thanks to you and the team for the presentation on Wednesday. I wanted to reiterate once again how wonderful it is to be supported by a group of innovative, creative designers. I don't know if it's 'a thing', but I definitely felt a creative bounce following our meeting.

The nature of these projects trying to get Developers, Architects, Project Managers and Finance all heading in the same direction can be time consuming to say the least. On Wednesday I felt a lift, the decision on Harmony Corner was a brave creative decision and one that has opened my thoughts from a focused provision to a much bigger brand opportunity. A big creative lift, and following that in all the propositions to see our thoughts come to life was quite special. So my thanks to you all for your wonderful work.

I look forward to continuing this work with you, and my thanks for the positive influence you have already had on our Social Enterprise.

My best wishes for a lovely weekend

Brendan

Brendan Clarke
Enterprise Coordinator



Hickey, Adrian <a.hickey@ulster.ac.uk>

12/11/2021 12:05

To: Mulrone, Claire Cc: Hollie McCartney; Chloe Mooney; Lucy Fleming

Amazing.

REVISED PITCH DECK

Just **2 days** after we pitched to the community partner they had been in touch with Claire asking for the revised pitch deck. With such short notice we could only produce a small amount of content as they wanted the document for a meeting at **2pm**.

What needed changed?

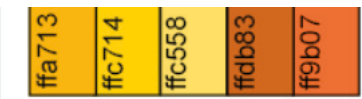
The logo needed altered to correspond with the new font chosen as well as Harmony's new colour palette. At this stage we still hadn't received any confirmation on the colour they would have liked to use for Bliss, so, in the colour palette section we provided 5 different yellow/orange shades for them to choose from (this took a further 10 days to decide!)

Before sending off the revised pitch Lucy was able to work fast and add new mockup materials to show what the brand would look like across a shop front sign, packaging tape and a corporate prospectus.

How did I contribute?

Unfortunately when Claire's message came through I didn't have any access to my laptop in order to contribute in a physical sense so I could only help Lucy with any advice she may have wanted.

I was able to assist remotely in suggesting a new colour for Bliss. To make an informed decision, I explored the scents used within that range. One that stood out to me was 'Cinnamon and Orange' so I went off to find the perfect colour to represent just that!



They've all gone very 70s haha

Try E07628

11:04



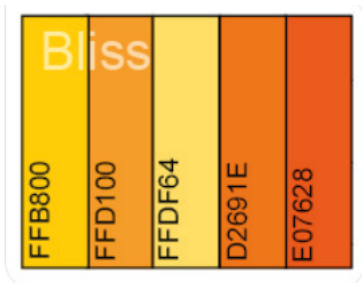
orange and cinnamon colour



Canva

Cinnamon Meaning, Combinations and Hex Code - Canva Colors

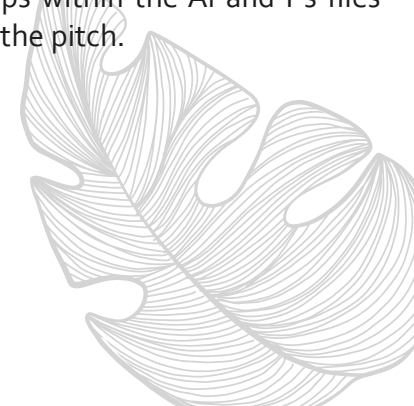
Visit



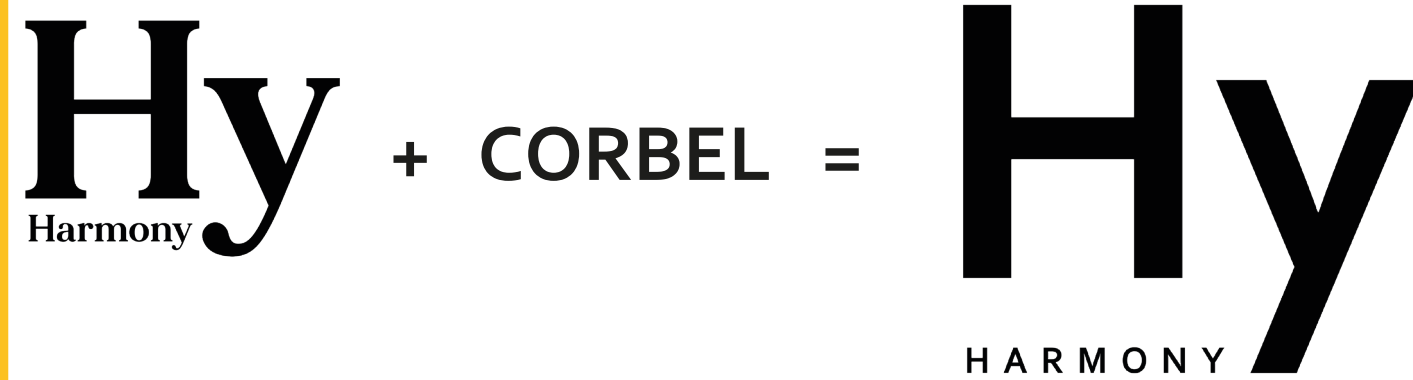
Melissa presented the deck to our team mates on Friday, they loved it. Nice one!

- Brendan Clarke

Once all the mock-ups were completed, Lucy designed the revised pitch as she already had most of the original mock-ups within the Ai and Ps files that we used to create the pitch.



REVISED LOGO AND FONT



Corporate prospectus went down very well, and the roll was a nice touch!
- Brendan Clarke



REVISED COLOUR PALETTE



HEX #60A5DB
RGB 96, 165, 219
CMYK 63, 23, 0, 0



HEX #FFC21B
RGB 12, 34, 56
CMYK 12, 34, 56, 78



HEX #AE7DB5
RGB 174, 125, 181
CMYK 37, 58, 0, 0



HEX #639465
RGB 99, 148, 101
CMYK 66, 23, 69, 6



HEX #F3A2BE
RGB 243, 162, 190
CMYK 0, 48, 7, 0



HEX #000000
RGB 0, 0, 0
CMYK 91, 79, 62, 97



View the revised pitch at:

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:015bdaof-9e00-4a50-b64e-210363c1e43b>

THE WEBSITE

Although I had never used WordPress before I knew that I am very good at applying myself to new tasks and learning new things quite quickly. Neither Lucy or Chloe had any WP experience either so it was decided that as Lucy's skills lay heavily in graphics she would focus on that and Chloe would take lead on Merchandise as well as assisting me with the site. This is where working together cohesively was very important.

I also took on the majority of client management for both website information and other general queries. As you can see in the email to the right there were a large number of queries still unanswered since the pitch on November 10th.

Due to the name change of the social enterprise, I provided Brendan with four domain name examples that I thought best suited along with hosting information.

All issues raised except 'Product Dimensions' were essential for the setup of the website. It took a total of **4 days** to receive any communication from the Harmony team which we needed Claire to assist on getting.

Friday, November 19

5:25pm Me HM
Claire would you mind sending Brendan an email to ask for an update on the email we sent yesterday? Much appreciated as we might get the answers a little quicker with some pressure added on from yourself!

7:55pm ***
Claire Mulrone
Not at all. Will do first thing on Monday morning as he's finished work for the weekend. Have a great weekend! 😊

EMAIL NO.1

Hi Brendan,

Lucy, Chloe and I are keen to know if you've made any decisions on the following 6 issues as we're keen to get these confirmed:

1. Our first priority is Harmony's Hosting and Domain information.

Domain

- Will you still be using harmonycorner.org as Harmony's domain name or would you like us to look further into new domain names?
- Eg. www.harmony.online is £750.99 for 1 year. Alternatively we can look further into other options with your preference.
- Other examples are as follows:
 - o harmony-wellness.co.uk - £0.99 for the 1st year and £11.99 for each year after
 - o harmonywellness.org.uk - £0.99 for the 1st year and £11.99 for each year after
 - o harmonywellbeing.org - £9.99 for the 1st year and £15.99 for each year after
 - o harmonystudio.org - £9.99 for the 1st year and £15.99 for each year after
- Once decided can you send us across the login information

Hosting

- Can you confirm and purchase a host for your website – please refer to details given on page 8 in the brief (attached). Once purchased please send us the login information.

2. We need text content for your site so that we can effectively design a custom look. We will contact you in due course for this but in the mean time can you please think of what pages need to be listed on the site. Eg. Home, Collections, About Us, Contact Us etc.
3. Can we have the final Scents for each of the collections - top, middle and bottom notes as this will inform a secondary colour pallet.
4. Which of the colours sent, have you decided will represent the Colour for 'Bliss'.
5. Product dimensions (l x w x h) - we'll need to determine the size boxes you will need for these to then create labels and a list of products being developed that you require packaging for.
6. Photography – we agreed you would prefer lifestyle shots of products. Do you require us to shoot the imagery or will you be doing this yourself?

Thank you for your assistance on this, we are keen to have your thoughts and get started as soon as possible as we have tight deadlines from the University and wish to produce the best outcome for Harmony.

Hollie, Chloe and Lucy.

DELIVERABLES



EMAIL NO.1 - RESPONSE

1. Can you confirm and purchase a host for your website – please refer to details given on page 8 in the brief (attached). Once purchased please send us the login information.

- www.harmonystudios.org

Harmony studios would tie in with our ethos of artisan and handmade and incorporate all the Alternative Angles Centres 'Studios'

Has the copyright been checked over the branding 'Harmony'? We have been thinking if there is any issues, we could change to Harmoni or Harmonie.

Brendan is looking further into domains.

2. We need text content for your site so that we can effectively design a custom look. We will contact you in due course for this but in the mean time can you please think of what pages need to be listed on the site. Eg. Home, Collections, About Us, Contact Us etc.

The idea I pitched before to our team for the website was to make it as accessible as possible for our service users and their families to be able to navigate around. Having a text turning to audio or information on how to do this as I know some android phones have this in the settings. Text size etc. Information on how to turn brightness down for autistic users. What I am trying to say is we work with disabilities we could maybe incorporate special features to accommodate their

Collections page, contact us are important as well about us – we could feature meet the centres or studios, who we are and what we do. A page called our journey to sustainable could include videos, pictures almost blog style. We could feature our Climate champion.

3. Can we have the final Scents for each of the collections - top, middle and bottom notes as this will inform a secondary colour pallet.

Please see attached images above. If you need anymore information please get in touch.

4. Which of the colours sent, have you decided will represent the Colour for 'Bliss'.

Bliss – FFC21B

5. Product dimensions (l x w x h) - we'll need to determine the size boxes you will need for these to then create labels and a list of products being developed that you require packaging for.

Will we create a bucket on our planner for each centre to populate with the dimensions of their products? - Brendan

6. Photography – we agreed you would prefer lifestyle shots of products. Do you require us to shoot the imagery, or will you be doing this yourself?

I think we do need the professional lifestyle shots especially for the launch of 'Harmony'. I would be happy for the students to take this on and I could oversee this. For any future imagery I could work with the Service users and we could create some photo content together.

Many thanks
Melissa

The email to the left was only sent to myself and Claire from Melissa. As this is obviously a group project, I informed my team on receipt of the email to discuss each issue (shown below):

The screenshot shows a WhatsApp chat between HM (Hollie) and CM (Chloe Mooney). The messages are as follows:

- HM (10:52am): "1. In terms of copyright I've had a look but I don't understand it all. Claire and Adrian do either of you have knowledge of this? I've searched up and Harmony is registered with the Intellectual Property Office but it is registered more than once so I don't know how that works. <https://trademarks.ipso.gov.uk/ipso-tmtext/page/Results>"
- HM (10:56am): "2. In terms of the website I think that's ok! I will do some research on implementing accessibility features"
- HM (10:56am): "3. In terms of the scents I was under the impression that there would be 3 scents to each pillar of well-being. Perhaps they aren't changing anything until the older stock is used up?"
- CM (10:55am): "I feel like for some these they have not answered the questions. They would make good politicians 😊"
- HM (10:56am): "4. A colour for bliss has been chosen 🌈🌈"
- CM (10:56am): "I don't understand 5 at all."
- HM (10:56am): "5. That still needs confirmation from Brendan"
- CM (10:56am): "5. TBC. We just need to get the dimensions so we can get the ball rolling with the production."
- HM (10:57am): "6. We'll need to get equipment booked and a day sorted where we can take images but not sure that they even have items to take pictures of"
- CM (11:00am): "Hollie I know! Like do we go to Ballymena or will you send us products?"
- HM (11:14am): "So just to be confirmed: scents - will there be 3 each or are these the final choices? Imagery - do they have products to photograph and when would suit best?"
- HM (11:14am): "This is separate from the things that they have said are still under way! I.e. Domain/hosting, size of boxes etc"

From here Claire took over the email responses as the community partner was not understanding the urgency of our situation with the final product due in 3 weeks.

In the email, Claire thanked Melissa for the updates and stressed that the domain and hosting details were critical as we couldn't begin the build.

Relating to copyright, Claire informed Melissa that we wouldn't have checked it as it isn't part of our remit.

Regarding product sizes, Claire asked that they limit

the time they'd need to 1 week although to this day we never received the information.

Photography wise, the end result was that on December 2nd, Claire was able to collect products and bring them to us.

Then Brendan replied...

Brendan stated that he was proceeding with the domain and hosting although wanted a discussion. This was confusing as I had given him all the information and links he needed to purchase them without any further assistance. He then said "as the client I would be expecting to see a Framework before signing off on the build so we can ensure it suits our purpose before the actual electronic build commences." This was new information to us and even Adrian had said absolutely not, especially considering how late we were receiving information. As it was not discussed and confirmed at the pitch we were not required to produce any kind of framework.

Regarding product photography, Brendan said this:

So for us, time is not of the essence at this stage.

Something I feel ran through his thought process throughout the project.



MORE ISSUES

On November 25th we still hadn't received any domain or hosting details so I composed an email to Brendan. This was checked by Adrian to ensure there wouldn't be any further misinterpretations.

Hi Brendan,

Hope you're doing well!

The following domain names are available and both will cost £9.99 for the first year and £15.99 for each year after that:

- [harmonystudio.org](https://www.123-reg.co.uk/domain-search/?domain=harmonystudio.org) - <https://www.123-reg.co.uk/domain-search/?domain=harmonystudio.org>
- [harmonyhystudio.org](https://www.123-reg.co.uk/domain-search/?domain=harmonyhystudio.org) - <https://www.123-reg.co.uk/domain-search/?domain=harmonyhystudio.org>

For hosting we'd recommend you use Ionos' Pro package which will cost £1 per month for the first 12 months then £7 per month for each year after.

In terms of WordPress we have researched the most accessible e-commerce themes. We'd recommend:

- Storefront - <https://themes.woocommerce.com/storefront/>

This theme is free and we will be able to fully customise the site to meet all accessibility needs.

Once you have purchased the domain and hosting could you send us over the log-in information and password.

We are in class this morning with Adrian and Claire and they have reiterated that we have 14 days to a full project hand in. With this deadline looming we would really appreciate if you could purchase the domain and hosting this morning.

Looking forward to hearing you soon!
Hollie, Chloe and Lucy.

In response, Brendan said he would "try" to sort the domain and hosting that day but he first wanted to discuss our choice of theme (show below with my response in italics).

With the help of Adrian, I composed another email.

Hi Brendan,

I'll try and get these sorted today for you. However can we chat please regarding the woothemes store front?

That's great thank you very much, really appreciate it. We will be working on this solid until the deadline on December 10th.

Harmony Studio is a store and an artisan manufacturing location, so it's not Only a store. Storefront is very retail orientated, we would need to be assured that there is sufficient flexibility to enable us to grow as an enterprise.

We reassure you that we can customise all the pages as required to enable Harmony Studio to promote all of your enterprise activities.

You will see every single page, post, image, store item before anything goes live. We will give you sufficient time to feedback changes before December 10. We will also leave a manual that explains how your team can make further content changes as required.

Woo Storefront has as it says a 'deep' fusion with woocommerce, does this mean that we are moving away from Shopify as the plug in to manage the store aspect as SumUp is our payment route?

In a word 'no'. We will still build full Shopify experience and check it meets your needs before it goes live. This should maintain your SumUp payment route.

After finally receiving a username and password Then Claire stepped in. it wasn't clear whether it was for the domain or hosting. I tried to log in for both and neither worked.

Good afternoon Brendan

I see you just sent Hollie through a username and password. The password and username you sent hasn't worked. We have asked to have this re set, 123REG will email you a password reset code. Can we have this please.

- [harmonystudio.org](https://www.123-reg.co.uk/domain-search/?domain=harmonystudio.org) - <https://www.123-reg.co.uk/domain-search/?domain=harmonystudio.org>
- [harmonyhystudio.org](https://www.123-reg.co.uk/domain-search/?domain=harmonyhystudio.org) - <https://www.123-reg.co.uk/domain-search/?domain=harmonyhystudio.org>

Have you purchased hosting on Ionos' pro. If yes can we also have a user name and password for Ionos'

For hosting we'd recommend you use Ionos' Pro package which will cost £1 per month for the first 12 months then £7 per month for each year after.

<https://www.ionos.co.uk/tariffselect>

Thanks for your help in clarifying this. Once we have this sorted the students will start building the website in maintenance mode.

Claire

It took a number of calls to get these issues resolved.



SETTING UP

Nearing the end of class on November 25th, we received both hosting and domain details. Later that evening I set up the external domain so that I could get the correct IONOS nameservers and connect them.

I then wanted to double check with Adrian on how to set up WordPress correctly as we didn't have any time for anything else to go wrong.

Once set up we then decided to change our choice of Theme as the 'Storefront' one didn't suit the needs of the business. We reverted back to one of our initial options, 'Botiga'.

Once downloaded, the first step was to install and turn on Maintenance Mode so that I could edit the site without any visitors seeing an unfinished result. When editing the general settings and background image of Maintenance Mode I chose Harmony's logo and 'Vitality blue'.

I then began altering the default settings. I researched heavily a lot of different fonts that best matched 'Corbel' as I wasn't able to get Google Fonts working efficiently. I found that 'Roboto' was a great match and informed the team of my decision.

CORBEL - HARMONY ROBOTO - HARMONY

As well as font changes, I began installing the necessary plugins which would be vital to suit the needs of the business. After a lot of research and viewing of the most popular WP Plugins I knew that 'Elementor' was necessary to make it as easy as possible for anyone in the Harmony team to update the site themselves as it is an instant drag & drop website builder with instant live edits and instant page loading. This makes the interface fun and easy to work with, as well as reduces the time it takes to design.

The next plugin I installed was done on the basis of accessibility needs. 'One Click Accessibility' came out on top in terms of reviews and assets. It allows users to select any of the following:

Accessibility Toolbar:

Add a toolbar toggling hat allows you to set:

- Resize font (increase/decrease)
- Grayscale
- Negative Contrast
- High Contrast
- Light Background
- Links Underline
- Readable Font
- Link to Sitemap / Feedback / Help pages

Accessibility Features:

- Enable skip to content
- Add outline focus for focusable elements
- Remove the target attribute from links
- Add landmark roles to all links
- Customizer for style adjustment

With all plugins running smoothly with the theme I wanted to further expand on the visual aspects that could be implemented on the site. I researched other addons that would offer an alternative to paying for Elementor Pro as I knew that keeping unnecessary costs down was a top priority in the initial stages of setting the social enterprise up. I added 'Essential Addons for Elementor', 'Timeline Widget Addon For Elementor' and 'Dynamic Visibility for Elementor'. These enabled me to add a dynamic blog page and elements like Product Listing widgets.

The timeline addon was my idea to add so that Chloe could create a more seamless and comprehensible page view for 'A Journey to Sustainability'.

CONNECTING SHOPIFY

Week 11 | December 6th 2021

One of my main roles within the website build was to connect Shopify to supply Harmony with an E-Commerce aspect to their site.

When attempting to connect the two, I first had to create a Shopify account

Adrian having issues connecting shopify! The bar keeps loading saying "connecting" but never does. I've googled and youtubed but not change

Chloe Mooney 7:10pm *** Hey HM Hollie! Sorry, I was at work and only seeing this now! Did you get this resolved? Not sure if this will solve the problem. Would it be a compatibility issue with the theme we have chosen?

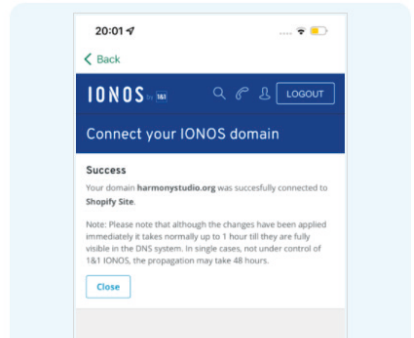
Adrian 7:11pm Me HM Still can't do it. It's nothing to do with the theme I don't think. I removed all the wood commerce stuff from it

Chloe Mooney 7:13pm *** I'll have a quick search and will forward anything that maybe helpful.

Chloe Mooney 7:41pm *** Here is a link that maybe helpful: <https://www.isitwp.com/set-up-shopify-wordpress> You've probably already came across this but WordPress have a support forum. <https://wordpress.org/support/topic/shopify-connect-and-sync-settings-always-disconnected-with-error-message/>

Is it a synching issue?

Adrian 8:02pm Me HM Think I've got it but will need to wait



Chloe Mooney 8:03pm *** Aww Brilliant!

Adrian 8:55pm Me HM That's done the complete wrong thing

Adrian 9:18pm Me HM That redirected to the shopify site so now I'm trying to reset it

Chloe Mooney 9:50pm *** Aw flip sake! Hopefully you will get it resolved if not maybe I can try?

Ok so I think I've disconnected shopify now so just need to get it back to the way it was 🙏

Chloe Mooney 10:00pm *** Probably best to do that so it doesn't mess it all up. Fingers crossed it works this time!

Tuesday, December 7

Adrian Hickey 9:21am *** HM Hollie, Im only just seeing this. You have initially set up the domain to push to Shopify. So when I type in www.harmonystudio.org it pushes me to Shopify.

It looks like it doesn't do that anymore but the site is still unreachable

Can you check the 123-Reg and see if the name servers are still pointing to Ionos?

And if they are it may be that the Ionos guy has overwritten the Wordpress install which means that the site will need rebuilt.

Adrian Hickey 10:03am *** This is the best explanation of Shopify install on a Wordpress site. <https://litextension.com/blog/how-to-integrate-shopify-with-wordpress/>

Thanks Adrian, gonna give it all another go!

Ok so I've had to rebuild the site! Don't panic - I will get it all fixed by tea time! 🙏

Chloe Mooney 1:09pm *** Take your time Hollie and don't rush it. Try not to panic because we will get it done.

I'VE FIXED IT 🙏🙏🙏

And we've not lost anything!!

Well we've lost the changes I made to colours but that's an easy fix

Phew. Great job Hollie! - Adrian Hickey
Aww fab Hollie! - Lucy Fleming
Hooray! Thank goodness. What a relief! - Chloe Mooney

After a while of trying to connect Shopify I decided to change our course of e-commerce to WooCommerce. I put this failure down to the theme.

WEBSITE CONTENT

Week 11 | December 8^h 2021

TWO DAYS BEFORE OUR DEADLINE

At this stage we were still awaiting on web content that was requested over 2 weeks before. I enrolled the help of Claire to put pressure on Brendan with a phone call as we were going to end up using placeholder text just to get it over the line. This was extremely disappointing as we really wanted to produce the best deliverables possible within our allocated time-frame.

Between 9.47am and 15.46 on December 9th we

began to receive the web content which indicated to us that Brendan hadn't got the content ready as he indicated he did when he stated he'd have the content with us by the 7th.

With each segment of information coming through I had a look through what was sent. It was clear that there was far too much content - some being 3 A4 pages in length. At this stage it was too late to go back to Brendan so we made the decision to only include what we thought was important information.

Wednesday, December 8

10:34am Me HM
Claire If Brendan doesn't send us any content today would you fire him an email to add a little pressure? We'd like to have a draft of the website complete by Friday for him to look over and make any requests.

He replied to me yesterday to say it would be today that we receive it along with 'a lot' of documents and text which was mainly for alternative angles and isn't the easiest to decipher. This was all sent to give us something to look at in the mean time rather than actual useable content I think.

Meant to add that were very aware this is all due 5pm Friday!

11:56am HM
Claire Mulrone I will certainly give him a personal call or email. I think Brendan and his team need to scale back the alternative angels content themselves.

1:06pm Me HM
That's great Claire! I would've liked to get all the content on the website today so we can look through it ourselves and decide the best ways to present everything

Would you mind giving him a call/email anytime between now and 5 o'clock?

2:29pm Me HM
Also If you haven't already got in touch with him would you ask if he already has a sumup account made or if he needs us to do that?

To fully set sumup and shopify together we will need the sumup details

4:39pm Me HM
Claire did you get a chance to contact Brendan today 😊

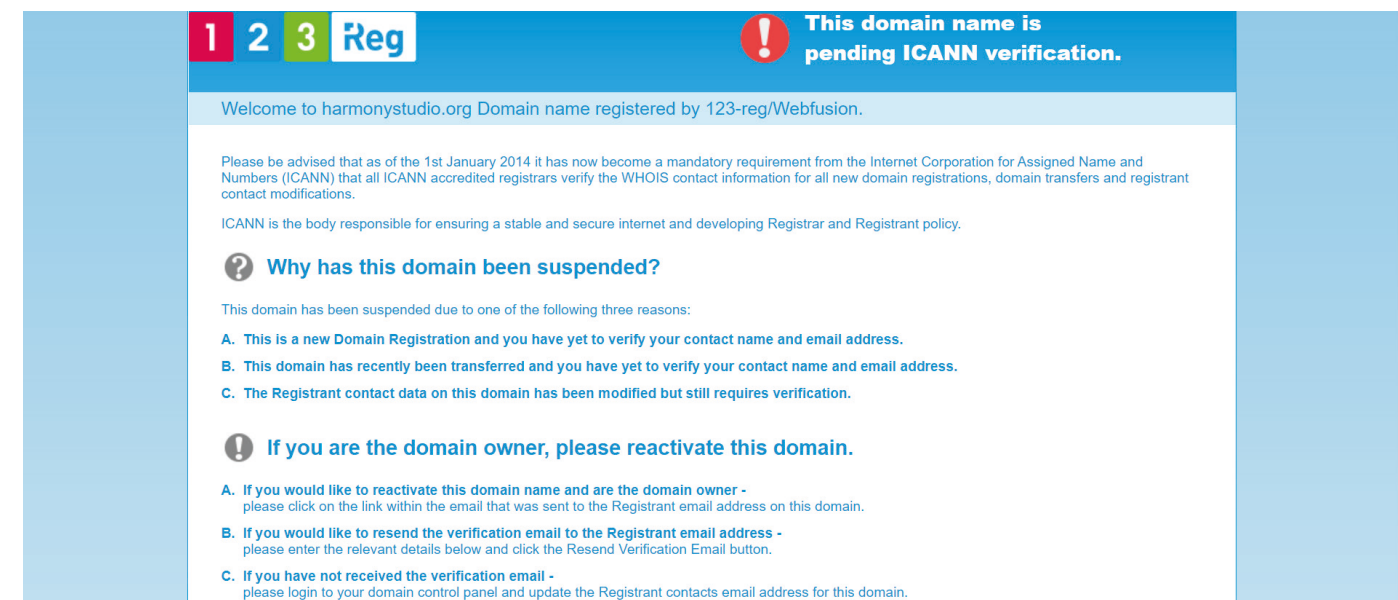
4:57pm HM
Claire Mulrone I have been in contact with Brendan. He will have a word document with you tomorrow morning with the text he wants for each of the web pages. he will work on this now and understands that what he sent yesterday was too wordy and needs work. Hope this is ok. I won't be able to connect with basecamp tomorrow morning but will be able to review messages in the afternoon. I keeping my fingers crossed that all will arrive tomorrow morning. 🙏🙏 C

4:58pm Me HM
Thank you so much Claire!! Crossing our fingers 🙏🙏

ANOTHER ISSUE

Week 11 | December 10^h 2021

THE DAY OF OUR DEADLINE



Whilst working on the website I was suddenly kicked off the page and when I refreshed it, I was greeted with this screen.

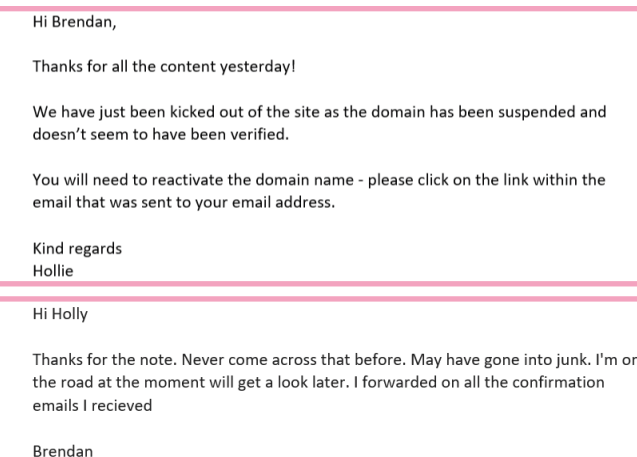
With just 4.5 hours until our hand in time, panic began to set in! This happened at exactly 12.30pm and by 12.31pm I had got an email sent to Brendan detailing how to rectify the situation as there was nothing I could do.

45 minutes later and the wrong spelling of my name aside - Brendan was not understanding the urgency of this issue as we didn't have time for him to "look later"!

At 12.32pm, I made sure to inform my team on the situation via Basecamp where Claire advised she would give Brendan a call. At 15.31pm, Claire informed us he was heading to a meeting but told him to check his mail and complete the verification.

Once Brendan completed the verification at 3.43pm, it would take up to 48 hours for the site to come live again. As this was ultimately out of our control, Adrian was kind enough to extend our submission date to December 20th.

Extremely frustrated by complication after complication it was great to know that neither Adrian or Claire were putting any blame on us as a team! With one saying, "I think Brendan lost the plot somewhere along the way". At this point - so had I!



Great! Delighted. You've done a great job in difficult circumstances! Well done. - Claire Mulrone



THE BUILD

Once the site was finally live again on the evening of December 11th, myself and Chloe were able to get on with completing it. designated pages but I was happy to know that the work being completed by the two of us would be consistent by the end of the build.

I worked on the more complex side of things as well as the over UI and implementing the content where applicable. I also added in the images where necessary along with linking appropriate pages within the Home page sections. Originally, Chloe designated the task of the Collections pages to both of us but when carrying out the build I did these pages solely. Chloe assisted with uploading the products onto WP which was great!

Throughout the entire build I had to assist Chloe on many issues as I was the stronger developer out of the two of us. This held me back on my own Overall I am really pleased with the website and how it has turned out and we built it in time for the handover date on the 18th December.



Creating, Innovating, New Idea and New Products

Our focus is on our community and you. The world is changing rapidly and as a Social Enterprise focused on Your Wellbeing, our mission is to help our community adapt and respond to these changes, learning, facilitating and sometimes challenging the change.

40
PRODUCTS

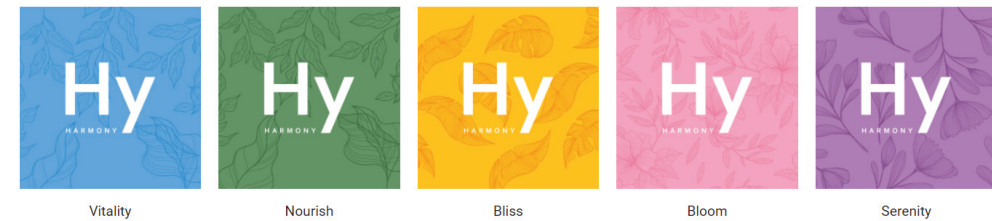
200
TRAINEES

15
YEARS IN BUSINESS

12,000
CUPS OF TEA

Counter Widget

Our Signature Collections



Images linked to the e-commerce pages

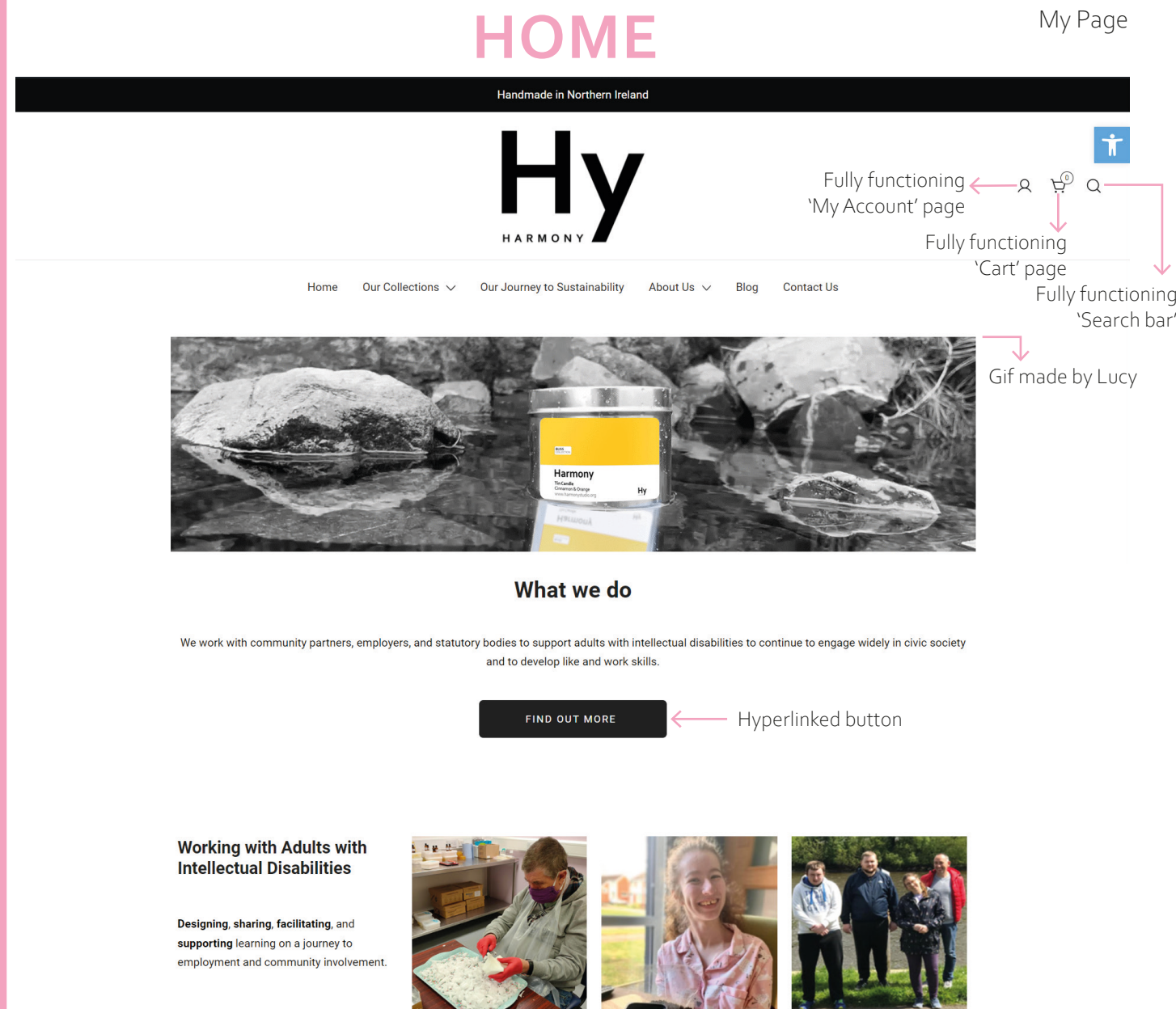
Carousel



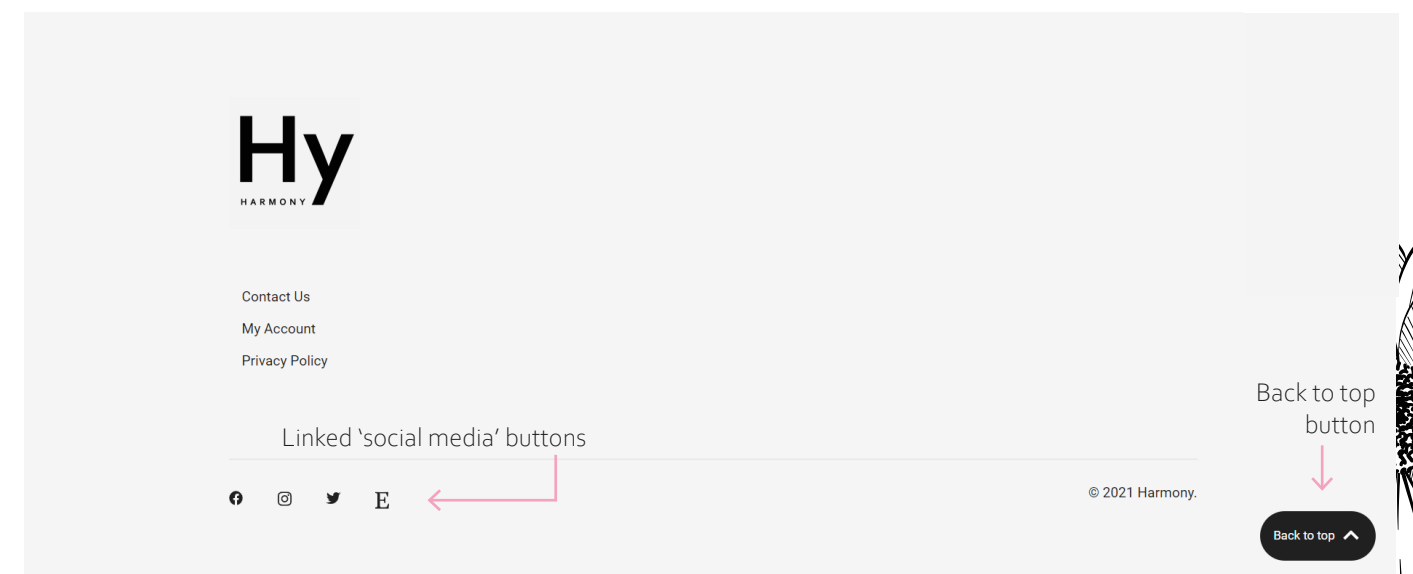
Why we are Different

An Artisan and Creative social enterprise Centre with a focus on growing markets. Seeking to build key skills in shortage areas like, in ICT, Creative and Digital media, Agricultural Food, Business Services, Recycling and Hospitality and Catering.

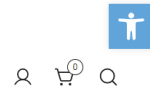
Harmony Studio the first of its kind for Triangle, is about working collaboratively with adults who are marginalised in our community and support their movement into the centre of our community, physically, intellectually, and culturally. Our service users will provide a high-quality artisan product output together with a personal retail experience and it will showcase capacity and capabilities of their work and their products to Corporate and Community Ballymena.



View the website at:
www.harmonystudio.org



Handmade in Northern Ireland



Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Vitality ← Drop down menu

Nourish

Bliss

Bloom

Serenity

Collections

Showing 1-16 of 20 results

Default sorting



Bliss Dual Wick Candles
£10.00

VIEW PRODUCTS



Bliss Reed Diffusers
£10.00

VIEW PRODUCTS



Bliss Tin Candles
£10.00

VIEW PRODUCTS



Bliss Wax Melts
£10.00

VIEW PRODUCTS



Serenity Dual Wick Candles
£10.00

VIEW PRODUCTS



Serenity Reed Diffusers
£10.00

VIEW PRODUCTS



Serenity Tin Candles
£10.00

VIEW PRODUCTS



Serenity Wax Melts
£10.00

VIEW PRODUCTS

1 2 → ← Pagination

Back to top

Handmade in Northern Ireland



Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Vitality

FRESH POSITIVE



Vitality Dual Wick Candles
£10.00

VIEW PRODUCTS

SEASIDE STRENGTH



Vitality Reed Diffusers
£10.00

VIEW PRODUCTS

COUNTRY ENERGY



Vitality Tin Candles
£10.00

VIEW PRODUCTS



Vitality Wax Melts
£10.00

VIEW PRODUCTS

1 ← Pagination



VITALITY - VIEW PRODUCTS

My Page

Home / All products / Vitality Wax Melts ← Breadcrumbs



Vitality Wax Melts

£10.00

- 0 + Patchouli, Ylang Ylang, Lime & Black Pepper £10.00
- 0 + Grapefruit, Lime & Ginger £10.00
- 0 + Peppermint & Eucalyptus £10.00
- 0 + Tea Tree & Lemongrass £10.00

ADD TO CART

← Fully functioning 'Add to Cart' button

CATEGORIES: All products, Vitality, Wax Melts

Reviews (0)

← Reviews function

There are no reviews yet.

Be the first to review "Vitality Wax Melts"

Your review *

SUBMIT

Related products

← Related Products feature



Bliss Tin Candles
£10.00

VIEW PRODUCTS



Vitality Reed Diffusers
£10.00

VIEW PRODUCTS



Bloom Tin Candles
£10.00

VIEW PRODUCTS

Back to top ^

OUR JOURNEY TO SUSTAINABILITY

This was Chloe's page although I edited some features to ensure the website flowed visually. I did mention to Chloe that the page still needed some work done to make it more appealing but I ended up

assisting her on this. The timeline idea was assisted by Lucy when she found a good industry model to look at on the Vans site - <https://www.vans.co.uk/since66.html>

BEFORE

2021

Our Journey
Hy Harmony started to move away from Paraffin based materials to Rapeseed and Beeswax for our candles.

Action Plan
Hy Produce an Action Plan using our Trainees to gather research on how we can become more sustainable and carbon neutrality in the future.
Working with local and international experts to determine where we are with our climate change efforts.
Design and create a community research activity with Alternative Angles trainees.

How will we promote this?
Hy We will use our social media platforms like Facebook, Instagram and our Blog to promote the activity.

Going Forward
Hy Harmony is looking to create a carbon neutral footprint from the support of local suppliers, producers and people.

FUTURE

11 Dec 2021, 20:25

AFTER

2021

Our Journey
Hy Harmony started to move away from Paraffin based materials to Rapeseed and Beeswax for our candles.

Action Plan
Hy We produced an action plan using our trainees to gather research on how we can become more sustainable and carbon neutrality in the future.
We are working with local and international experts to determine where we are with our climate change efforts.
Harmony have designed and created a community research activity with Alternative Angles trainees.

Promoting Harmony
Hy We will use our social media platforms like Facebook, Instagram, Twitter and our Blog to promote the activity.

Going Forward
Hy Harmony is looking to create a carbon neutral footprint with the support of local suppliers, producers and people.

Chloe
LOVE the new changes on the website



Handmade in Northern Ireland



Blog

All Uncategorized

Welcome to Harmony Studio
December 11, 2021 • No Comments
Harmony Studio is a collaboration between Triangle Housing and the Community of [...]

Leave a Reply

Logged in as holliemccartney. Log out?

Comment

POST COMMENT

Back to top

December 11, 2021 holliemccartney



Welcome to Harmony Studio



Harmony Studio is a collaboration between Triangle Housing and the Community of Ballymena. Part retail environment, part Artisan Production, all focused on the supporting adults with intellectual disabilities to play a full part in community and work.

Harmony Studio is a new kind of space – both an Artisan Workshop, creating beautiful individual gifts based on the Alternative Angles products, and will also be a sensory retail experience – evoking aromas from around the world.

Harmony is about collaboration and cooperation, working in Harmony together for the betterment of all. With Key Themes including:

- Sustainable
- Ethical
- Local
- Environmentally responsible
- Inclusive (supporting trainee participation)

Ballymena Artisan Centre Alternative Angles

Natural Products

Respectful CBD Wax

Natural sustainable sources ecologically balanced to protect wildlife and the environment

Respectful CBD Wax is a natural product made from the finest hemp plants grown in the UK. It is a natural product that is safe for use and has no side effects. It is a natural product that is safe for use and has no side effects.

Watch on YouTube

Embedded YouTube Video

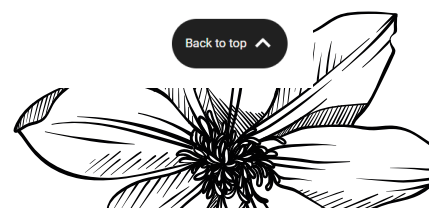
Leave a Reply

Logged in as holliemccartney. Log out?

Comment

POST COMMENT

Back to top



CONTACT US

This was Chloe's page although I assisted in the build of the form so that enquiries would go directly into during class hours. I showed her how to implement Harmony's inbox. the Map and Contact Form and edited the details

Contact Us



For picking up materials and products from individual Alternative Angles Centres please refer to the respective address and contact details:

Alternative Angles Magherafelt

12a Rainey Street Car Park
Magherafelt
BT45 5AG
AAMagherafelt@trianglehousing.org.uk
028 7963 4514

Alternative Angles Antrim

Unit 11 Antrim Business Park
Randalstown Road
Antrim
BT41 4LD
AAAntrim@trianglehousing.org.uk
028 9446 2261

Alternative Ballymena

Unit 1 Ballymena North Business & Recreation
Centre
120 Cushendall Road
Ballymena
BT43 6HB
AABallymena@trianglehousing.org.uk
028 2565 5044

Alternative Angles Coleraine

Unit 1 36 Long Commons
Coleraine
BT52 1LH
AAColeraine@trianglehousing.org.uk
028 7035 6264

Alternative Angles Newtownabbey

Shroovroom 13
Valley Business Centre
67 Church Road Newtownabbey
BT36 7LS
AANewtownabbey@trianglehousing.org.uk
028 9036 4714

Alternative Angles Ballycastle

61 Leyland Road
Ballycastle
BT54 6EZ
028 2076 8107

Leave Us a Message

Your name Your email

Your message (optional)

SEND MESSAGE

Back to top ^

I also created a guide to allow the Harmony team to quickly get to grips with how WordPress works.

[View the WordPress Guide at:](https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:cef5ea6d-21c4-47d2-a6ee-db3ec90e0a92)

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:cef5ea6d-21c4-47d2-a6ee-db3ec90e0a92>

SUMUP INTEGRATION

From our initial meeting with the Harmony team, it was discussed that they currently used SumUp as a payment method and wanted this integrated into the site. Upon hours of research I knew that this would be possible and easily done.

With the website nearing completion, I requested SumUp account details from Brendan to enable me to complete the e-commerce sections and create a guide showing the team how to use it in accordance

with WordPress and WooCommerce.

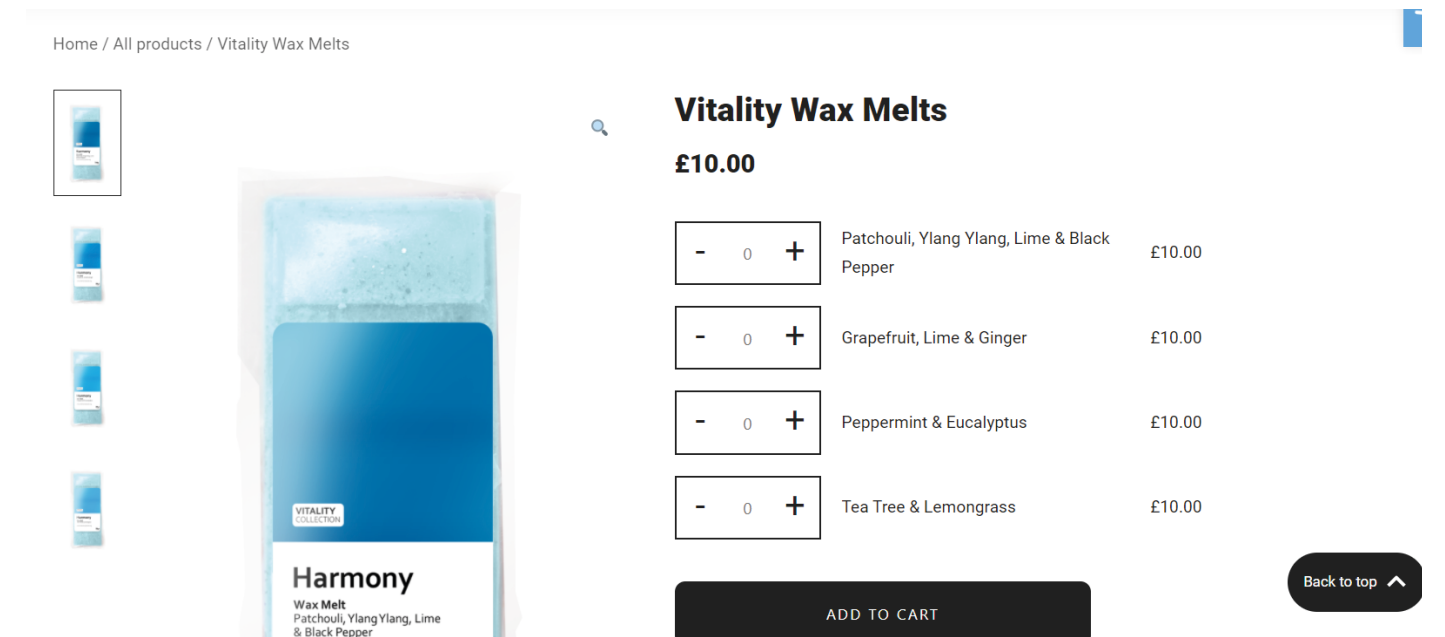
Brendan then sprung the below on us and so his hopes of SumUp and WP working in 'harmony' were over.

When you say you wish access to SumUP, do you mean our actual SumUp account? That is going to be difficult within our Governance arrangements I'm afraid.

WOOCOMMERCE

As previously mentioned, I shifted from Shopify to WooCommerce after Shopify failed to work alongside the 'Botiga' theme. Due to the slow responses and lack of time we had left I decided to make the executive decision in changing this.

To help the Harmony team in future, I created a guide showing how to use WooCommerce along with WordPress. Especially outlining how to group products, as shown below:



Chloe was a great help in uploading the products onto Wordpress which enabled me to group them and make the website more seamless.

I provided her with a step-to-step guide via Facebook Messenger so that there would be no grounds for misinterpretation as this would slow the process down further although this did happen which led to me having to put what I was doing on hold to re-explain a few times.

[View the WooCommerce Guide at:](https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:d9ceo445-23cb-41c6-8897-7d92b68877fo)

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:d9ceo445-23cb-41c6-8897-7d92b68877fo>



PRINT MATERIALS

A smaller proportion of my work on this project was dedicated to Print Materials.

I created:

- A Corporate Prospectus
- Letterheads
- 5 Roll-Up Banners
- A Stamp for paper bags/product packaging
- A Notebook

Each of these designs have been uploaded onto VistaPrint which will enable the Harmony team to more or less hit 'BUY' - making it easier to avoid human error and to save valuable time.

These can be found under 'My Projects' on VistaPrint.

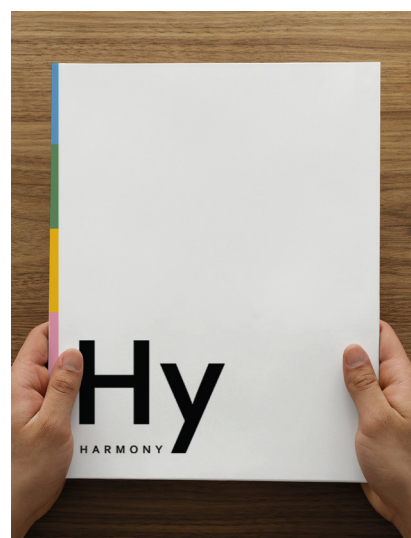
CORPORATE PROSPECTUS

As previously mentioned, the Harmony Team selected my Corporate Prospectus design along with the new logo, font and colour changes.

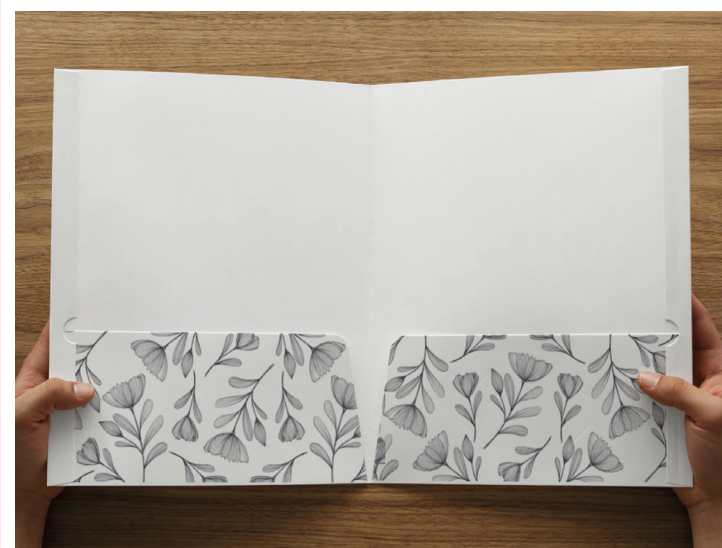
When designing the new prospectus, I utilised some of Lucy's floral illustrations to keep fluidity across all design materials (seen below).



VistaPrint gives its users an option to add a QR code. I implemented this onto the back of the prospectus, linking it to Harmony's website



FRONT



INSIDE

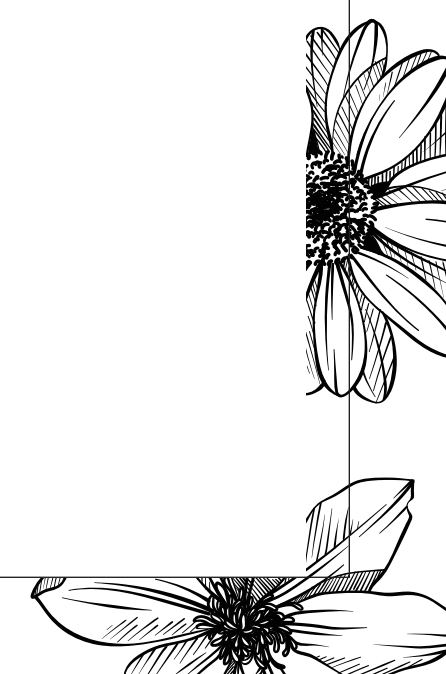
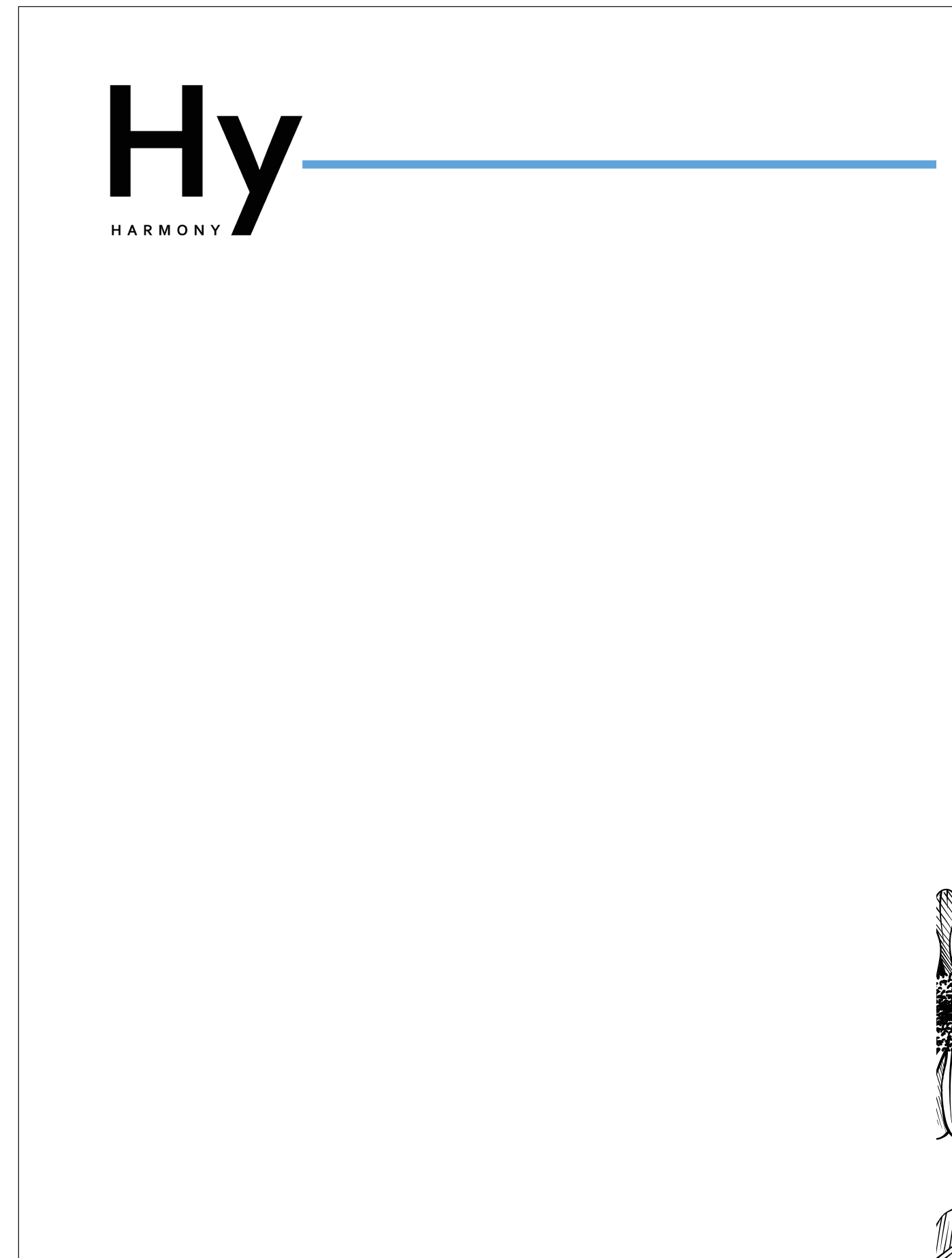


BACK

LETTERHEADS

When designing the letterheads, I wanted to further implement the colour palette across my designs. There are 5 pages of letterhead as shown below.

"Keep your marketing consistent – once you've chosen your key colours, keep it consistent across your marketing channels." (Powell, 2020)



Hy
HARMONY



Hy
HARMONY



Hy
HARMONY

Hy
HARMONY



ROLL-UP BANNERS

When designing the roll-up banners, I first researched what made a good marketing banner.

I came across a very succinct list with 5 points on (Printing, 2015). It outlines the key points as:

1. **Keep your logo at the top:** It is important to have your main message at eye level so whether this is your company slogan, an image of a product or your website, put it at the level that is most likely to grab someone's attention as they walk past it.
2. **Think left to right:** Consumers are used to reading from top to bottom and left to right. It is also important to only include relevant information and keep words to a minimum.
3. **Images:** If you are going to include any images on your roll up stand, particularly product images, then be sure that they are high quality. They should be at the very least 300 dpi and saved as CMYK ready for print.
4. **Colour:** Colours can help to make you stand out at an exhibition but they must tie in and work well with your existing corporate colours and of course the logo. All images and text must be clear and easy to read on your stand.
5. **Contact details:** This is particularly important for an exhibition where you may not get talking to everyone in attendance. Contact details will give visitors information on how to best contact you should they want to avail of your services or find out more about a product. Include your website, contact number and email address (or at the very least one of these). Contact details are often best placed towards the bottom of a banner stand but they must be clear to read and easy to find.

On the right I have shown the designs created with this research kept to the forefront of all creative decisions.





SELF-INKING STAMP

My design for the stamp came yet again based on our Brand Guidelines.

I used floral's in the design as it was mentioned by Brendan and team that they need to keep their



costs down on packaging. Thus, a visually appealing stamp would work perfectly to embellish any letter, box or paper bag.

ACCOUNT SET-UPS

Lucy and I took on all things related to social media.

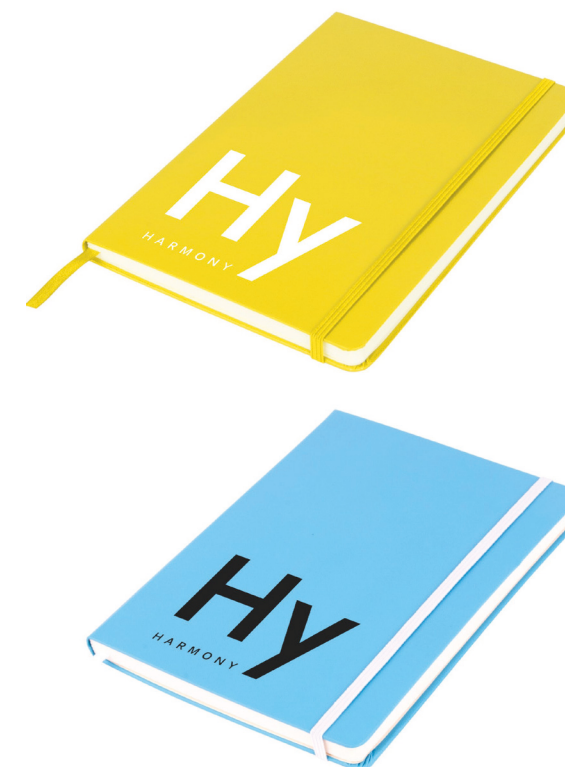
I firstly set up all accounts including Harmony's IONOS email account and gave my team log-in credentials on Basecamp.

The list of platforms set up are:

- Facebook
- Instagram
- Twitter
- TikTok
- Pinterest
- Etsy
- VistaPrint
- WooCommerce
- WordPress
- Google Business

NOTEBOOKS

VistaPrint allows the user to choose from an array of colour options. I designed various examples that will be easy for Brendan and team to edit themselves.



PHOTOGRAPHY

Lucy and I also took lead on photographing the existing products. Originally it was decided that we use 'Lifestyle' imagery but after becoming more familiar with the brand, Lucy and I took to the North Coast for some inspiration. As shown below, where I was getting to be one with nature!



Working as a Team

After we had completed our individual placement year, we knew before September that we wanted to be in a group together for this module. Myself and Lucy had worked together previously during our Designing with Data Module in 2nd year and we just got on extremely well.

Besides working well as a team, we individually had our own unique skills and talents that could contribute extremely well to a team-work based project like Project-Social. We all shared similar skills that we had developed throughout various modules during the course. As well as these skills, we had developed further skills throughout our placement year. Collectively we were more than capable of this project. I would say however that it would have benefited us a team to have had some prior knowledge of WordPress.

Applying Knowledge & Skills

Throughout various modules of the course, we were able to demonstrate an understanding of interactive media practices and apply it to the live brief for the community partner. We showed how we could gather, organise and deploy ideas during the experimental and design phase amongst all three of us. We used our existing knowledge surrounding the ability to research competitors, design mood boards from this and to benchmark various interactive outputs to produce high quality products for our client.

We demonstrated industry-standard competence in the IT skills required for this project by creating an interactive website along with well thought out branding identity.

The skills we developed within modules such as Designing for Data, Interactive Design Practices and the Fundamentals of Digital Design benefited us when applying more technical skills to the project. We all had somewhat of an understanding of code which helped towards the creation of the website on WordPress. We obtained design skills through practice of various Adobe Creative Cloud applications which was essential for the creation of the visual identity for our community partner.

Knowledge of Social Enterprise

This module relied on us putting the skills we had learnt, back into the local community. We used design to enhance the social enterprise's

communication to the wider public therefore, moving the academic knowledge we have gained, and applied it to the community partner brief.

We have demonstrated the ability to apply this academic knowledge from our modules, Placement and Professional Contexts, and Preparation for Placement and Worked Based Learning. These modules guided us on how to be a young professional when applying for our placements. We learnt things such as time management, respect in the work place, organisation & communication skills as well as understanding the importance of producing high quality work on time. We also learnt that taking responsibility when managing client's was a major part of the job and how it demonstrates good leadership skills.

Working with a Client

As a team, we were able to contribute to the quality and productivity of the production process by applying our knowledge and skills from our modules and placement year experience. We demonstrated a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time.

Choosing to use Basecamp utilised these stages by keeping the team organised and communicating at all times which eased the production of the brief. This project was a team effort and it was essential that everyone got on, worked well together and took constructive criticism to produce the best possible interactive media outputs.

Our community partner seemed to want to micro-manage our development in some areas but still had faith in us as a team to produce the best outcome for the enterprise.

Final Thoughts

I am overjoyed with the work that we have produced.

We worked together as a team incredibly well and because of this we were able to produce some amazing outputs for our client and deliver them on time.

Regardless of some of us having jobs, and studying through a pandemic then myself being off for 2 weeks after contracting Covid-19, we got on with the task at hand and used technology to our advantage. We were able to communicate with each

other through Facebook Messenger, Basecamp and with our client, via email and Microsoft Teams when necessary.

I believe that we delivered a great level of work and hoped to deliver more had we had better communication with our community partner.

We started up all Social Media pages for them and designed it accordingly to the brief as well as implementing content where applicable.

Furthermore, we had created extra guidelines for them such as a WordPress step-to-step guide, WooCommerce step-to-step guide and a VistaPrint step-to-step guide.



I have thoroughly enjoyed this project and it was really great to be in a 'real life' environment in terms of my academics. I enjoy working with others as a team and taking leadership within projects. Having the opportunity to study a degree that offered me a placement year was incredibly beneficial and something that I recommend to a lot of people I meet.

I was grateful to have an amazing place of work with Ulster University, and the opportunity to learn a huge amount of skills. As well as improving on my design skills, one of the main skills I really grew into was client management. I have been able to apply my experience and knowledge with client's and colleagues over the past year and a half, to my final year academics.

Personally, I feel that I have demonstrated initiative and leadership within this project as I interacted with the client regularly or on occasions where a problem occurred. I was able to show decision making as I took control of scenarios that needed addressed quickly, or even just when it was organising tasks for each of us. I always tried to ensure that everyone had a say and that I wasn't just giving orders and not contributing. The one thing that did let us down was the content not being provided on time for their website. However, we done what we could and used the information we were given at the beginning to hold place whilst we waited. This wasn't a huge down fall as it was out of our control, after emailing them requesting it numerous of times.

A website step-by-step guide be created to allow them to insert the correct content when they had it ready in places that were filled with Lorem Ipsum. We did not want to rush them through this process as they said they are still trying to get on their feet as a relatively new social enterprise.

Overall, I personally think we have delivered everything that was required from us in the project specification. I feel that we have contributed fairly and equally to this project and I am pleased with the efforts I gave. I believe I applied my best.

References

Carmelly, 2021. Nespresso Coffee Capsules. [image] Available at: <<https://carmelly.in/products/nespresso-variety-pack-coffee-capsules-50-pods>> [Accessed 22 December 2021].

Dynamic Logos, 2011. Dynamic Logos. [image] Available at: <<https://logoblink.com/dynamic-logos/>> [Accessed 22 December 2021].

Empowered By Color. 2021. The Color Blue. [online] Available at: <<https://www.empower-yourself-with-color-psychology.com/color-blue.html>> [Accessed 22 December 2021].

Empowered By Color. 2021. The Color Yellow. [online] Available at: <<https://www.empower-yourself-with-color-psychology.com/color-yellow.html>> [Accessed 22 December 2021].

Fabrik Brands. n.d. Font Psychology And Typography Inspiration In Logo Design. [online] Available at: <<https://fabrikbrands.com/font-psychology-and-typography-inspiration-in-logo-design/>> [Accessed 22 December 2021].

Powell, D., 2020. The importance of colours in print marketing. [Blog] SoloPressBlog, Available at: <<https://www.solopress.com/blog/art-design/colours-in-print-marketing/>> [Accessed 23 December 2021].

Printing, D., 2015. Roll Up Banner Stands – 5 Helpful Design Tips. [Blog] DigitalPrinting.co.uk, Available at: <<https://www.digitalprinting.co.uk/blog/5-tips-to-designing-roll-up-banner-stand/>> [Accessed 23 December 2021].

The Robin Hoods, 2015. Is MailChimp a better email marketing tool? I don't think so!!. [image] Available at: <<https://therodinhoods.com/post/is-mailchimp-a-better-email-marketing-tool-i-dont-think-so/>> [Accessed 22 December 2021].





The Science Shop
Knowledge • Ideas • Results