



North City

BUSINESS CENTRE

A space for people to achieve something

*2025 Production Log of the North City
Business centre Rebrand*

Karol Winiarski

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01. Introduction

1.1 Meet the team



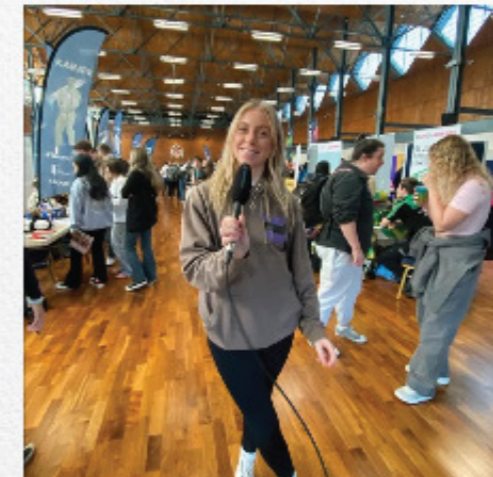
KAT

Loves
Photography
and short-form
video production



KAROL

Loves coding
and designing
websites



Amy

Loves filming
and editing

1.2 Project Social

Project Social is a module within M&D 526, Interactivity for Social Enterprise. This module focuses on group work, with groups established at the beginning of the academic year. The project involves creating work for a real client, who is assigned to each group by our tutors. When forming the groups, tutors considered our individual strengths and weaknesses to ensure each group would be capable of completing the required tasks.

At the beginning stage of the project, we were asked to send an email ranking the projects we would like to work on, selecting our top three choices from most preferred to least preferred. This process helped the tutors assign groups and projects in the best possible way for everyone involved.

After the groups were finalised, we were introduced to our assigned project. In our case, we were assigned to work with the North City Business Centre, which is based in Belfast. The group I was placed in consisted of myself, Kat, and Amy. As we have known each other since first year, working together has been fairly easy and comfortable, which has had a positive impact on our collaboration through out from the start all the way to the end of the project.

1.2 Project Social



North City Business Centre

Project Specification:

In partnership with North City Business Centre, in the heart of North Belfast, create a new visual identity, logo and responsive web site to promote the exciting expansion of Business centre. This media production project will promote the existing and new business units on a recently acquired site. The web should show case the range of established businesses, charities, start up's, social enterprises, and SME's the Business centre houses. The new web site will incorporate live social media updates to share exciting new business developments.

The team will be required to create a range of digital media outputs including social media templates, bus shelter posters, billboards, signage, and a range of promotional materials. Capturing professional photography of the site and the board members will be required. Capture a series of short promotional video showcasing the Business centre including the voices of staff, tenants, and partners.

The team will produce a stepbystep web guide and a brand book for the new visual identity.

Skills Required:

WordPress /
HTML / CSS
UX / UI Design
Photoshop /
InDesign /
Illustrator /
After Effects /
Video Production /
Interview Filming /
Audition

1.3 About NCBC

North City Business Centre is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. NCBC accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.



1.4 Research

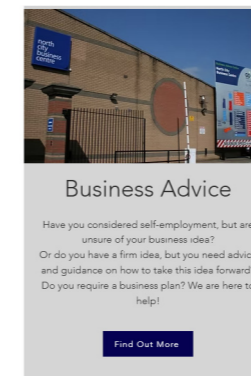
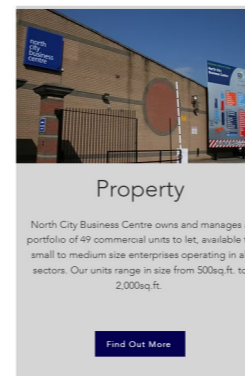
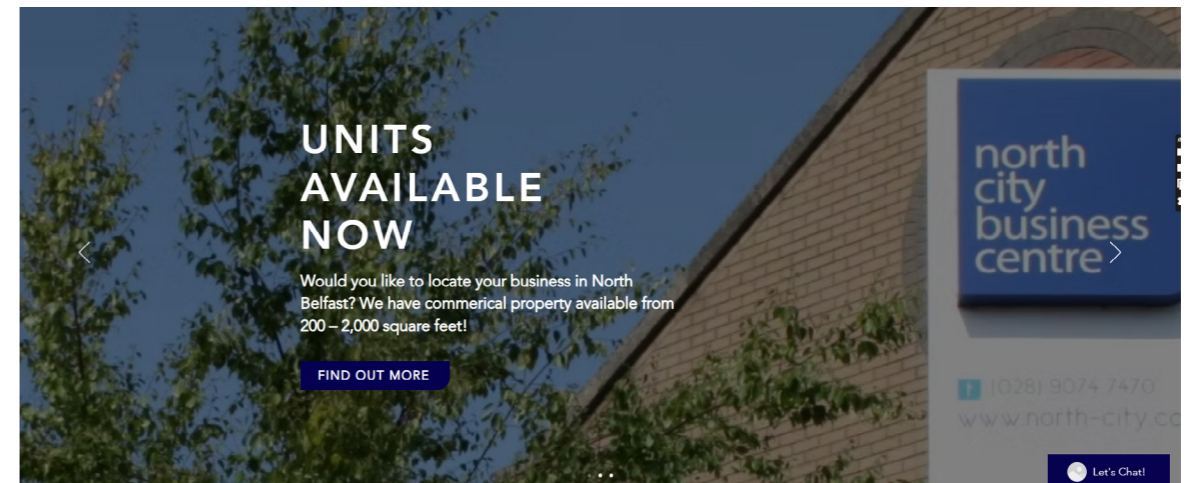
In order to be able to complete the necessary tasks, we first had to carry out background research on similar businesses around Northern Ireland. Understanding how this type of business operates is key to knowing how to approach and undertake the different tasks required for the project.

Before the first meeting was scheduled, I carried out my own research within the market to analyse different businesses that share similar aims and objectives to NCBC. From my understanding, this area already has a range of similar organisations, all of which are doing their best within the market to position themselves at the top. This has led me to believe that we will need to take a professional approach in order for NCBC to receive the best possible outcome for themselves.

Further research has indicated that there is another business centre located not too far away from NCBC, based in East Belfast. This appeared to be the main competition within the area, which was interesting to discover. While looking through the East Belfast Business Centre website, I noticed that they use images taken with 360-degree cameras. This sparked an idea that I felt would be worth discussing during the meeting, especially as I have experience using this type of camera. I have taken part in various projects involving 360-degree imagery (Theta 360), and I have always enjoyed making those.

1.4 Research

From the project brief, I was able to understand that we would be working on creating a new brand identity as well as a fresh website. This led me to look through the existing NCBC website beforehand to see what could be improved. To my surprise, the website had a few major flaws that stood out as soon as it loaded, such as the carousel not working as expected. I made my own notes on the website so I could remember which areas would need fixing and improving later on.

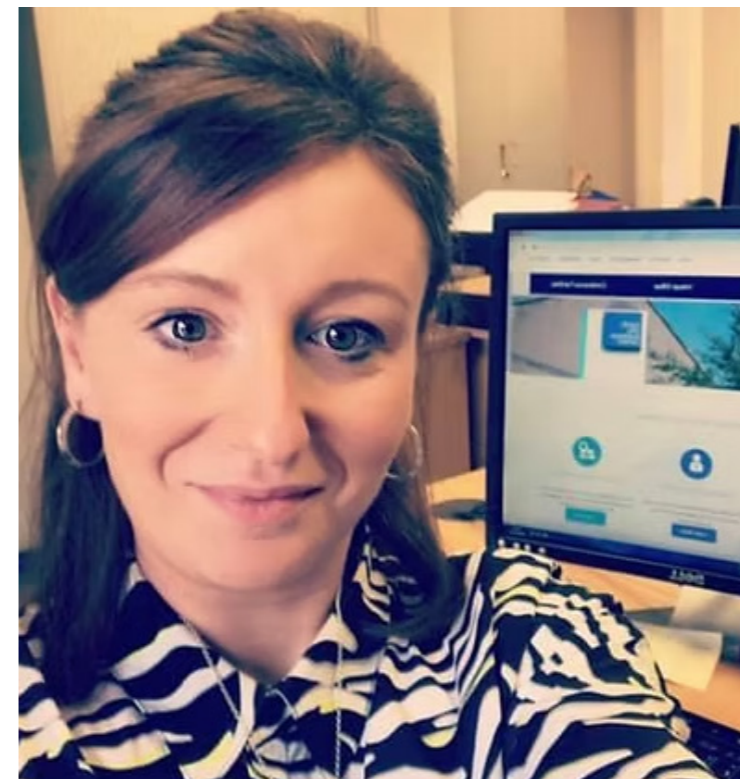


1.5 Initial Meeting

During the first meeting, we were introduced to Bill and Sarah, who both play vital roles within NCBC. They were very clear and helpful when explaining what they wanted for their business. It was really nice meeting people who have been so active within their organisation, and overall it was a very positive experience getting to meet and speak with them.



CEO
Bill Atkinson



Operations Manager
Sarah Smith

1.5 Initial Meeting

During the initial meeting, it was crucial to engage with a series of questions to help us better understand the tasks ahead. Upon meeting the team from NCBC, we were pleased to see that they were going to be easy to work with, as they did not have any strict rules and said they were open to considering all outcomes while they are in the process of rebranding themselves.

We were informed that they are looking for a new online presence while still maintaining the history they have built over the past 32 years. Their target audience was also identified during the meeting, which has helped to guide the direction of the project and ensure that the new online presence will effectively support their goals.

Target Audience:

The target audience is a very important focus that must be considered, as this is who the project is aimed at. NCBC has been clear in outlining the key audiences they want to focus on, which are as follows:

New businesses

Growing businesses

Virtual businesses

Our project tasks outlined:

During this meeting, we were also given a clearer understanding of what NCBC wants from us, which has allowed us to move the project forward with more confidence.

The outlined tasks are as follows:

New visual identity

Creation of a website

Creation of merchandise

New signage

Capturing video and photography

1.5 Initial Meeting

Extra notes:

Some additional points were highlighted during the interview regarding the high levels of poverty and deprivation within the North Belfast community. Many areas are ranked among the most deprived when compared with other communities. This is an ongoing issue, linked to underinvestment and poor outcomes in education and health.

NCBC aims to challenge this by encouraging the development of new businesses within the area, which in turn creates new job opportunities for the local community. This is a strong and positive cause, and one that adds real value to the work we have made on this project.

Businesses at NCBC:

During the initial meeting, we were also introduced to a range of businesses that have already been established within NCBC. These businesses operate across a variety of industries, including:

Charities

Food producers

Bakeries

Engineers

Slushie machine manufacturers

Educational support services

Industrial floor cleaning companies

Book binders, and many more

02. The Brief

2.1 Brief Introduction

As part of the project the beginning phase was to together as a team create the brief before we started any other work. The brief works like a statement that we as a team plan to commit to within the project. There have been many different sections that had to be thought about therefore we all had to undertake different parts of the brief so that we can complete it in a timely manner. Within our brief we have outlined the following:

- Community partner
- The project
- Objectives
- Target audience
- Deliverables
- Tone, Message and Style
- Benchmarking
- Budget
- Timescale
- Team members

North

City

Business

Centre

2.2 Target Audience

Identifying the target audience is a crucial part of the brief as this identifies who we aim to deliver the project to. This part of the brief helped us to communicate our focus towards NCBC so that they know who we aim to target. After the initial meeting with NCBC I have already had an idea what the target audience was therefore it was important to make that clear within the brief for future reference.

Target Audience

The target audience for this project is individuals involved in business activities such as start-ups, entrepreneurs and small established businesses.

We want to focus on individuals with a mindset that values innovative solutions and seeks efficiency for the running of their business - individuals who are proactively seeking external support to help them achieve their growth objectives.

NCBC helps entrepreneurs with large-scale growth by providing their businesses with units, allowing for more space to carry out their business duties. It is also very beneficial for small businesses that are interested in renting temporary space to hold a meeting or an event. We also aim to attract individuals who understand the importance of structured training programmes and other resources provided by NCBC, who are also ready to invest in this type of support to help the growth of their business.

2.3 Benchmarking



= poor online presence



= good online presence

Category	Feature	Enterprise Causeway https://www.enterprisecauseway.co.uk/	Mallusk https://mallusk.org/	Brewin https://www.brewin.co.uk/	EnterpriseNI https://enterpriseni.com/	Roe valley enterprises https://roevalleyenterprises.co.uk/
First Impressions	Aesthetics	Hero banner with their baseline and hashtag that represents them. strong brand colours as soon as you enter the online space. there's not a lot of imagery, and they use a lot of white space. The information to visual content (images, animations, videos) doesn't seem balanced.	Contemporary corporate feel. It's laid out professionally with easy navigation; however, the colours are bright, bold and fun. There are animations, video content and lots of imagery. You have a lot of room to breathe through the information, and it's a visually pleasing site. This site is fun and would appeal to a wide range of users and potential audience.	Very corporate, clean layout, and easy to navigate. Lots of white space. cool tone colours, navy blue, grey and white, which are known for being corporate colours. Hero with their main aim in text and indication of the target audience. cards to direct the user to sections and pages that provide the information they are looking for. This provides quick navigation and accessibility in the site. There's also a video to make the information more engaging. Images displayed across the site help to make this web space more engaging; however, you get the feel this is aimed at an older market.	Again we're seeing the colour scheme of blues and greens gives it a corporate feel; however, the green makes it pop and adds some vibrancy. Bottom borders have rounded corners, and the buttons themselves animate their scale when hovered over. This adds interactivity and enhances engagement. The information is cleverly sectioned for easy navigation with accessibility in mind. The site itself has lots of animations, such as numbers flipping as its counts up, and menu list items animating in colour when hovered over. This site is more fun and appealing due to these small interactive elements, colour scheme and easy navigation.	Again, seeing blues, however this colour scheme is lighter and doesn't feel as corporate. You can see they're using colours that link to the river roe as its the same colours used in their logo, which is using negative space as the river with either grey and blue to the sides of it to form the shape of an 'R' for River Roe. The web space features lots of images, and they are sharp and bright. This gives the user something else to look at to break up all the information in text. The web space also features a calendar for upcoming events which we haven't seen yet. This shows a sense of community spirit. The nav bar animated to add a background colour when hovered over, and the button border corners are rounded, so it diverts away from strict corporate layouts as it adds movement to the site.
	Identifiable Target Audience	On Home Page	On Home page	On Home Page	On the home page	On the home page
	Identifiable Chief Aim	On Home Page	On Home page	On Home Page	On home page	On home page
Look and Feel	Retina (HD ready)	Most of images are	Most images are	Some images are	Some images are	Most images are
	Responsive	Yes, not fully responsive. When on a screen sized 1440px by 900px the hamburger menu does not display all nav options.	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive

2.3 Benchmarking

	Content in Prime Position	Yes. Uses hero, cards, banners and videos on the home page which helps section all the information and make it easily navigable to the information you want to find.	Yes. Uses a hero slider, designated sections for easy navigation of information, a very clear contact form on the home page, a carousel for tenant testimonies to condense the layout, and offers a video tour.	Yes. Uses hero with tag line, cards, banners, sections, videos and images which help to keep the information sparse and give the rest of the content room to breathe.	Yes, uses sections for information, image carousels, cards to highlight key information, bullet point lists, and maps for visual representation of all their locations.	Yes. uses a slider hero with a call to action on the first page, sections for easy information navigation, cards with images and text and calls to action and an interactive calendar.
	Body Text Font	proxima-nova, (sans-serif)	Overpass, (sans-serif)	Roboto, Arial (sans-serif)	General Sans (sans-serif)	SF-Pro (Sans-serif)
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top Left
Technical	Book Online	No. There is however a contact form on contact page	You can express interest online. There's an 'available spaces' button on the nav, which will tell you which spaces are available to rent, along with information about the unit and prices. Each space has an 'enquire now' call to action. This then opens a form and the user can fill it in to express interest in the unit and give consent for the business to contact them about it. There is also a Contact form on the home page and contact page.	No. There is no book online; however, users can request a call on their contact us and home page.	No booking online however users can make an account on their site for EconX.	No booking online however, users can contact the business from the contact form on the contact page.
	CMS	Wordpress	WooCommerce	WordPress	WordPress	WordPress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	Horizontal navigation bar, which switches to hamburger menu with a drop-down for screens with a width of under 1450px	Horizontal nav bar with primary menu in the top bar and a secondary menu beneath. This then changes to a hamburger menu, which opens a sidebar for a responsive layout for screen widths under 1200px.	Horizontal nav bar on the left-hand side, with a drop-down to showcase the sub-menu options. This nav turns to a hamburger menu on the right side when the screen width drops below 992px for a responsive design.	Horizontal Nav bar in the centre of the web space. This offers a drop-down sub-menu on 2 out of the 5 nav options. This changes to a hamburger menu on the right-hand side for screens under 1025px wide for a responsive layout.
	Primary Menu Position	Top Right	Top Right	Top Left	Top Centre	Top Right
	Means of getting to top of page	Scrolling back to the top or clicking the links in the footer to reload the page	Scrolling back to the top or clicking the page line in the footer	Scrolling back to the top, clicking the page link in the footer and there's a 'back to top' call to action in the footer too.	Very limited. Scrolling back to the top or clicking the page's link in the footer from the few listed.	Scrolling back to the top or click on the link in the footer to refresh the page.

2.3 Benchmarking

	Sitemap	None	None	None	None	None
	Bread crumbs	None	None	Inside the hero	Inside the top banner	Inside the hero
	Contact Us	In primary menu and footer	form on home page, and link to contact page on primary menu and footer	In primary menu and footer	In primary Menu and footer	In sub-menu in top bar
	No. of clicks to Contact Us	1 click away	0 clicks. On the home page and the designated contact page.	1 click away	1 click away	1 click away
Content	Explanation of Service	on the home page in the form of a video or 1 click away for textual.	On the home page	On the home page	On the home page	On the home page
	Evidence of Outdated content	Events blog on the first page and Units to Rent section are dead links.	No	Yes, a few deadlinks	Yes, a few deadlinks	Yes, a few deadlinks
	Social Media	Linked in footer. Facebook, X and Instagram.	Linked in footer. Facebook, X, instagram and LinkedIn	Linked in footer and contact page. LinkedIn, X, Facebook.	Linked in footer. Facebook, X, Instagram, LinkedIn, and Youtube.	Linked in footer. Facebook, X, LinkedIn.
	FAQ Section	None	None	None	None	None
	Privacy Policy	None	None	Yes	Yes	Yes
Search	Search	None	None	Yes	None	None
	Type of Search Button	N/A	N/A	Input field with a search icon	N/A	N/A
Functionality	Load Time	3s LPC	20.3s LPC	1.3s LPC	10.9s LPC	1.8s LPC
	Email Subscription	Yes, on every page in a banner above the footer	Yes, on a banner above the footer on every page	Yes, 1 click through the sub-menu	No	No
	Multilingual	No	No	No	No	No
	No. of languages (other than English)	N/A	N/A	N/A	N/A	N/A
Accessibility	How many font types	3	1	2	2	1
	Clear & accurate headings	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes
	Link underlining	No, arrows appear beside them	Yes	Yes	Yes	No
	Hyperlink change colour if visited	No	No	No	Yes	No
Overall Score		57%	57%	71%	62%	51%

2.3 Benchmarking

Category	Feature	North City Business Centre https://www.north-city.co.uk/	Banbridge District Enterprise https://bdelonline.com/	East Belfast Enterprise https://eastbelfast.org/	Carrickfergus Enterprise https://ceal.co.uk/	Ballymena Business Centre https://www.ballymenabusiness.co.uk/
First Impressions	Aesthetics	Text over image carousel, which is very jumpy	Image of conference room roughly indicating what they offer, matching colours, accompanied, creating a professional feel	Appealing short video that sets out the mood for the website, followed by a slick design	Appealing home page with a photo carousel which is moving at a nice pace show showcasing what's on offer	Pleasant entry to the website with a short introduction to the business and a "Contact Us" button
	Identifiable Target Audience	First glance text mentions units to rent, indicating the target audience could mainly be businesses/business start-ups	"Meet your business needs" first seen quote indicates the target audience is businesses	Heavy on the word "Entrepreneurs" throughout the whole homepage, indicating their primary audience	Clearly stated that they are working with "the local business community" and "entrepreneurs"	Target audience outlined on the landing page: "Entrepreneurs" and "Business Owners"
	Identifiable Chief Aim	The aim of the company has been fully explained on the About Us page	The goals of the company have been identified on the About Us page	Goals mentioned on the home page: "We support entrepreneurs at every stage"	Goals mentioned on the home page: "supporting budding entrepreneurs and growing businesses"	The goals of the company have been outlined thoroughly on the home page
Look and Feel	Retina (HD ready)	Images used are of low quality from the web, causing distortion	High-quality photography has been used, which seems to be up to date	High-quality images have been used, as well as any videos present	High-quality images have been used	High-quality photography has been used, which seems to be up to date
	Responsive	No, the website is not fully responsive for mobile screen sizes.	Fully responsive design	Fully responsive design	Fully responsive design	Fully responsive design
	Content in Prime Position	Positioning of content has a simple solution, not necessarily eye-pleasing.	Content seems to be placed nicely, positive use of white space present, as well as image-to-text proportion adequate.	Great placement of all content, well-thought-out website and planned.	Content placement excellent, one big mistake on the about us page, where text is cut off on one section of the page.	Great use of space, video and images on the website
	Body Text Font	Avenir, sans-serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top left
	Technical	Book Online	No	Yes	Yes	No
	CMS	Wix	WordPress	WordPress/WooCommerce	WordPress	Wix
	Analytics Embedded	No analytics embedded	No analytics embedded	Google analytics	No analytics embedded	Google analytics
Navigation	Primary Menu Format	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Burger menu

2.3 Benchmarking

	Primary Menu Position	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Top of the page, right-hand side
	Means of getting to top of page	Scroll back to the top of the page	Back to top button available	Scroll back to the top of the page	Scroll back to the top of the page	Scroll back to the top of the page
	Sitemap	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Sitemap available on (https://ceal.co.uk/site-map-tenants/)	No .xml file detected
	Bread crumbs	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable
	Contact Us	The "Contact Us" button on every page is easily accessible	"Get in touch" button available at the top right of the page	"Contact Us" button inside the burger menu	Contact information displayed in the header	"Contact Us" button on the landing page
	No. of clicks to Contact Us	1 Clicking on the "Contact Us" button will take you directly to the contact page	1 Clicking on the "Get in touch" button will take you directly to the contact page	2 User must click on the burger menu and then locate "Contact Us"	0 Contact information is provided in the header of the website	1 Clicking on the "Contact Us" button will take you directly to the contact page
Content	Explanation of Service	Yes	Yes	Yes	Yes	Yes
	Evidence of Outdated content	Outdated photos are used on the website	Page seems to be up to date	Website seems fresh, possibly updated not a long time ago	Photos seem to have been used the same for a few years back	Page seems to be up to date
	Social Media	Buttons available to access a Facebook page and X	No social media links detected	Social media buttons are available at the bottom of the page	Buttons for various platforms are available in the header	Part of the website used to promote their social media
	FAQ Section	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website
	Privacy Policy	No	No	Yes	Yes	Yes
Search	Search	No	No	No	No	No
	Type of Search Button	No	No	No	No	No
Functionality	Load Time	0.8s	1.36s	1s	0.8s	5.3s
	Email Subscription	Yes, email subscription made possible, sign up for the newsletter	No	Yes, provide an email for the newsletter	No	Yes, subscription is available
	Multilingual	No other languages detected	No other languages detected	No other languages detected	No other languages detected	No other languages detected
	No. of languages (other than English)	English (0)	English (0)	English (0)	English (0)	English (0)
Accessibility	How many font types	1	1	1	1	1
	Clear & accurate headings	Clear, accurate use of headings	Good use of headings	Good use of headings	Appropriate use of titles, headings, etc, website easily readable	Good use of headings

2.3 Benchmarking

	Are links visually distinct	No, hard to locate links that look just like most text on the website	Links are of different colours, making them stand out more	Links are not clearly shown, hard to tell what the main text/link	Links are off a different colour, ensuring they are highly recognisable	Links are of different colours, making them stand out more
	Link underlining	No	While on hover, the link gets underlined	No	No	While on hover, the link gets underlined
	Hyperlink change colour if visited	Links change colour while hovered on, but don't change back to the original colour after interaction	Links do not change colour after being visited	Links change colour after they have been interacted with	Links change colour on clicks, but are barely noticeable	Links fully underlined
Overall Score		34%	57%	63%	54%	66%

2.3 Benchmarking

Benchmarking has been one of the most lengthy parts of the brief. As a group, we decided to split this task between us, and I was responsible for analysing four different organisations. These were Banbridge District Enterprise, East Belfast Enterprise, Carrickfergus Enterprise, and Ballymena Business Centre.

Each of these businesses received scores based on their online presence, which were then compared to the score awarded to NCBC. This process helped to identify where NCBC's current website needs the most improvement, allowing us to focus on areas that will create the strongest overall outcome.

2.4 Budget

Creating the budget for the project considered at looking at the things that the company needs. From what I have been made aware is that there will be no printing involved etc, The only piece of the project that required a financial input by NCBC was the website therefore an analysis had to be complete in order to be able to deliver the exact details of what there needs to be paid for. I also knew that NCBC needs space for lots of videos therefore I focused the costs around creating the website on wordpress and outlining the costs of different additional storage plans. We were unable to determine what type of plugins would be needed beforehand, so we decided to use free plugins instead, as this would be the easiest and most cost-effective option for the client.

I looked at the different plans that were available on WordPress, as this was essential before beginning the website build phase. I also covered the pricing of these plans so that NCBC has a clear understanding of the costs involved in setting up the project.

I also looked into the pricing of additional storage packages for the future, particularly in case NCBC ends up with a large amount of video content that they plan to upload. This was important so they have a clear understanding that the included storage will eventually reach its limit.

Plans available	Cost per month	Costs per year	Features
Premium	£7	£84	<ul style="list-style-type: none"> -13 GB Storage -Unlimited pages, posts, users, and visitors -Free domain for one year -Ad-free browsing experience for your visitors -All premium themes -Fast support from our expert team -Premium stats -Install plugins -Customise fonts and colours sitewide -Connect Google Analytics -Upload Videos
Business	£20	£240	<ul style="list-style-type: none"> -50 GB storage -Unlimited pages, posts, users, and visitors -Free domain for one year -Ad-free browsing experience for your visitors -All premium themes -Priority 24/7 support from our expert team -Premium stats -Install Plugins -Customise fonts and colours sitewide -Connect Google Analytics -Upload Videos - SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments


Additional storage	
Business plan	Costs per month
50 GB + 50 GB	£40.71
50 GB + 100 GB	£67.83
50 GB + 150 GB	£101.75
50 GB + 200 GB	£135.67
50 GB + 250 GB	£169.58

2.5 Stitching Brief

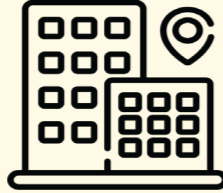
While I was working on my sections of the brief, the other team members were also busy completing their own parts. Together, we worked through all of the points that needed to be addressed, supporting each other to reach outcomes that we felt were the strongest for the brief.

We also had to work closely as a team to ensure the brief read as one complete document. As we all have different writing styles, this step was important to avoid the brief feeling inconsistent.


What NCBC offer



49 units to let in the business centre (from 500 sq. Ft. to 200 sq. ft.)




2 sites located on Duncairn Garden (3rd location pending)



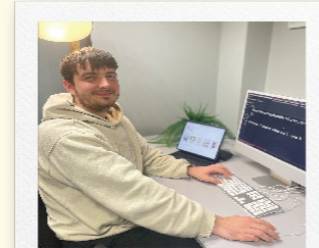
Professional guidance and advice (on business start-up)

Team Members



Kat
Atkinson-C5@ulster.ac.uk

Loves photography & short-form video production
Her German Shepherd takes her for lots of walkies
Could live all day in a VR World (and has done)



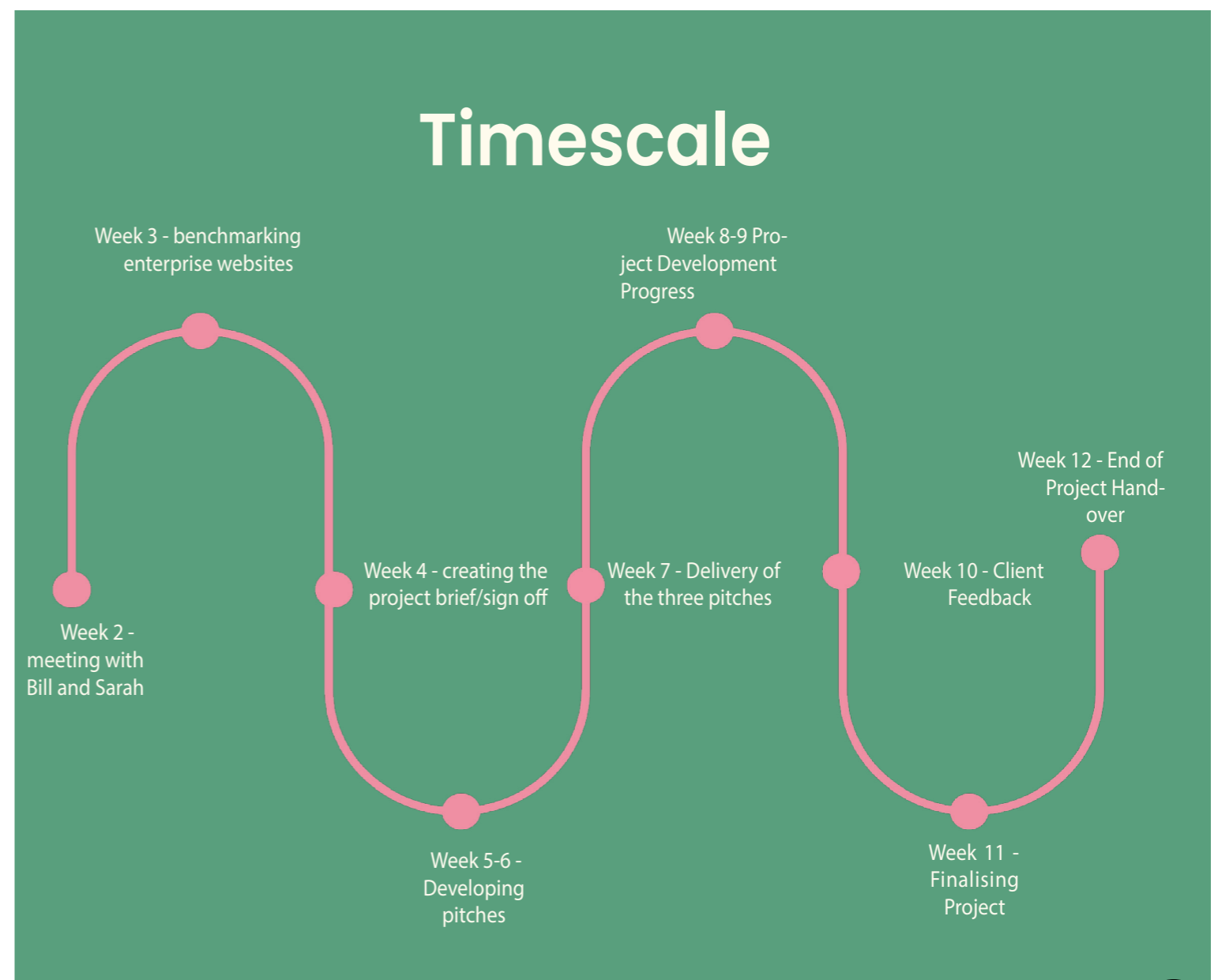
Karol
Winiarski-K@ulster.ac.uk

Loves Coding, Designing websites
Addicted fish keeper (setting up 4th fish tank)
Loves to travel, Favourite location visited (EGYPT)



Amy McGoldrick
drick-A5@ulster.ac.uk

Loves filming and editing
Very active and enjoys sports
Favourite place is the beach




2.6 Brief Sign Off

After reviewing the brief to ensure it met the highest standard, we received the green light from Claire and Darren to send it to the client.

Oct 27, 2025



Darren Berkland

 Claire I think this looks great. Such a brilliant effort by the group.



Oct 28, 2025



Claire Mulrone

I agree Darren great effort. Lets get this back to the partner this morning. Please email it to them and cc me into the email too.

Sarah.Smith@north-city.co.uk <sarah.smith@north-city.co.uk>

Bill Atkinson <bill.atkinson@north-city.co.uk>

Mulrone, Claire <cm.mulrone@ulster.ac.uk>



03. Production

3.1 Creating Logo

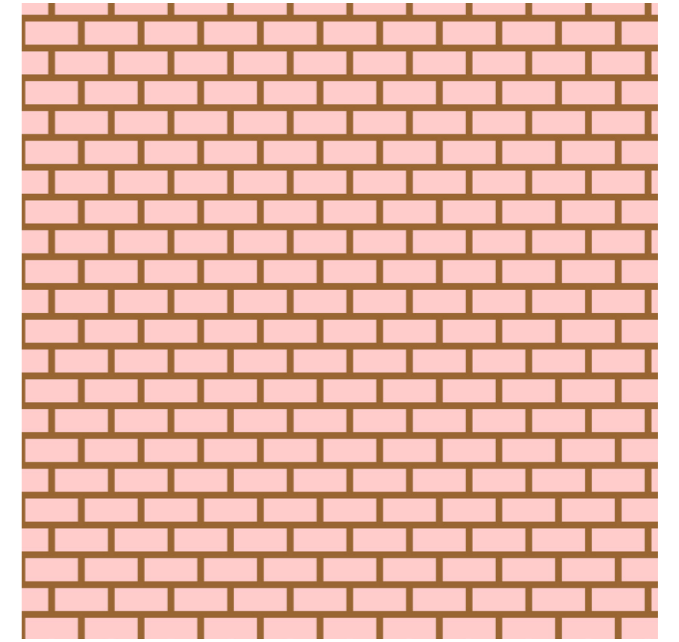
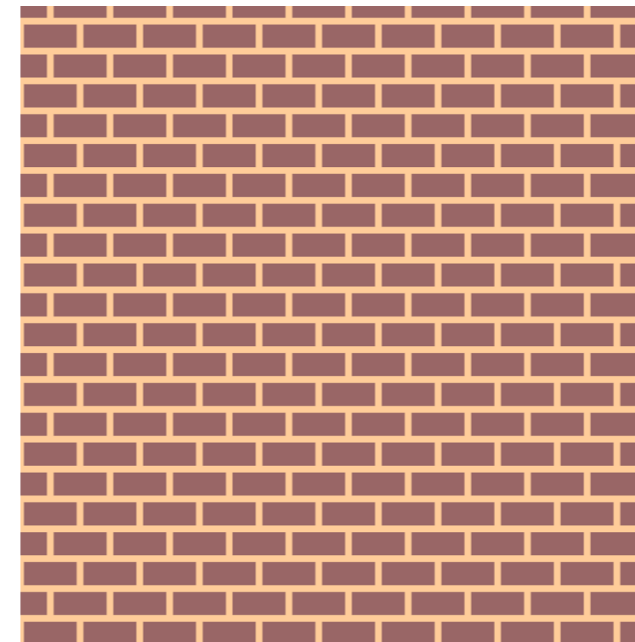
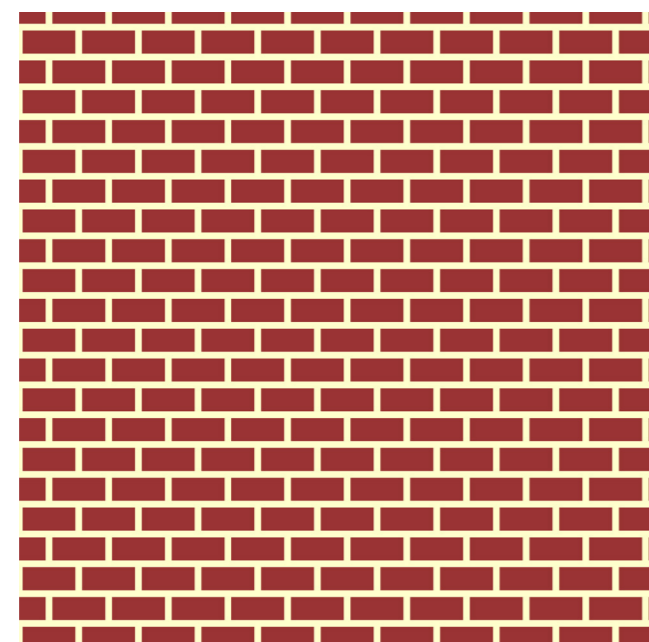
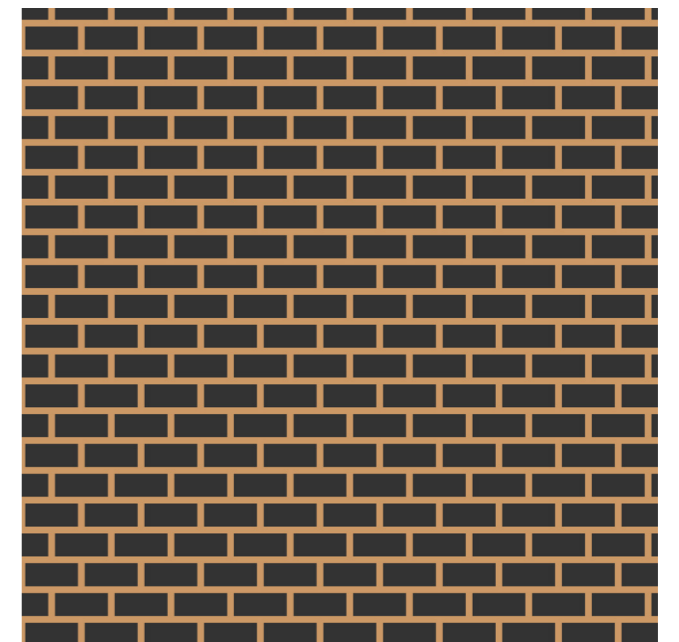
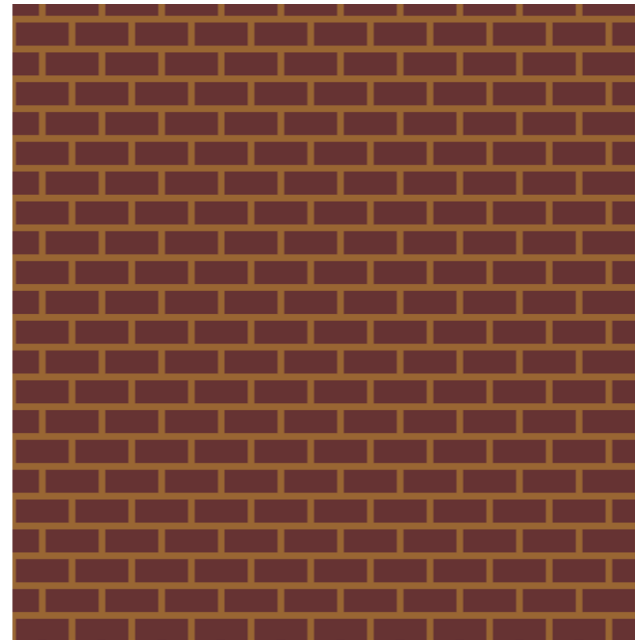
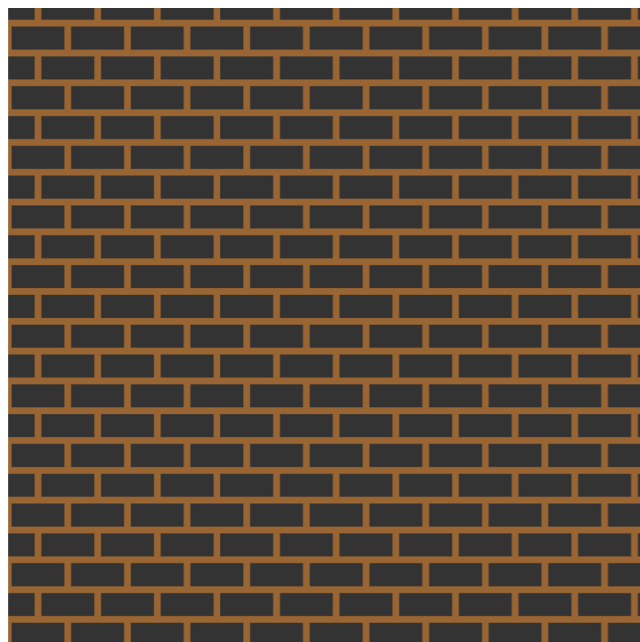
During the planning phase, I experimented with several rough design concepts to explore the best direction for the logo. Developing these early ideas helped me think more deeply about the overall design and visual identity. Darren advised that the brick element was something he would go with, which sparked several new ideas for me.

Initially, I considered using three bubbles to represent the three NCBC sites, especially as the Go Succeed programme they work with uses a similar visual approach. However, this idea was quickly dropped.

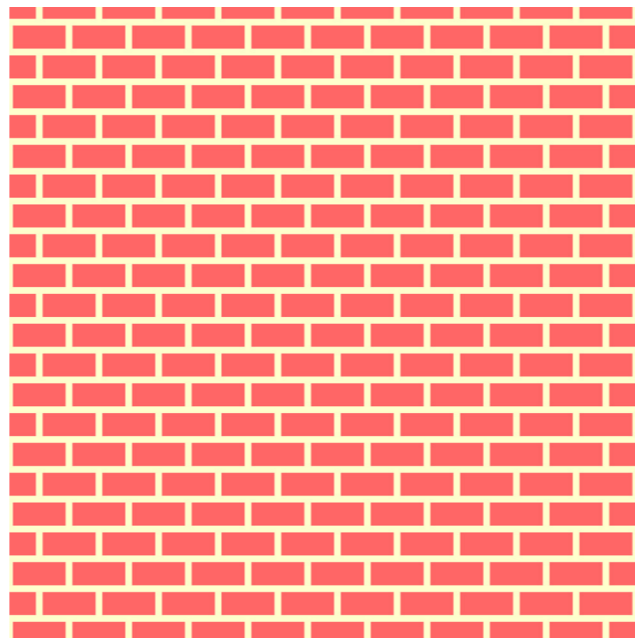
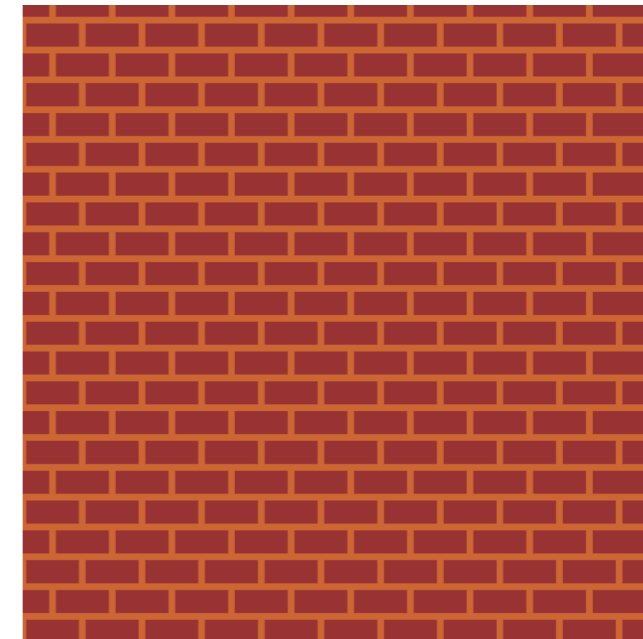
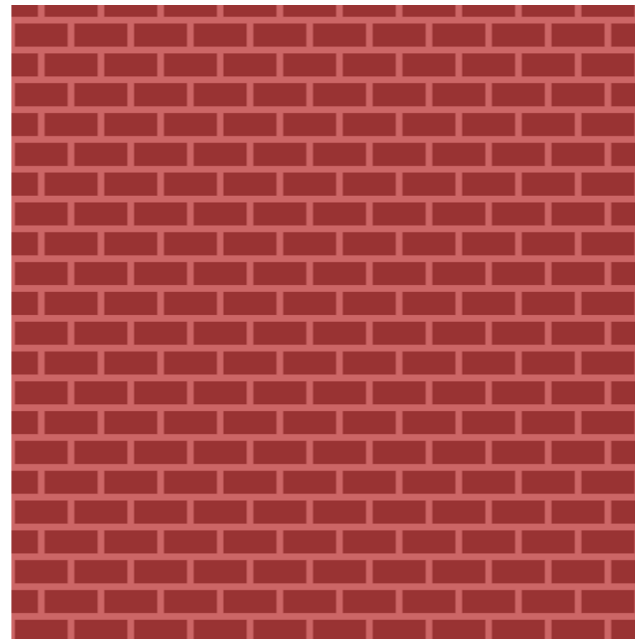
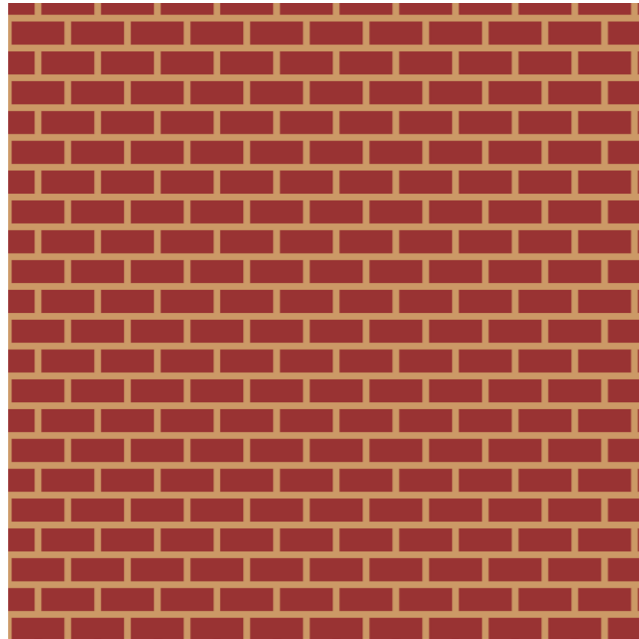


3.2 Initial Idea

After Darren pointed out that he would focus on the bricks, I decided to start developing multiple ideas to help me better understand the concept. I experimented with different colours and design approaches to explore the direction further. Initially, I designed a brick layout in a range of colours to see whether they could be used effectively within the logo.



3.2 Initial Idea



3.3 Brainstorming



This design came from the wall design on the building, which I had seen in images on their website. I thought that using this pattern in the logo could represent them well, especially as the same pattern appears across their other buildings too. Later on, when I travelled to Belfast for a photoshoot, the first thing I noticed was that pattern on the building, which was fun to see. It was interesting, especially since this was one of my ideas that eventually didn't make it into the final outcome. To create this logo, I used the previously created pattern and placed it on top of different shapes. It took a while to align the shapes with the pattern correctly, but eventually it all came together. I was already aware of some issues with the logo, but I decided to share it anyway to see if there was anything that could be done to improve it further.



Darren B. commented on [Bricks ideas](#) 10:38am

Hi Karol, I think these ideas are good experiments, but the pattern in the logo will be difficult to work with (especially if the logo is on something small like a business card!). I like drawing inspo from the building a lot though.

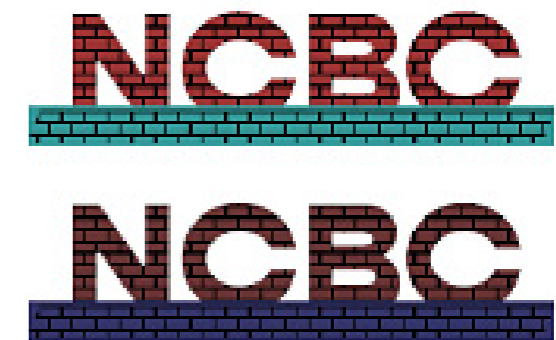
3.3 Brainstorming



NCBC
NCBC
NCBC



NCBC
NCBC
NCBC



NCBC
NCBC

All of these ideas were rough and quickly produced, as I was trying to grasp the concept of using bricks to create a design. Because I am more familiar with coding and web design, and graphic design is not my strongest skill, this task proved to be quite challenging. However, I knew that with persistence I would eventually be able to develop a strong idea, so I made a conscious effort to work with what I had and push the concept forward. Although I struggled with graphic design at the start of the project, I began to enjoy what I was doing as it went on. Towards the end, I actually regretted that the project had ended, as graphic design was not as hard as it first seemed. I realised that many of the issues I faced were down to small, avoidable mistakes, which ended up costing me time and energy.

3.4 Concept Idea

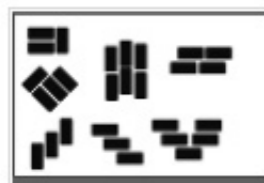
After reviewing my previous ideas, Darren and Claire both agreed that the patterned logos would not work, as there was too much going on and wouldn't look good if they were made smaller. From there, I came up with a new idea to use fewer, larger bricks. Although the initial idea was not the strongest, it served as a good starting point and helped lead me to the final outcome I developed toward the end of this process. Darren was also happy to see that something was able to move at this point.

Using single bricks seemed to work much better, as it made the logo clearer and more transparent in what it was supposed to represent. For example, with this logo you can clearly tell that it is a heart made from bricks, even if it was made smaller.



Darren B. commented on [A few more ideas.](#) 10:47am

OKAY! Now we're getting somewhere interesting. I really think the idea of creating a shape with 4/5/6 bricks is the way to go. Look at the shapes below to play with. I recommend doing this with the bricks as opposed to patterns [Screenshot 2025-11-14 at 10.46.25.png]



Screenshot 2025-11-14 at 10.46.25.png · 42.9 KB

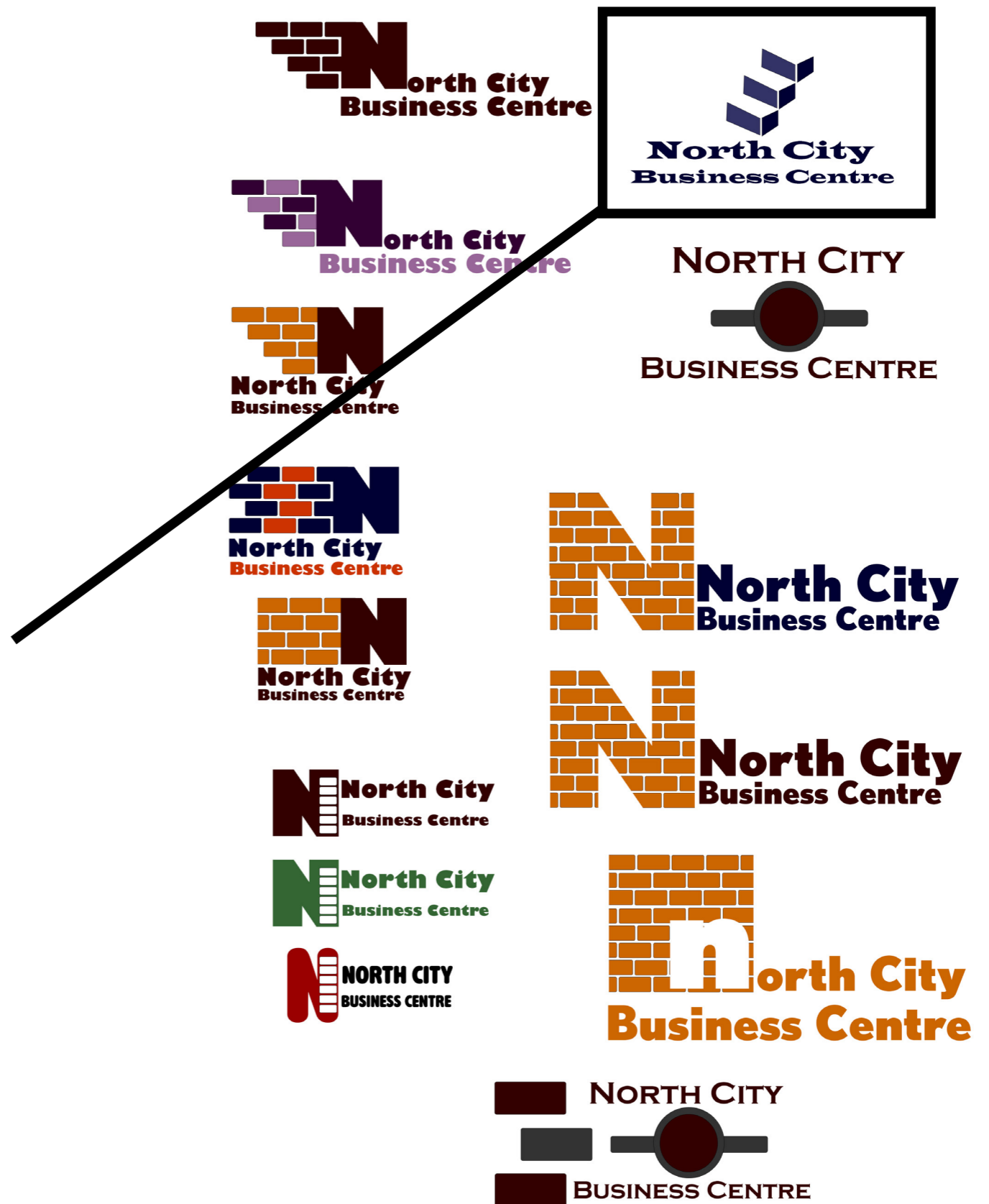


3.4 Concept Idea



3.4 Concept Idea

While I was starting to lose hope in finding a strong idea, there was finally a light at the end of the tunnel when I produced a large number of logos. Eventually, I created something that stood out to me and gave me an idea that I wanted to explore further.



3.4 Concept Idea

The breakthrough in my design process came with this concept, as I felt it carried strong meaning during its development. I decided to use three bricks to represent NCBC's three sites, arranged as steps to form stairs. This symbolises moving forward and business growth, which align with NCBC's core aims.

I was particularly drawn to this idea and experimented with different colour variations to explore how it could work visually. Although I initially added a few extra elements to the logo, I reflected on a lesson from Darren, where we were reminded that sometimes less is more. This led me to simplify the design and settle on the three steps alone.



3.4 Concept Idea

Darren responded positively to the concept of the steps and the sense of moving forward that they convey. However, he felt that the colour choices needed further refinement. As a result, I explored a more cohesive palette using blues and reds and simplified the logo further by focusing solely on the stair elements.



3.5 Colour

Personally, I did not feel confident experimenting with a wide range of colours, as I was aware that business centres usually prefer safe and professional colour choices. This led me to focus on darker, more restrained options for this project. The main decision I faced was between the colours blue and red, as I was drawn to both from the outset.

To help guide my decision, I decided to carry out some research into the meanings associated with these colours, which allowed me to better understand how they might communicate the values of the business.



VS



Red:

Energy and power

Passion and ambition

Confidence and leadership

Urgency and attention

Strength and resilience

Blue:

Trust and reliability

Professionalism

Stability and security

Calm and confidence

Intelligence and logic

3.6 Typography

I decided to go with the red colour, but another thing I had to think about was which typography to use. I didn't experiment a lot with typography, but it was interesting to see how even small changes could affect the overall look of the logo. In the end, I decided to settle on the Montserrat font, as I felt it made the logo look the best.



3.7 Final Concept



Brick red felt much more appropriate for the theme of bricks, as it allowed the design to be more easily associated with the material itself. For this reason, I chose to use this colour for the project. Darren and Claire both responded positively to this direction, so I moved forward with this design and began preparing my design deck for the next meeting, which was approaching quickly due to the very tight schedule we found ourselves working within.

I was quite impressed with how far I got with the logo, especially as I didn't believe in myself before beginning the graphic design phase, knowing that it was something I had always struggled with. This project has really opened my mind and allowed me to push past boundaries that I had set for myself without even realising. I've learned that the key is to think outside the box, but not too far outside it, as sometimes the best ideas are right there in front of you. I realised that I had been completely overcomplicating the process in my head, and that the best approach was the one I used towards the end of the project. This has been a massive learning curve for me.

04. The Pitch

4.1 Pitches

For this part of the project, we all had to create our own pitch for the client, as we would be presenting individually. This was an interesting experience, as it was my first time taking part in something like this. I felt very stressed about this stage because I am usually not very confident speaking in front of people. However, I also knew that we had full support from Claire, and if anything went wrong during the pitch, she would be there to help.

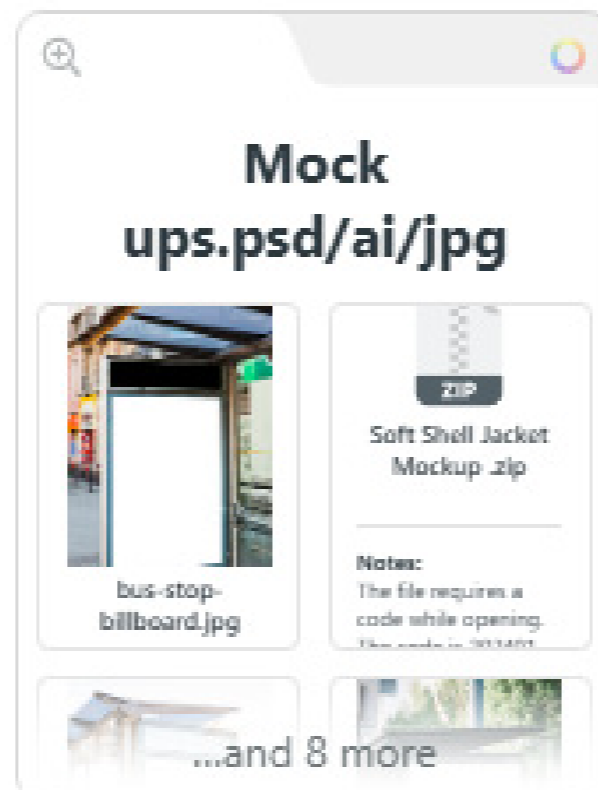
Creating the pitch itself was enjoyable, as I finally had a logo design that I was happy with and felt proud of the outcome I achieved.

Our pitch was scheduled to take place on the Belfast campus, which added to the stress due to increased traffic at that time and the challenge of finding a parking space, especially as I was not familiar with the area at all. Luckily, everything went well in the end.

4.2 Mock Ups

In order to create our final pitch for the logo we developed as a group, we had to choose which mock-ups we wanted to use, as these needed to be the same across everyone's pitch so that there was a sense of consistency. As a team, we decided to include a website and a social media mock-up, which consisted of a website page and an Instagram post.

We also used two pieces of signage, two bottles (which were the same product but shown in different styles), and two T-shirts. As an additional personal task, Advised by Darren I created two pattern designs, which were possible to develop because my logo included an element that could easily be repeated and turned into a pattern, This idea came from my first mock-up of the bottle, which Darren liked and said was a nice approach to take, rather than just including the logo on its own.



4.3 Initial Pitch

North City Business Centre Pitch Deck



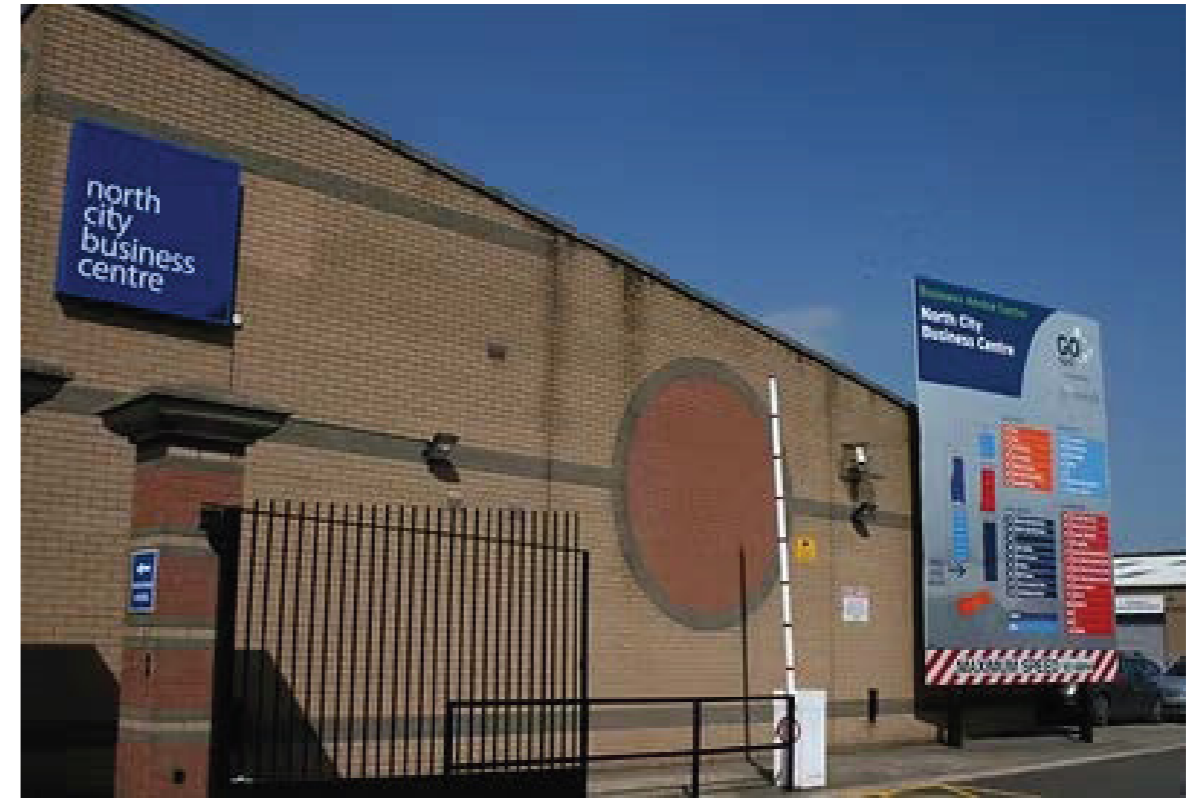
Logo 1 - Steps To Success
North City Business Centre

Concept



My logo concept is based on bricks, which I have used to create stairs that resemble steps to success. Bricks indicate strength and stability.

The logo consists of three steps, representing the three sites at NCBC. The steps do not finish, symbolising continuous growth.



My inspiration for the colours of the logo came from the various designs featured on the NCBC building. I used the eyedropper tool to achieve the closest possible match, ensuring the logo can be more closely associated with the business.



This logo is a simple yet powerful design. Every element has been carefully thought through and made to fit its purpose, creating a meaningful tool for NCBC.

Submarks



Colour Variations





Greyscale



Typography

Montserrat

The quick brown fox jumps
over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

1234567890

Heading

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

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Colour Palette



Primary Colour

Hex: #000000
R: 0 **G:** 0 **B:** 0
C: 91 **M:** 79 **Y:** 62 **K:** 97



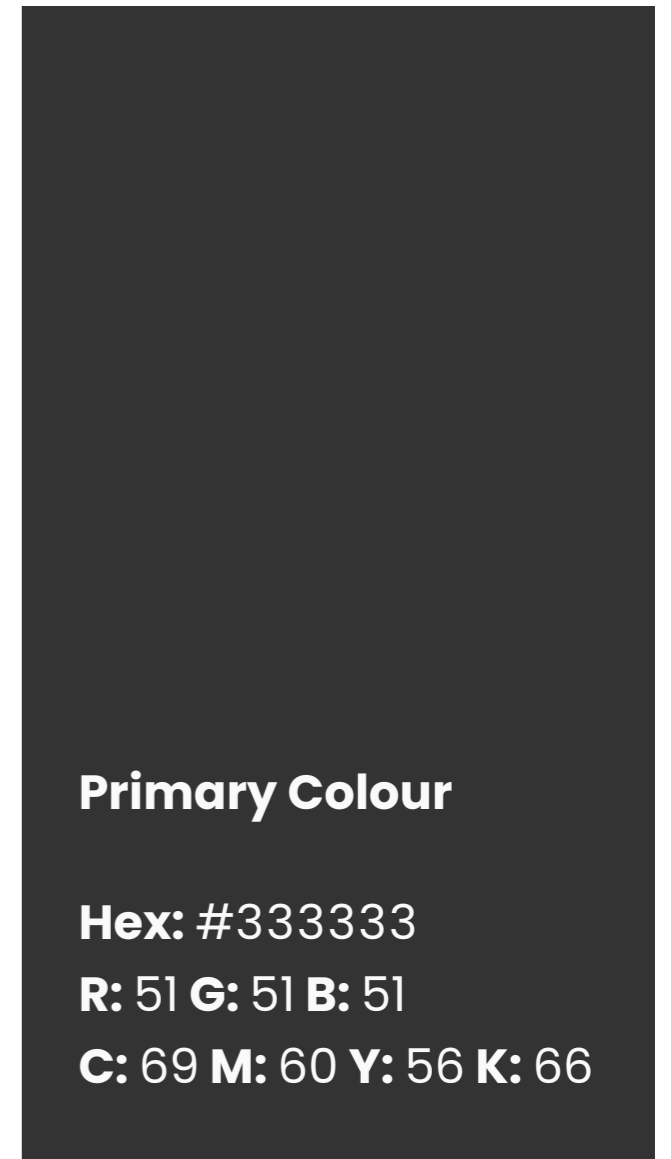
Primary Colour

Hex: #cc3433
R: 204 **G:** 52 **B:** 51
C: 13 **M:** 90 **Y:** 80 **K:** 4



Primary Colour

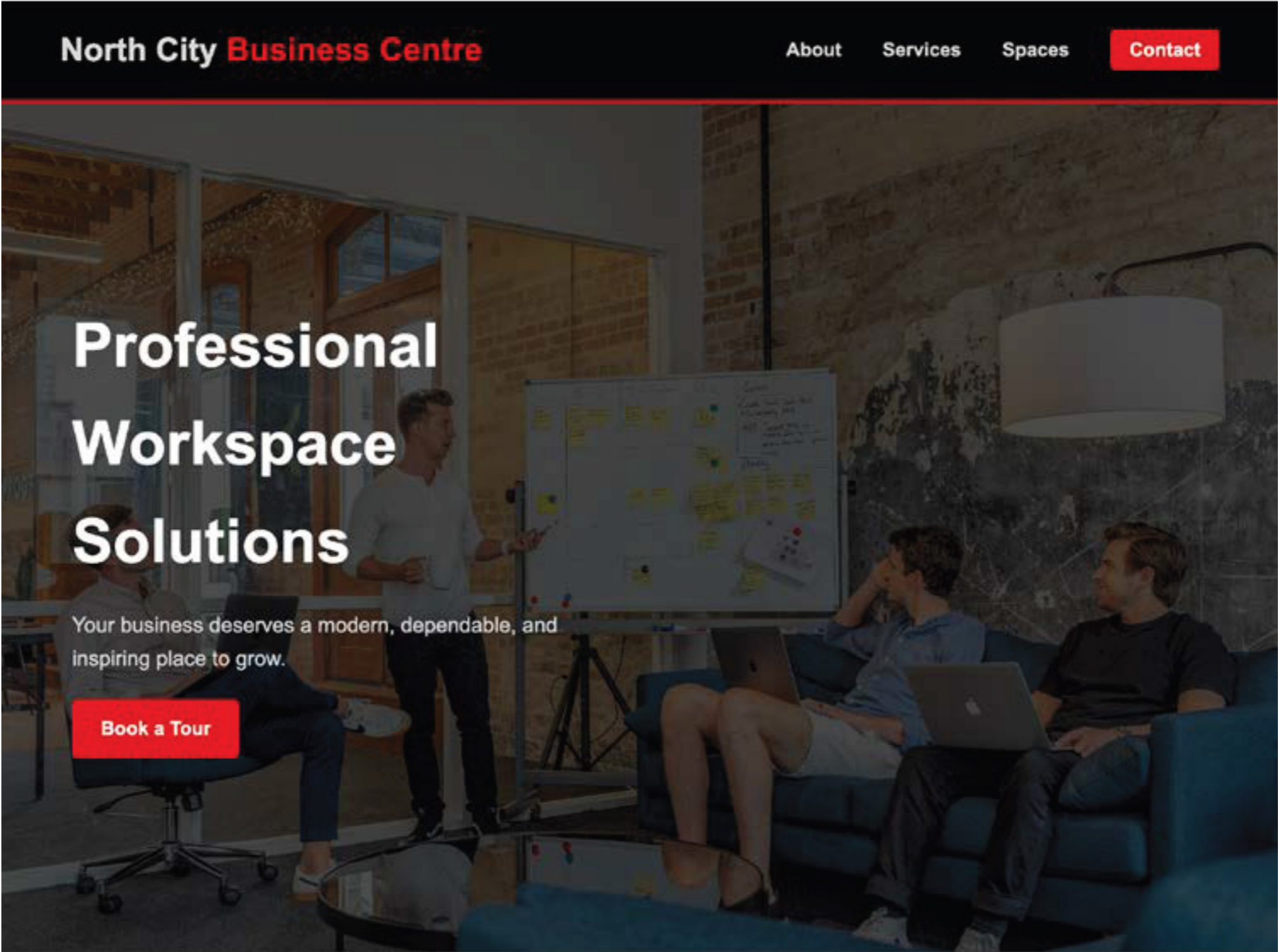
Hex: #ffffff
R: 255 **G:** 255 **B:** 255
C: 0 **M:** 0 **Y:** 0 **K:** 0



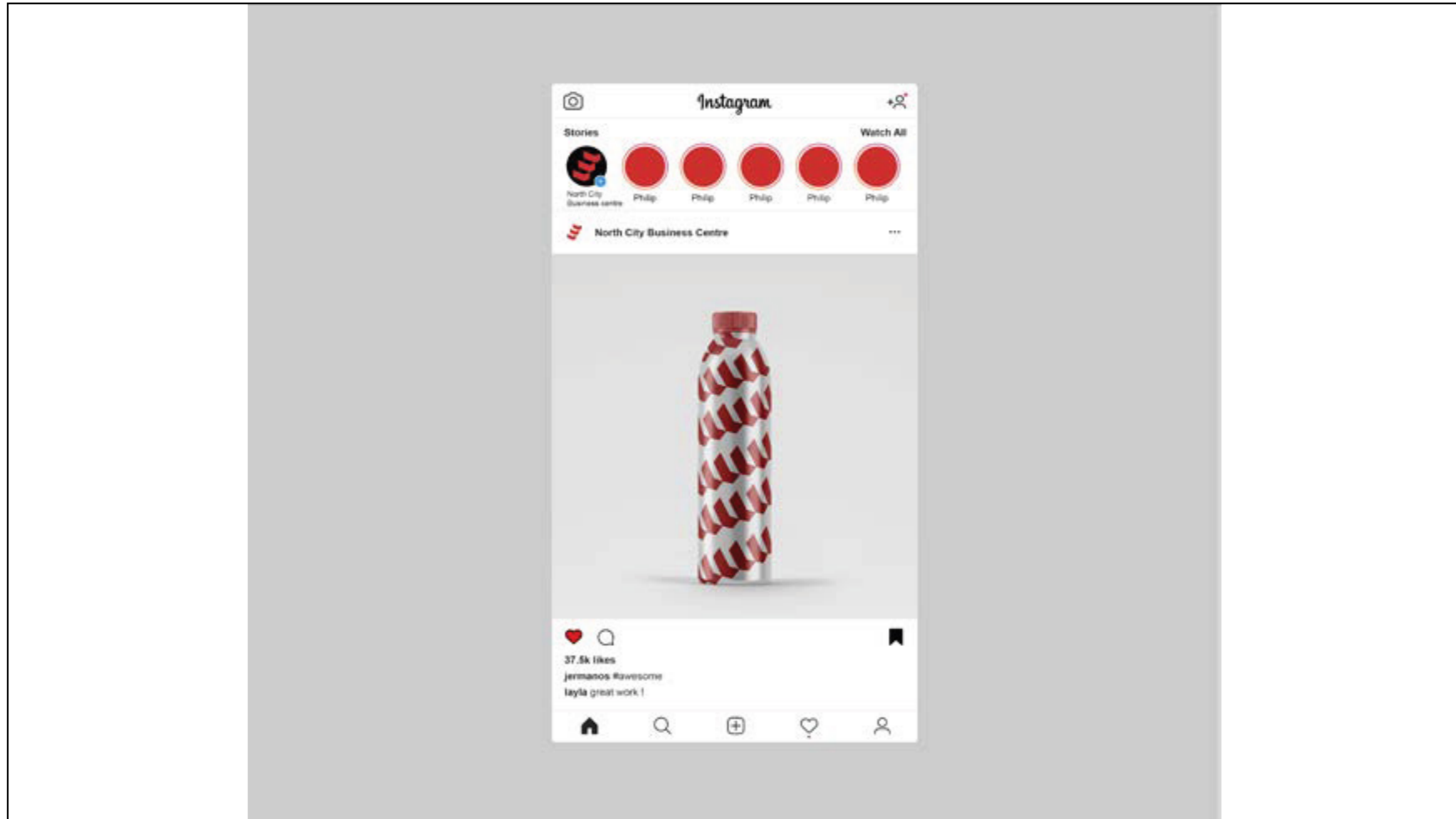
Primary Colour

Hex: #333333
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C: 69 **M:** 60 **Y:** 56 **K:** 66

Website/Social Media



Website/Social Media



Signage



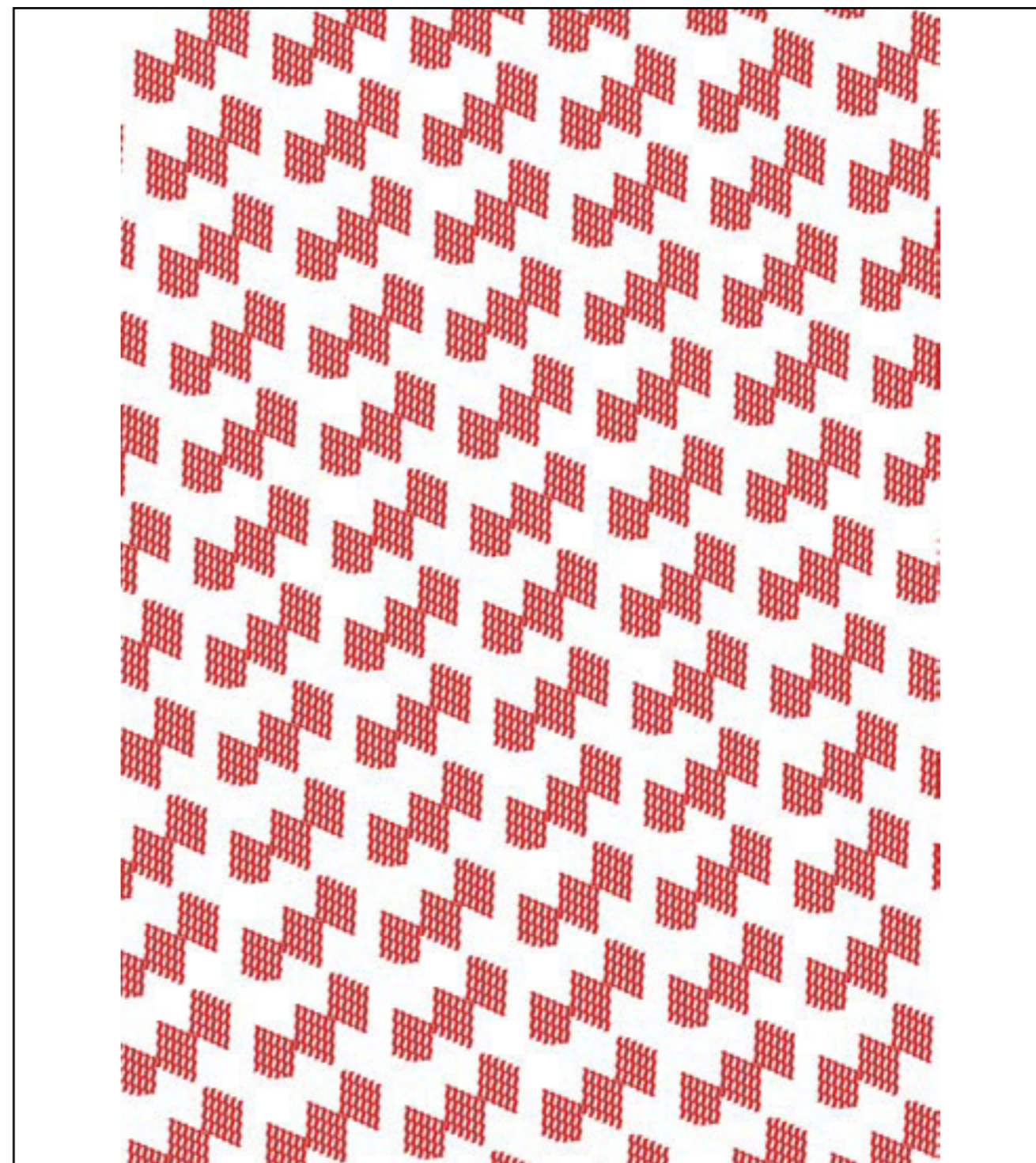
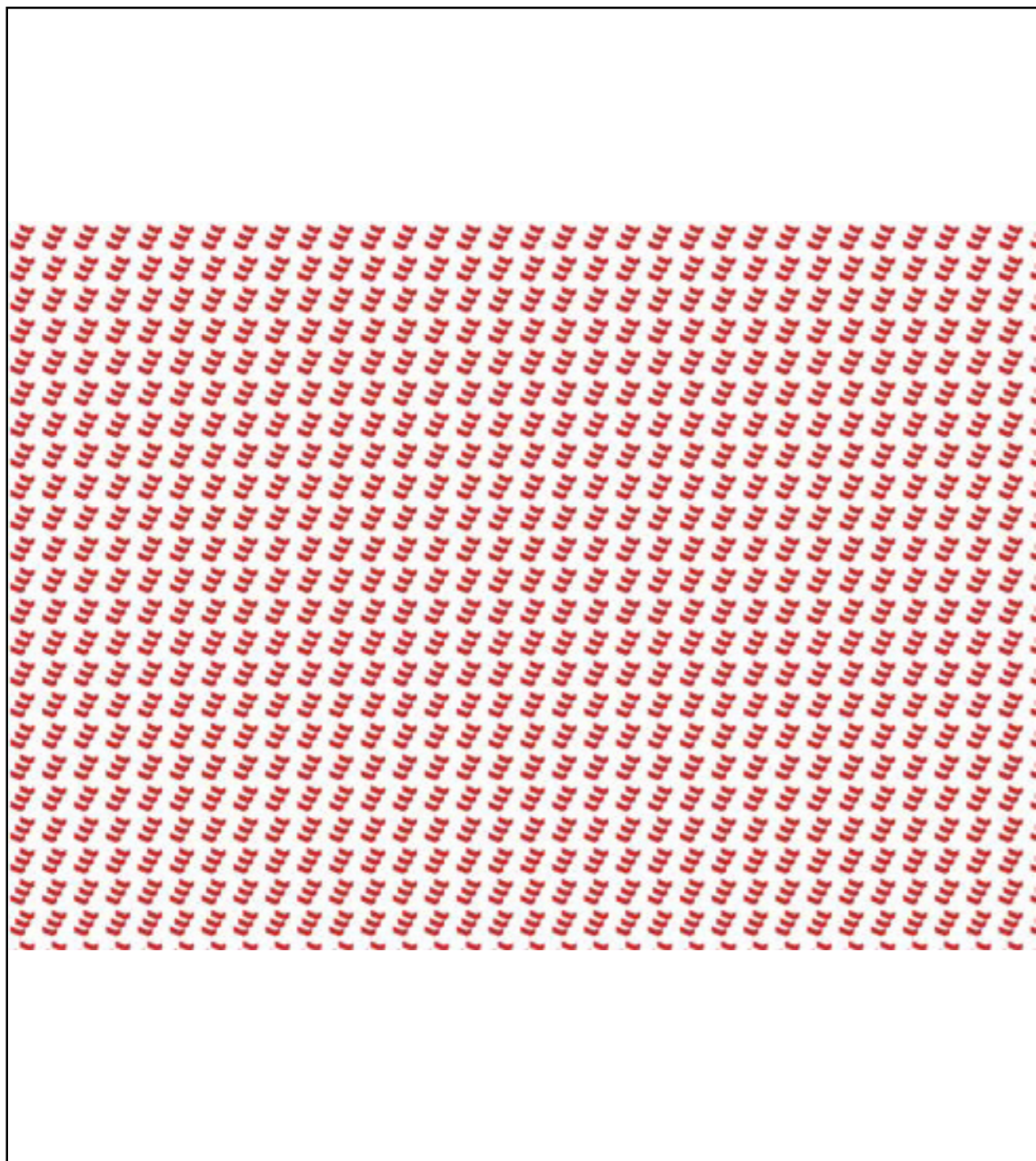
Merchandise



Merchandise



Patterns



4.4 feedback

Our pitches were delivered to the community partner one after another as a group. Kat was the first to present, followed by myself and then Amy. Unfortunately, my design was the first to be ruled out, despite initially being told that it was good. However, I was still positive about the experience, as I genuinely enjoyed the journey and the amount of learning that came from it. A part of me did feel defeated but I knew there was no time about thinking about it as there was way more work ahead of us.

I also found myself becoming more eager to start working on the website, as I knew this would be a stronger and more impressive piece of work for me. After considering both Kat's and Amy's designs, NCBC decided to move forward with Kat's concept, as they felt it represented NCBC the best.

Congratulations 🎉

 Claire Mulrone · Nov 26, 2025 · Notified 4 people

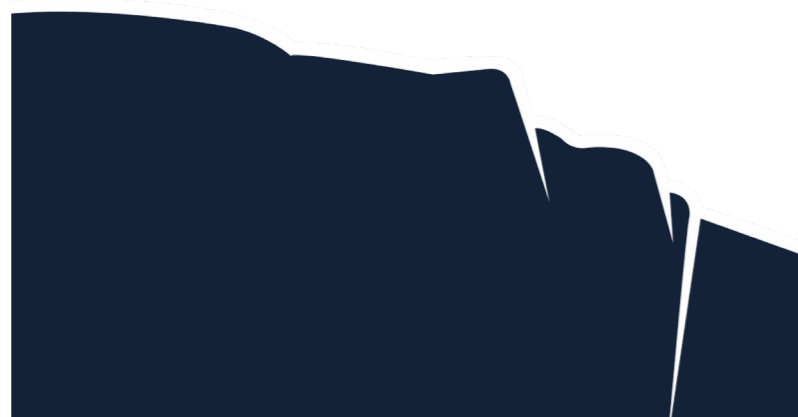
Great pitch guys. You did really well and presented your creative solutions in a very professional way. The team from NCBC were very impressed with your work and understood the hours you had committed to it.

Please refer to my notes regarding the next phase for the refresh of the pitch document. I know we were working on one logo and there was final last minute switch but the CEO choose the one he wanted to lead the organisation into the next phase.

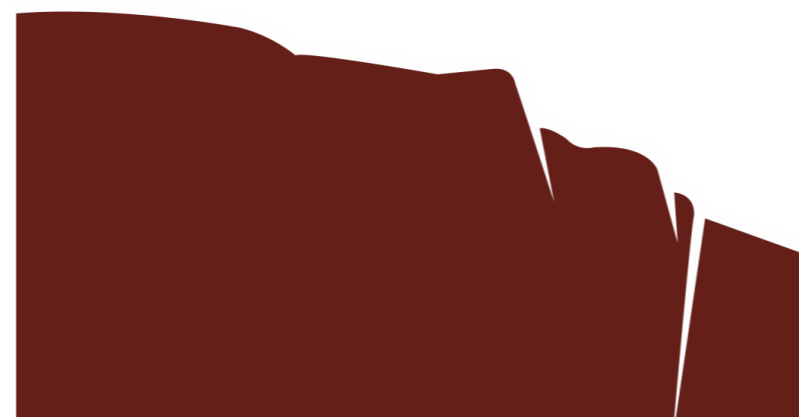
We need to represent the Cavehill in three different colours representing the three business hubs. The main logo will be blue. Please also mock up what it would look like a a vinyl on a window.

Congratulations again you did a great job!
Claire

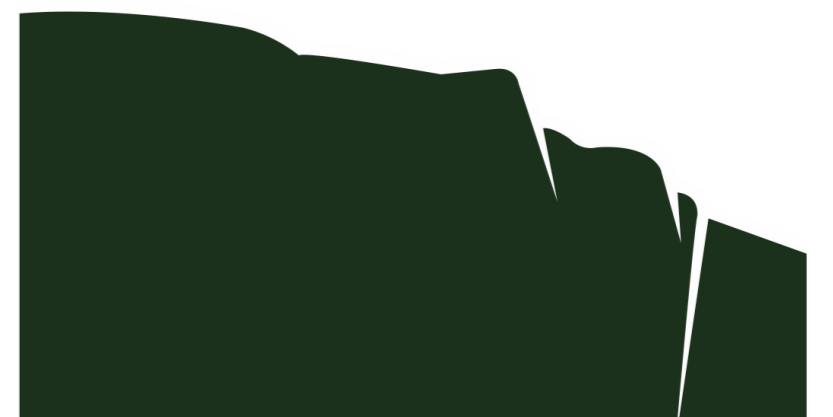
4.5 Final Pitch Outcome



North City
BUSINESS CENTRE



North City
BUSINESS CENTRE



North City
BUSINESS CENTRE

4.5 Final Pitch Outcome

North City Business Centre Pitch Deck



North City

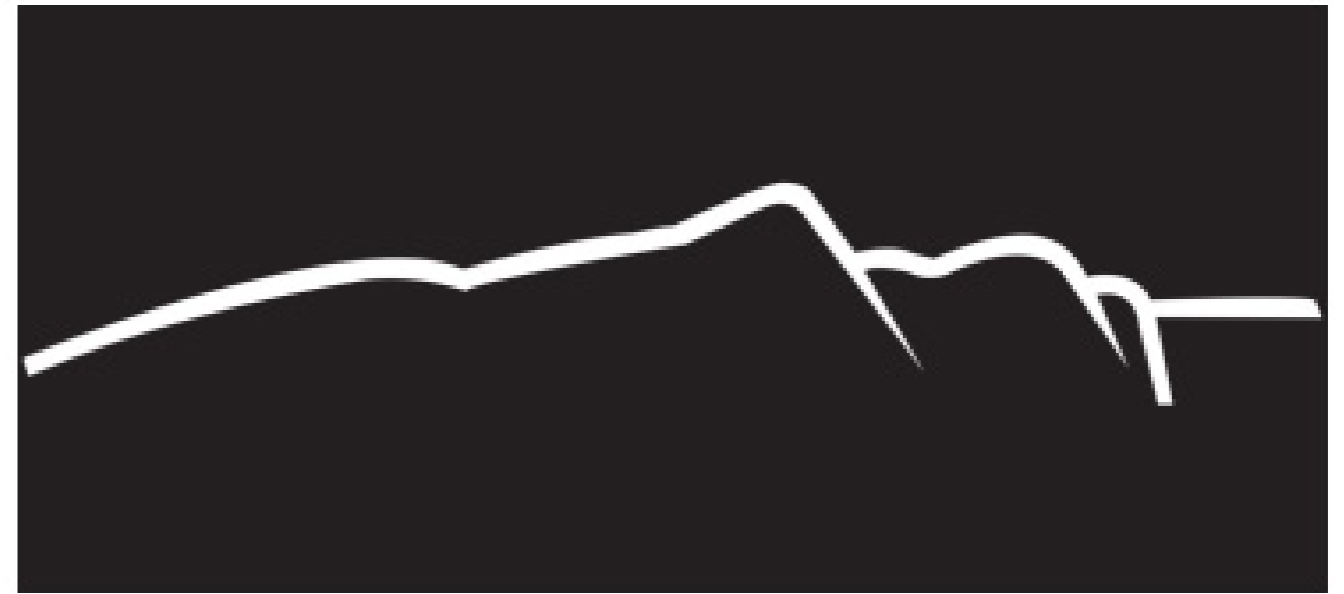
BUSINESS CENTRE

Logo 1 - Napoleon's Concept
North City Business Centre

Concept

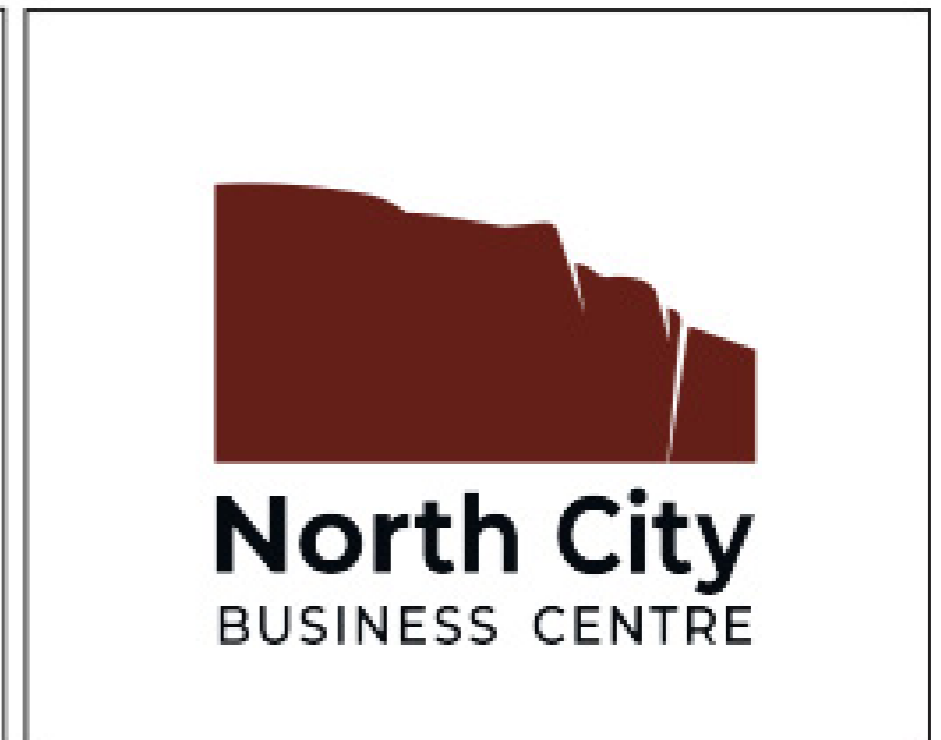


Submarks



Colour Variations

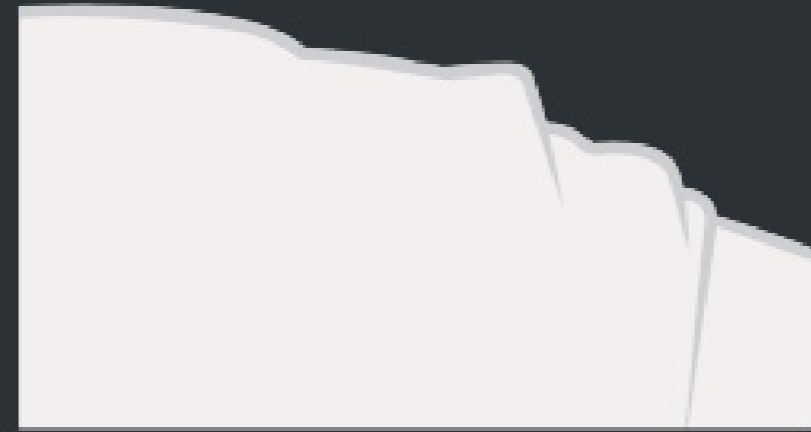
For each site location



Greyscale



North City
BUSINESS CENTRE



North City
BUSINESS CENTRE

Greyscale



Typography

Montserrat

The quick brown fox jumps
over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

Heading

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

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Colour Palette



Primary Colour
Hex: #132236
R: 19 **G:** 34 **B:** 54
C: 99 **M:** 82 **Y:** 48 **K:** 60

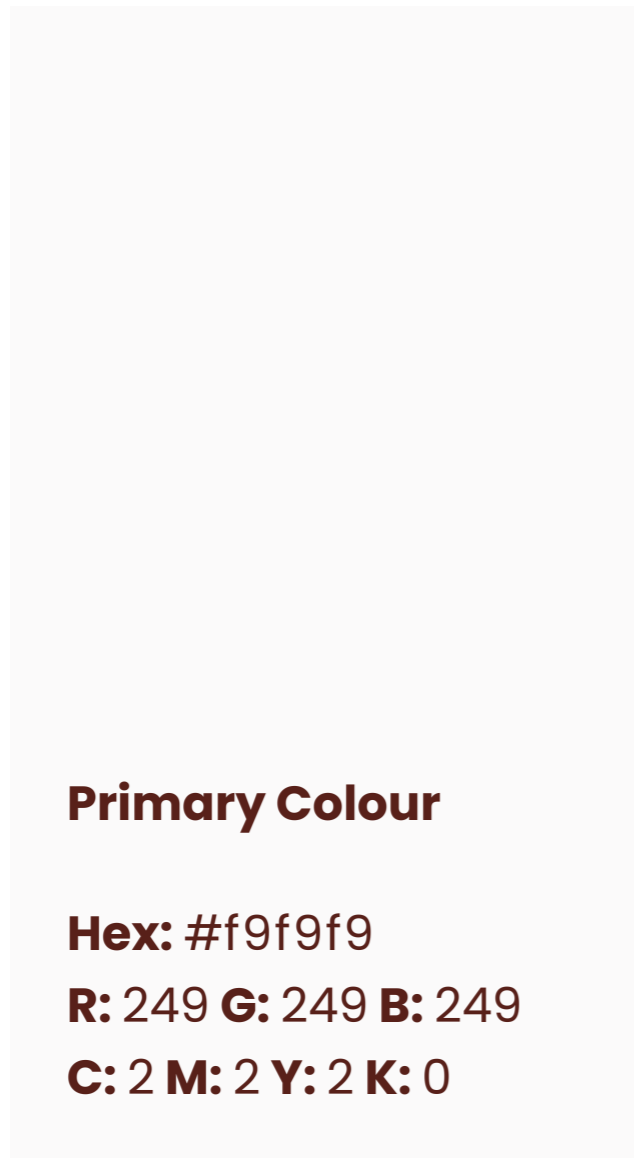


Primary Colour
Hex: #0e100f
R: 100 **G:** 31 **B:** 24
C: 36 **M:** 92 **Y:** 84 **K:** 55



Primary Colour
Hex: #1c311b
R: 28 **G:** 48 **B:** 27
C: 83 **M:** 53 **Y:** 85 **K:** 68

Colour Palette



Primary Colour

Hex: #f9f9f9
R: 249 **G:** 249 **B:** 249
C: 2 **M:** 2 **Y:** 2 **K:** 0



Primary Colour

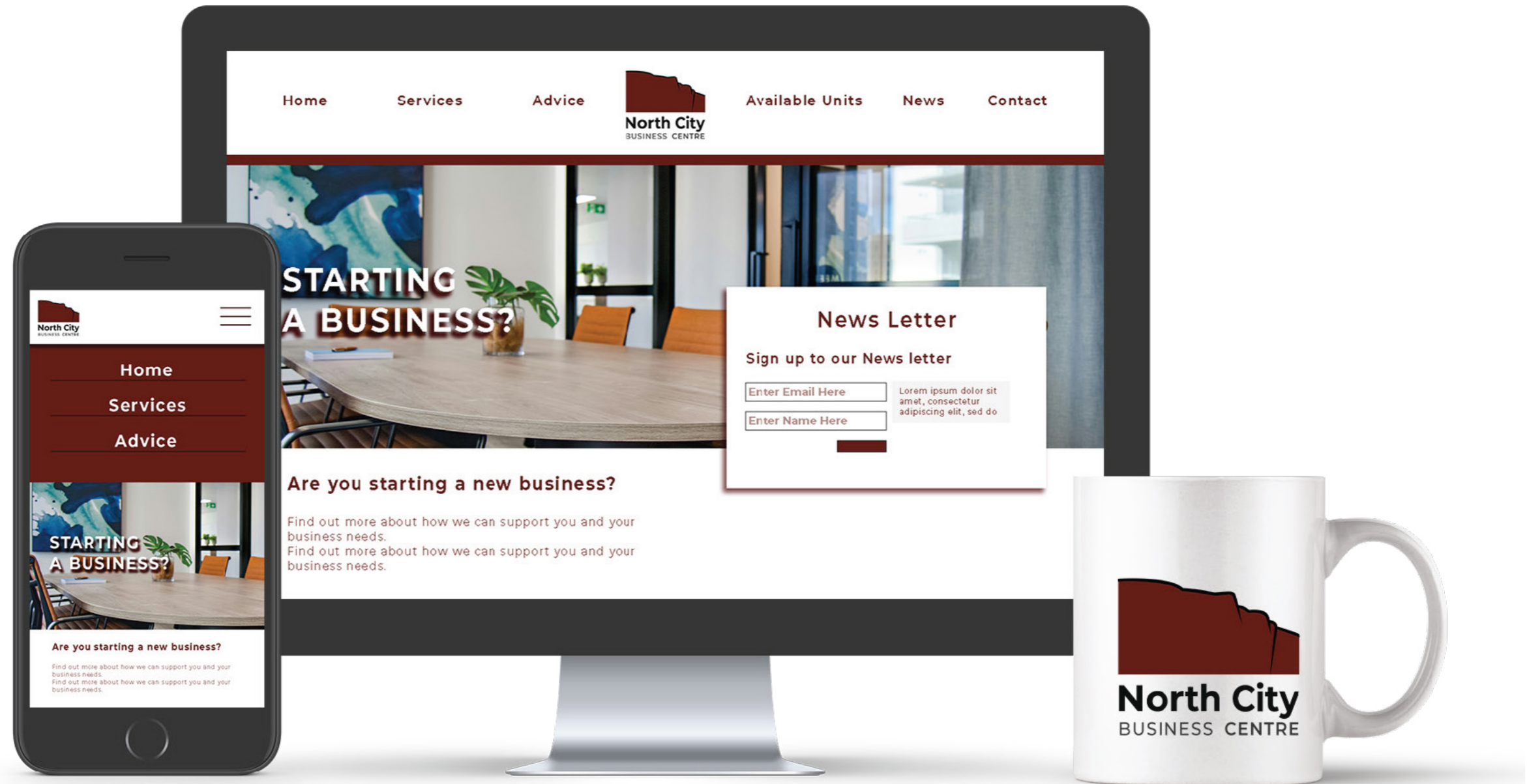
Hex: #0e100f
R: 14 **G:** 16 **B:** 15
C: 82 **M:** 70 **Y:** 63 **K:** 90



Primary Colour

Hex: #363739
R: 54 **G:** 55 **B:** 57
C: 70 **M:** 60 **Y:** 54 **K:** 62

Website/Social Media



Website Themes

Available for £20 a month with WP business and adaptable 50GB



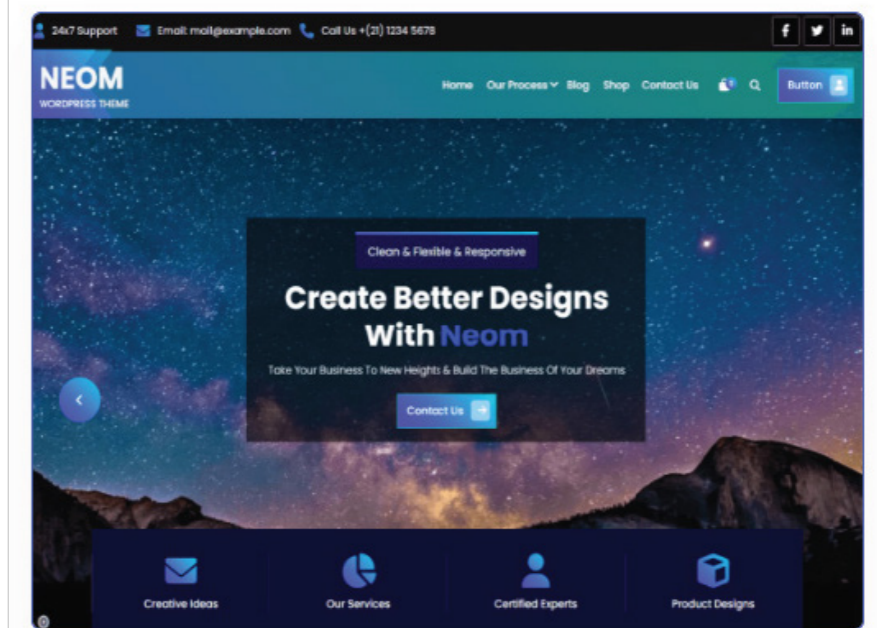
Astra

★ Available on Business



Soul Anchor

★ Available on Business



Neom Dark

★ Available on Business

Astra

Features

- Blog
- Custom colors
- Custom logo
- Custom menu
- E-commerce
- Editor style
- Entertainment
- Featured images
- Full width template
- Left sidebar
- Microformats
- One column
- Post formats
- Right sidebar
- RTL language support**
- Theme options
- Threaded comments
- Translation ready**
- Two columns**

Soul Anchor

Features

- Block editor patterns
- Block editor styles
- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Entertainment
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Four columns
- Block themes
- Full width template
- Grid layout
- Left sidebar
- One column
- Photography
- Post formats
- Right sidebar
- RTL language support
- Sticky post
- Style variations
- Template editing
- Theme options
- Threaded comments
- Three columns
- Translation ready
- Two columns
- Wide blocks

Neom Dark

Features

- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Education
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Full width template
- Grid layout
- News
- One column
- Right sidebar
- Sticky post
- Theme options
- Threaded comments
- Translation ready
- Two columns

Website/Social Media



Signage







Merchandise





Stationery



4.5 Final Pitch Outcome

With Kat's design being chosen, most of the outcomes for the final pitch were already completed by her, as there wasn't much more that the client wanted to change. However, there were still some elements that needed to be made and refined. For example, I created the mock-ups for the window decals that are shown throughout the final pitch.

Together with Kat, we also looked at different website themes that we could offer to NCBC, focusing on options that would be the easiest to use, as well as the plugins we would be working with. Once the final pitch was signed off by Darren and Claire, it was time to start working on the final outputs for the community partner. This stage was slightly challenging due to time constraints, as Christmas was just around the corner at that point in the project.

Astra

Features

Blog
Custom colors
Custom logo
Custom menu
E-commerce
Editor style
Entertainment
Featured images
Full width template
Left sidebar
Microformats
One column
Post formats
Right sidebar
RTL language support
Theme options
Threaded comments
Translation ready
Two columns

Soul Anchor

Features

Block editor patterns
Block editor styles
Blog
Custom background
Custom colors
Custom header
Custom logo
Custom menu
Editor style
Entertainment
Featured image header
Featured images
Flexible header
Footer widgets
Four columns
Block themes
Full width template
Grid layout
Left sidebar
One column
Photography
Post formats
Right sidebar
RTL language support
Sticky post
Style variations
Template editing
Theme options
Threaded comments
Three columns
Translation ready
Two columns
Wide blocks

Neom Dark

Features

Blog
Custom background
Custom colors
Custom header
Custom logo
Custom menu
Editor style
Education
Featured image header
Featured images
Flexible header
Footer widgets
Full width template
Grid layout
News
One column
Right sidebar
Sticky post
Theme options
Threaded comments
Translation ready
Two columns

05. Final Outputs

5.1 To-Do List

As time was tight, Darren helped us in class to create a to-do list, which was put in place to help us reorganise after the final pitch and get back on track with no time to spare. As a group, we were able to clearly outline the different tasks we would be undertaking. The list was later updated by myself and Kat as we worked through and completed the tasks.

PRIORITY:

LOGO TO ALL GROUP MEMBERS (PNG + SVG). SEND TO AMY FOR BRANDBOOK.

FOLLOW UP ABOUT WORDPRESS PLAN + URL (KAT, CLAIRE)

CONFIRM URL SITUATION (KAROL SPEAK TO LAURA).

Graphic

- Logo 400x400 Pixel resolution (Low quality)
- Logo 800x800 Pixel resolution (Medium quality)
- Logo 1200x1200 Pixel resolution (High quality)
- Submark 400x400 Pixel resolution (Low quality)
- Submark 800x800 Pixel resolution (Medium quality)
- Submark 1200x1200 Pixel resolution (High quality)
- Submark animation (Amy)

Mock ups of

Corporate objects

- 5- Business card (Kat)
- 6- Stationary (Paper, compliment slips, highlighters, pens, lanyards, business planner) (Kat)
- 7- Email Signature (Kat)
- 8- Annual Report (Karol)
- 9- Event template (A5, calender of event) (Amy)
- 10- Newsletter template (Karol)

Design objects

- 3- Window Decal
- 11- Bus shelter Ad

Merch

- 1- Coffee cups
- 2- Polo shirt
- 4- Soft shell Jacket

Website

- Karol

Web presence

- Popups
- social media template (?)
- Links to social media on website

5.2 Photoshoot

The best place to start with our final outputs was to get the photoshoot out of the way. Kat and I agreed to meet in Belfast at NCBC to take a range of photos and videos. We brought a lot of different equipment with us so we could capture as much footage as possible for the website and other outputs.

Unfortunately, due to a misunderstanding, NCBC seemed a little unprepared on the day of our arrival, and we were unable to shoot the 360-degree footage or take photos of some key areas within the organisation that we had initially agreed on. As time was crucial and there was still a lot of work left to complete, we had no option but to work with the photos and videos we had taken and make the best of the situation.

Working with Kat on the photos was a really good experience. We both took turns using each piece of equipment and shared ideas for different shots. As it was a fairly cold day outside, we tried to capture everything we needed to the best standard possible and then move on efficiently.

Together with Kat, we struggled with some of the photos being overexposed, which was a bit discouraging at the time. However, we knew that we would be able to correct this later during post-production, especially when placing the images into the website.

5.2 Photoshoot

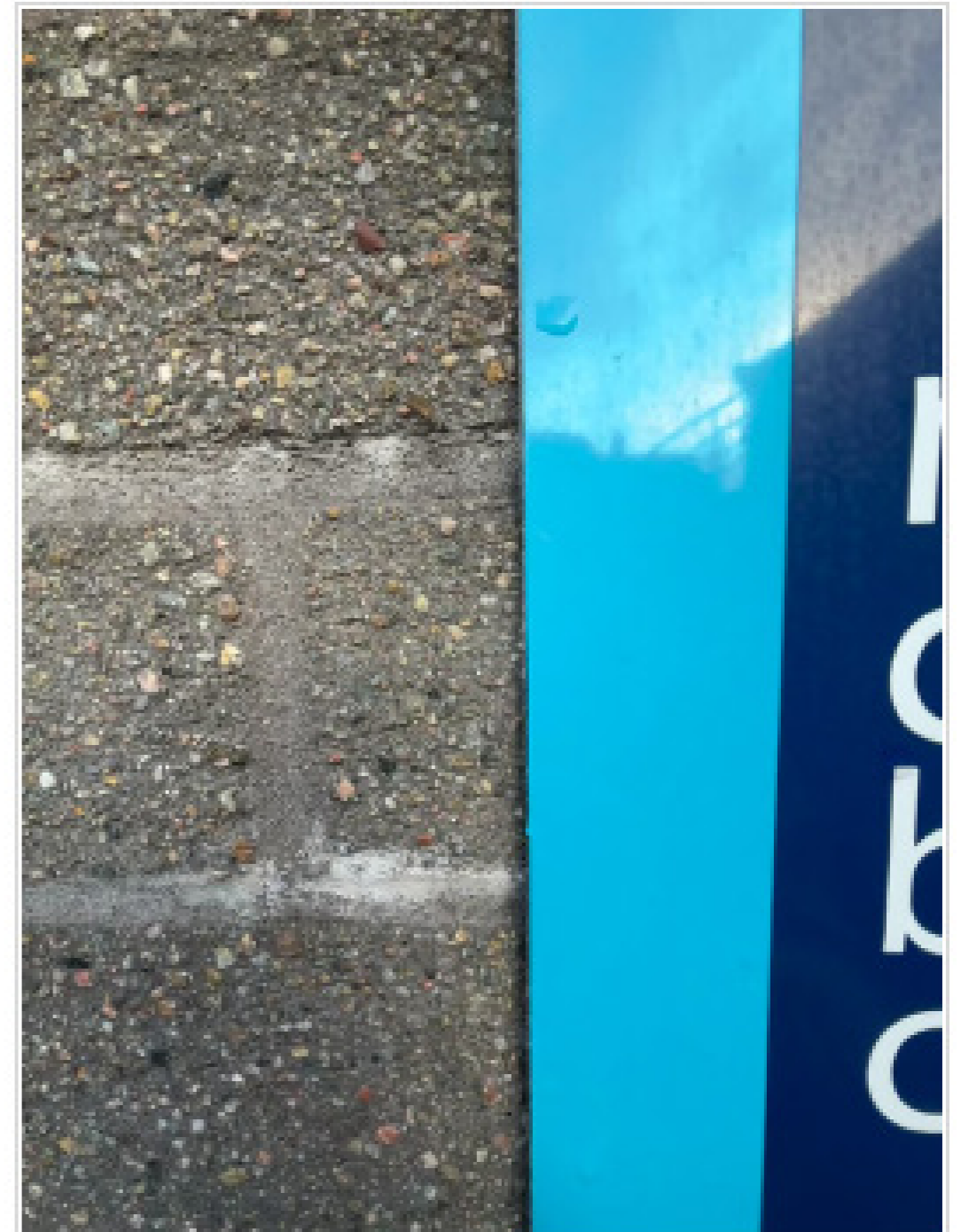


5.2 Photoshoot

The additional images and videos were uploaded by Kat, as she was the one who booked out the equipment and was able to transfer everything we gathered onto her personal computer and then upload it to Basecamp. Although I offered to help with this part, she was happy to take it on herself. There was plenty to choose from, as we spent a good few hours on site, which allowed us to gather a wide range of different shots and angles. It was nice to see that we were able to pull through and produce strong results despite the limited resources we had.



Catherine A. reposted a file from Karol W. [IMG 6630.mov](#)



5.3 Logo Composition

I was responsible for the logo composition part, which I already had some ideas about. Firstly, I went through all of the photos we had taken and selected the ones that would work best for this. I was able to use Photoshop to remove the old logo and replace it with the new one, which worked really well. During this process, I had to be careful with shadows on windows and other surfaces to make sure the images still looked realistic and visually strong.

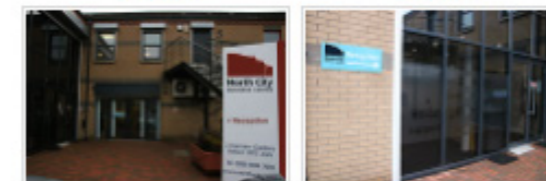
Some challenges that I faced during this part were when I had to make the logo smaller, as the sign I was placing it over was further away. This made the new logo look blurry, and I wasn't fully sure how to fix it at the time. I did use the correct files and tried my best to solve the issue, but it still persisted.

Overall, I really enjoyed doing the logo composition, and I was happy that I put myself forward for this task when we were creating the list. I had some previous experience with logo composition from before, as I had done smaller jobs in the past.



Composition1 Blue.png -
21.8 MB

Composition1 green.png -
21.8 MB



Composition1 red.png -
21.8 MB

Composition2 Blue.png -
904 KB



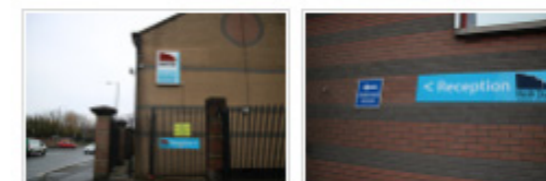
Composition2 Green.png -
904 KB

Composition2 Red.png -
904 KB



Composition3 Blue.png -
800 KB

Composition3 Green.png -
800 KB



Composition3 Red.png -
800 KB

Composition4 Blue.png -
1020 KB



Composition4 Green.png -
1020 KB

Composition4 Red.png -
1020 KB

5.3 Logo Composition



5.3 Logo Composition



5.4 Annual Report



Annual Report

STRATEGIC GROWTH · INNOVATION · SUSTAINABILITY



Key Metrics:

- Revenue ↑ 17%
- \$42M Invested in Innovation
- +26% New Clients

Prepared by:
Corporate Strategy Team
Presented to:
Executive Board



Annual Report

STRATEGIC GROWTH · INNOVATION · SUSTAINABILITY



Key Metrics:

- Revenue ↑ 17%
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Annual Report

STRATEGIC GROWTH · INNOVATION · SUSTAINABILITY



Key Metrics:

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Prepared by:
Corporate Strategy Team
Presented to:
Executive Board

5.6 Window Decals



5.6 Window Decals



5.7 List Update

While there were many updates happening, I took the opportunity to update the list for the team members so they had a clear understanding of what still needed to be done. I took Darren's list and filled it in with colour depending on whether the work was on Basecamp or not. If I didn't see any work uploaded, I marked it red. If I knew someone was currently working on it, it went orange, and completed items were marked green to keep the colour coding simple and clean.

Graphic

- Logo 400x400 Pixel resolution (Low quality)
- Logo 800x800 Pixel resolution (Medium quality)
- Logo 1200x1200 Pixel resolution (High quality)
- Submark 400x400 Pixel resolution (Low quality)
- Submark 800x800 Pixel resolution (Medium quality)
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Mock ups of

Corporate objects

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Design objects

- 3- Window Decals (Karol)
- 11- Bus shelter Ad

Merch

- 1- Coffee cups
- 2- Polo shirt
- 4- Soft shell Jacket

It was really nice to see that Kat appreciated me stepping up and doing this for our team at a time when we needed it. This helped make the tasks much clearer, as it was starting to become difficult to follow the previous list we had made earlier since a lot of it had already been completed.

CA Great idea

Dec 9, 2025 CA Catherine Atkinson, Student
Thanks Karol, this is really helpful

Great!

5.8 Soft Shell Jacket



5.9 QR Codes

I created some QR codes that we were able to use in a few of the mockups. Some of these may also be used by NCBC in their advertising. QR codes are a great tool for helping people access a website instantly from their mobile phone, which can really help with exposure for many businesses.



5.10 Clean Up

With the mockups coming to an end and a little time to spare, I decided to clean up our folders so we wouldn't panic closer to the deadline. I colour-coded them and moved everything we didn't need into a pre-pitch folder, as these were not final outputs for the client.

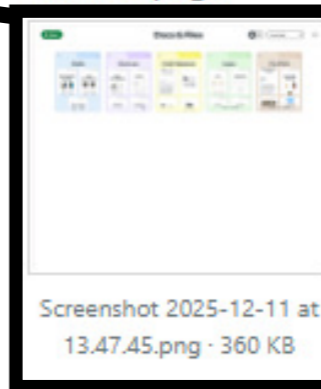
In order to complete the website, we had to finish all of these first, and it took a while to source everything and get it completed. While cleaning up, I also realised that we still needed bus ad shelters completed, so I went ahead and made those as I was finishing off.



Karol W. added a new message called [Docs&File - Clean Up](#)

1:48pm

Cleaned up the folders and added the things we don't need anymore into a new folder which is in colour brown and named Pre-Pitch. [Screenshot 2025-12-11 at 13.47.45.png]



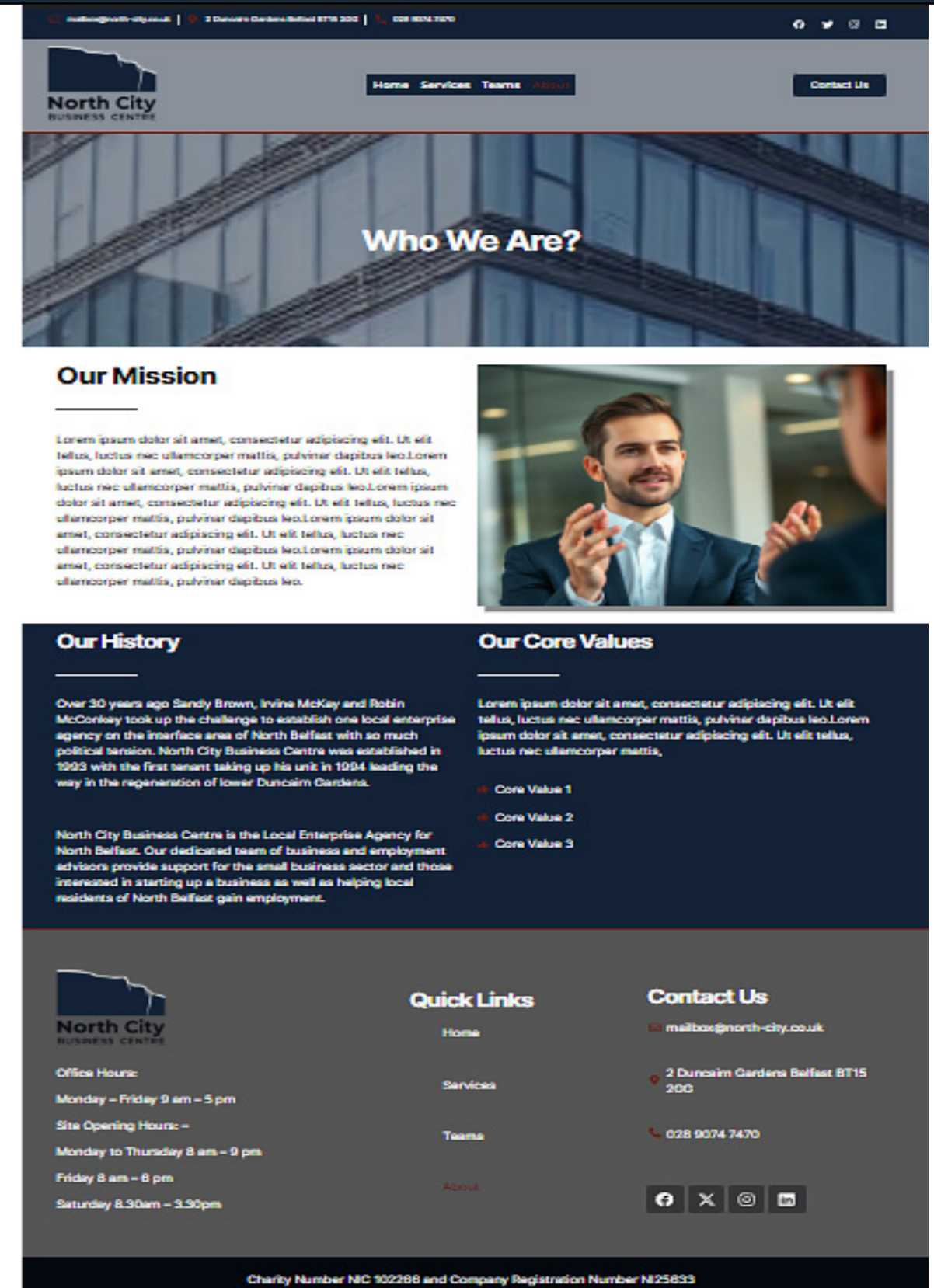
06. Website

6.1 Initial Idea

The initial idea for the website gave us some insight into the layout of the pages. However, when Kat and I first started setting up the website, we didn't install the plugins that we had originally planned to use. Later on, this caused issues when we tried to add them on top of the existing ones, which resulted in the website crashing unexpectedly.

This left me and Kat with only a few hours to rebuild the entire website again, and we decided to push through and do it before submission.

Me and Kat created a new chat on Basecamp so we could communicate effectively throughout the process and split up the pages that needed to be done.



6.2 Website Design

11:56pm Me



- meet the team/board - Complete
- meet the businesses - We weren't allowed to focus on businesses, and we were even challenged by one of the businesses as to why we were there when taking a photo of the exterior of the centre. So I'm expecting this section may be pretty empty. services -
- property - Complete
- business advice - Complete
- conference facilities - we weren't allowed to see these, so again it's just working from what they already have. - Complete
- virtual office - Complete
- jolly Roger complex - Complete

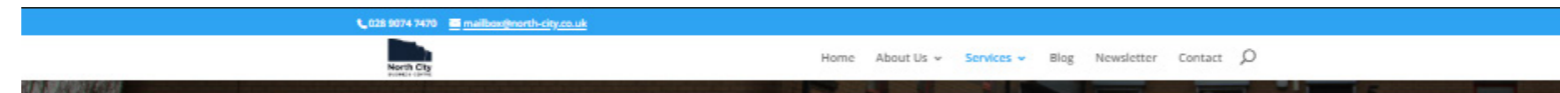
- Available units - Work In Progress

- Blog - Work In Progress

- Newsletter - Work In Progress

- Contact us - Complete
Quick Update of the list

6.2 Website Design



Our Services

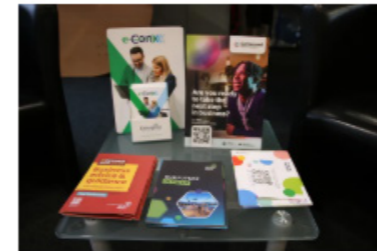


PROPERTY 49 COMMERCIAL UNITS TO LET

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors.

Our units range in size from 500 sq. ft. to 2,000 sq. ft. Office space in Belfast.

[READ MORE](#)



BUSINESS ADVICE BUSINESS SUPPORT SERVICES

Have you considered self-employment, but are unsure of your business idea? Or do you have a firm idea, but you need advice and guidance on how to take this idea forward?

Do you require a business plan? We are here to help! For all your business start up needs.

[READ MORE](#)

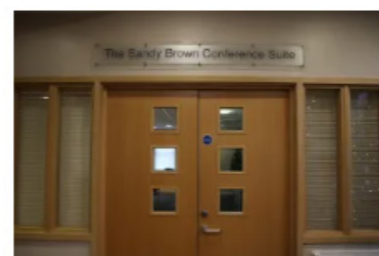


VIRTUAL OFFICE COMPETITIVELY PRICED

We offer a range of competitively priced virtual office services, available to businesses, the general public and tenant companies.

These services are of particular benefit to small businesses who do not employ full time administration staff.

[READ MORE](#)



CONFERENCE FACILITIES CONFERENCE FACILITIES FOR YOUR NEEDS

North City Business Centre offers room hire and conference facilities for hire and our meeting rooms and conference facilities have been designed to serve all your business meeting needs, and are open to both our tenants and non-tenants alike.

[READ MORE](#)

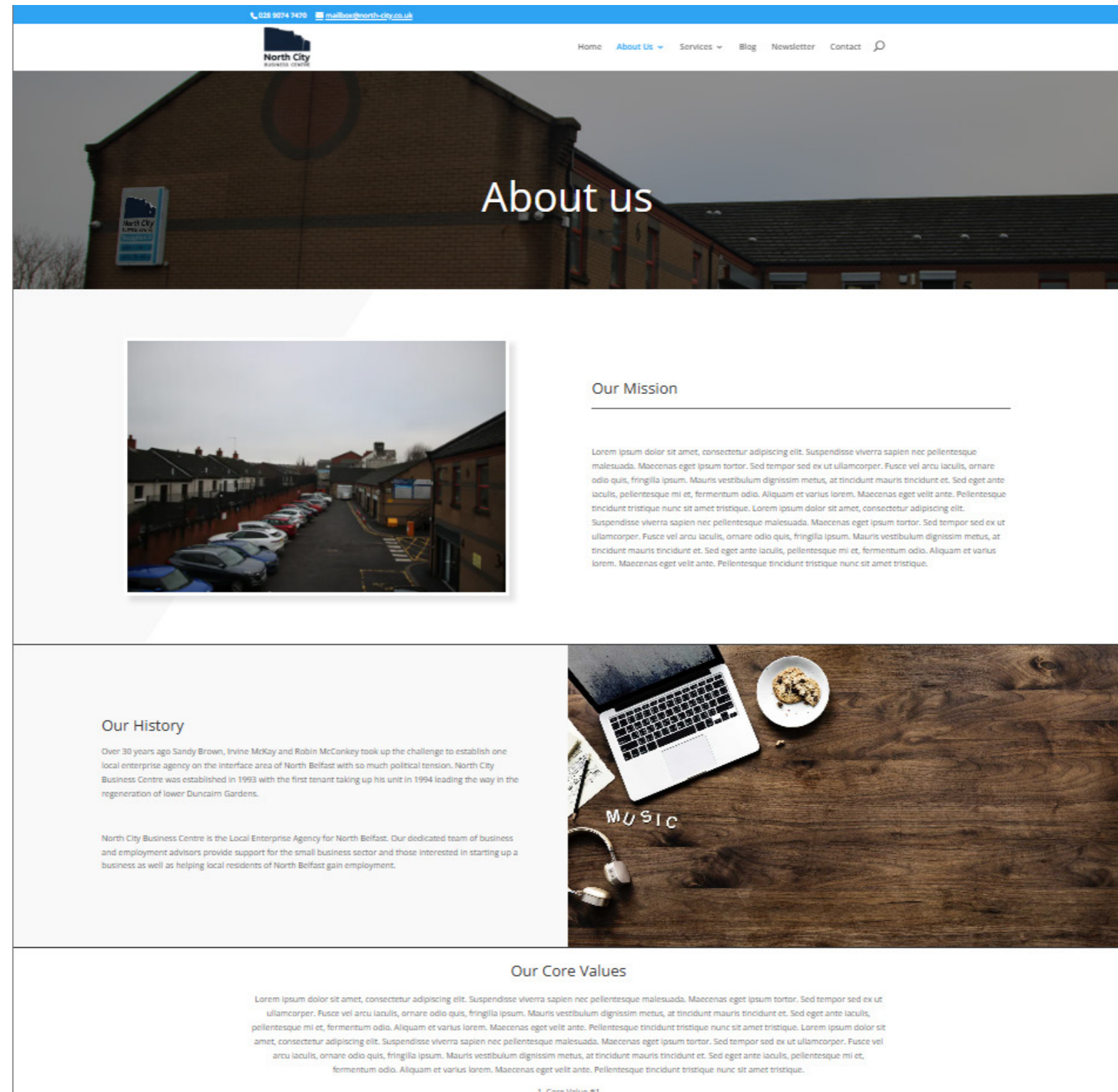


JOLLY ROGER COMPLEX SPACE AVAILABLE FOR YOUR BUSINESS

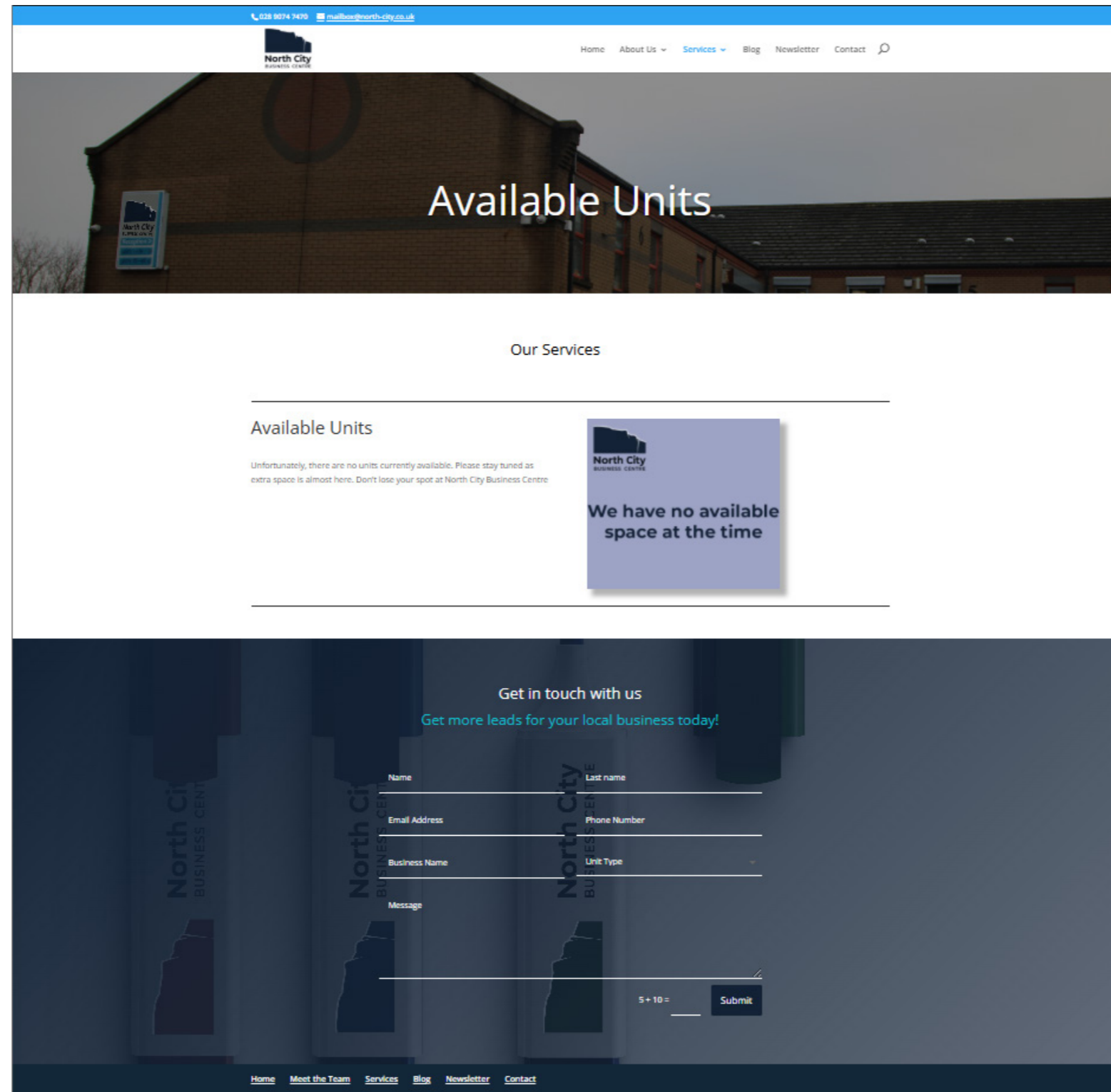
North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors. Our units range in size from 500sq.ft. to 2,000sq.ft.

[READ MORE](#)

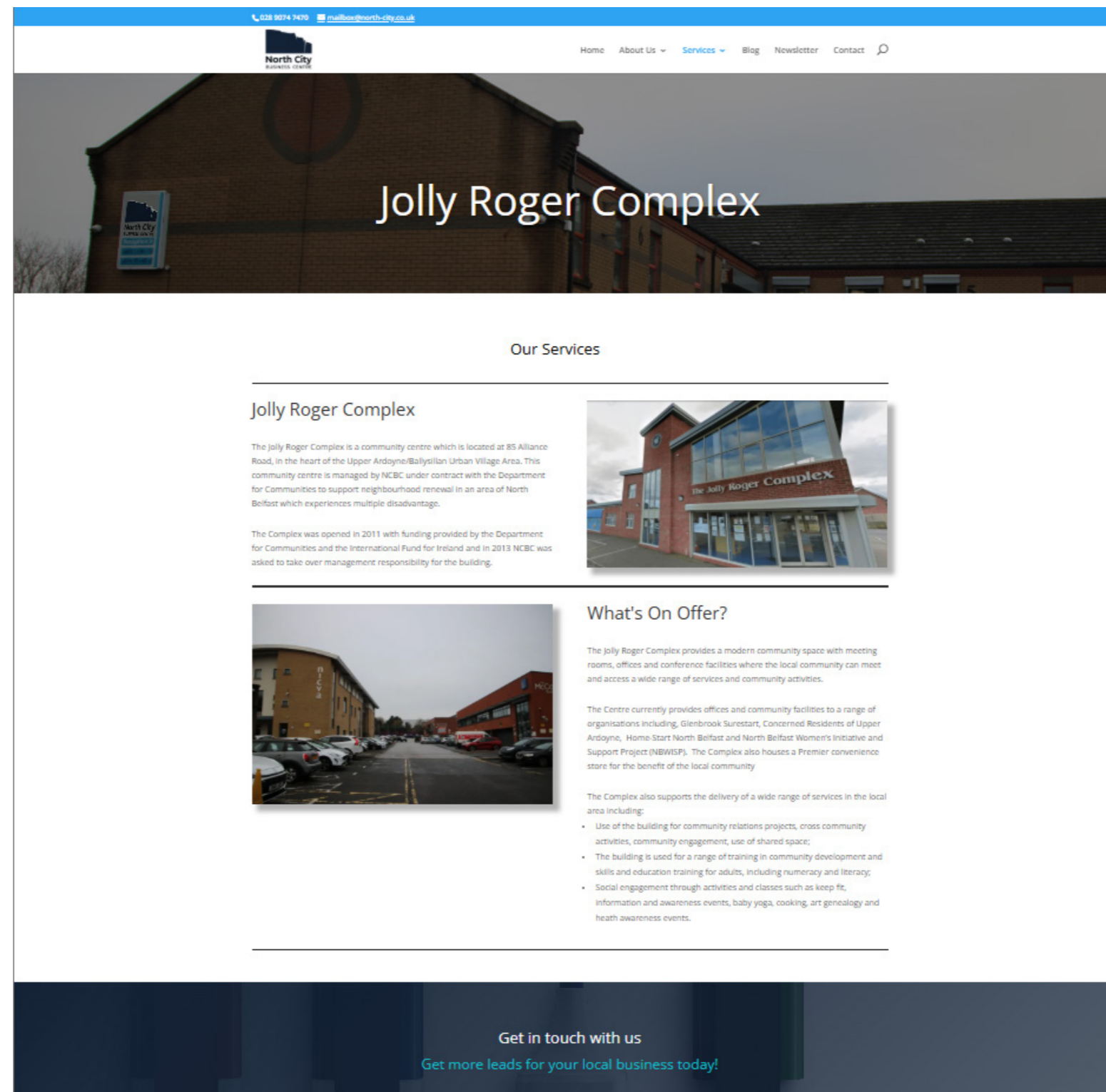
6.2 Website Design



6.2 Website Design



6.2 Website Design



6.2 Website Design

The screenshot displays the website for North City Business Centre. At the top, there is a blue navigation bar with the company logo, contact information (028 9074 7470 and mail@north-city.co.uk), and a menu with links for Home, About Us, Services, Blog, Newsletter, and Contact. Below the navigation bar is a large hero image of a brick building with the text 'Conference Facilities' overlaid. The main content area is titled 'Our Services' and features a section for 'Conference Room for Hire'. This section includes a detailed description of the facilities, their location, and availability. To the right of the text is a photograph of the entrance to 'The Sandy Brown Conference Suite'. Below this, there is a section titled 'Options' which lists three types of rooms: 'Conference Room (Sandy Browne)', 'Board / Meeting Room', and 'Interview / Small Meeting Room', each with a list of features. To the left of the 'Options' section is a photograph of the interior of a conference room with tables and chairs.

028 9074 7470 mail@north-city.co.uk

North City BUSINESS CENTRE

Home About Us Services Blog Newsletter Contact

Conference Facilities

Our Services

Conference Room for Hire

North City Business Centre offers room hire and conference facilities for hire, and our meeting rooms and conference facilities have been designed to serve all your business meeting needs, and are open to both our tenants and non-tenants alike.

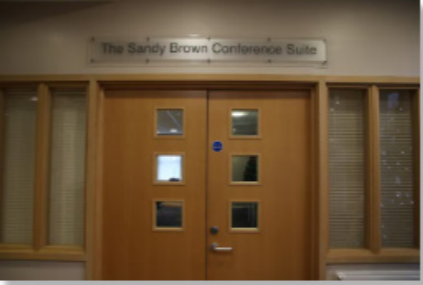
Our site is easily accessible in Belfast, located in Duncairn Gardens, North Belfast, just off the M2 Westlink, near to the city centre and Ulster University and close to NI Translink bus and railway stations.

We have a modern Interview room, a small board room, a small meeting room and a conference room, all available for hire, accommodating up to 35 guests.

Our pricing for our conference room includes tea and coffee, and the use of equipment.

Please note to email presentations prior to using our facilities to Christine.Murray@north-city.co.uk or bring a copy on a memory stick to use North City's modern equipment.

Cancellations less than 24 hours will result in the full charge of the hire fee.



Options

Conference Room (Sandy Browne)


- Flexible layout styles
- Up to 35 persons with theatre style layout
- Laptop provided
- Interactive whiteboard and speakers

Board / Meeting Room

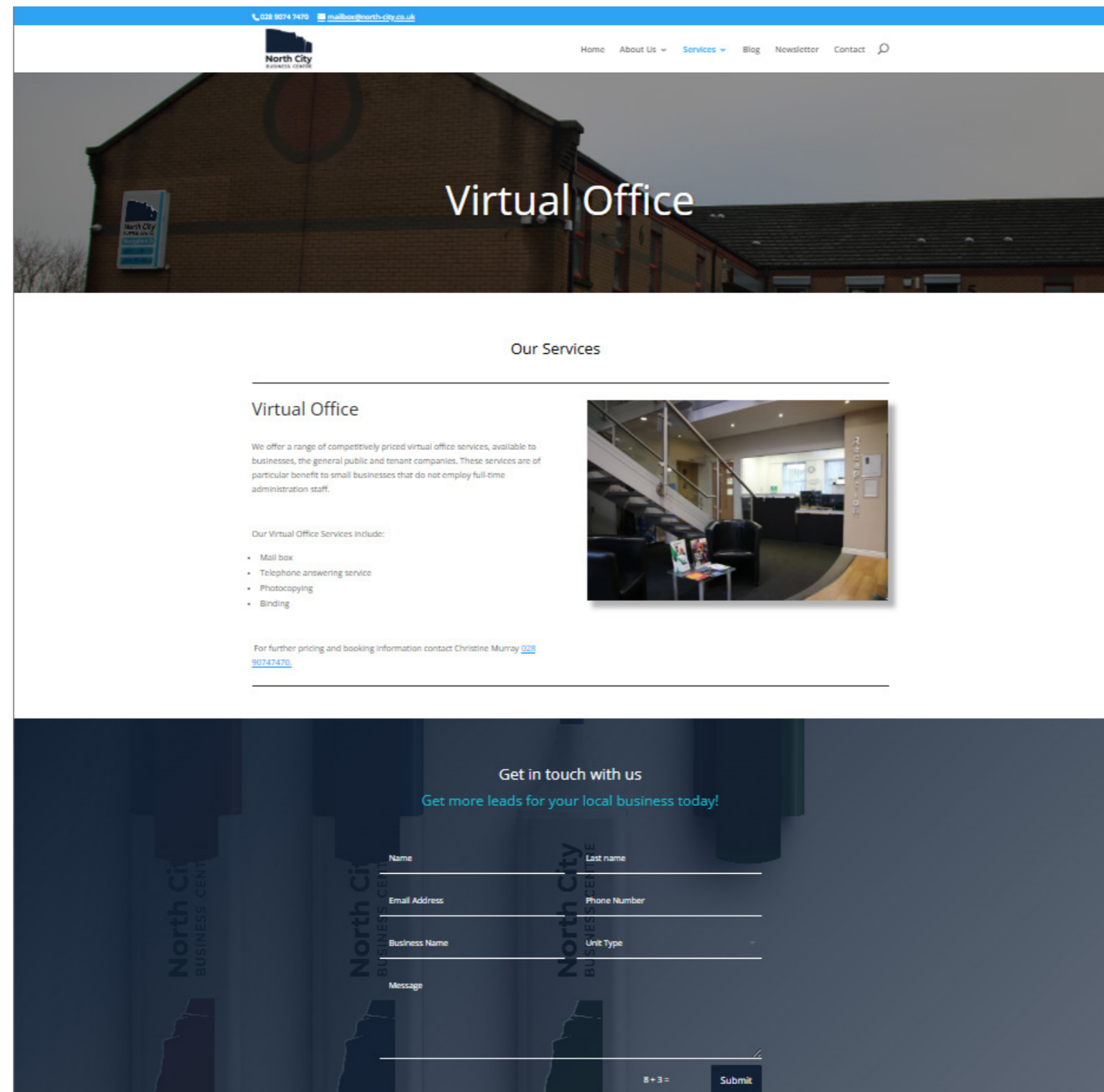
- Flexible layout styles
- Up to 8 persons
- Laptop provided
- Tea and coffee provided

Interview / Small Meeting Room

- Flexible layout styles
- Up to 3 persons
- Laptop provided
- Tea and coffee provided



6.2 Website Design



6.2 Website Design

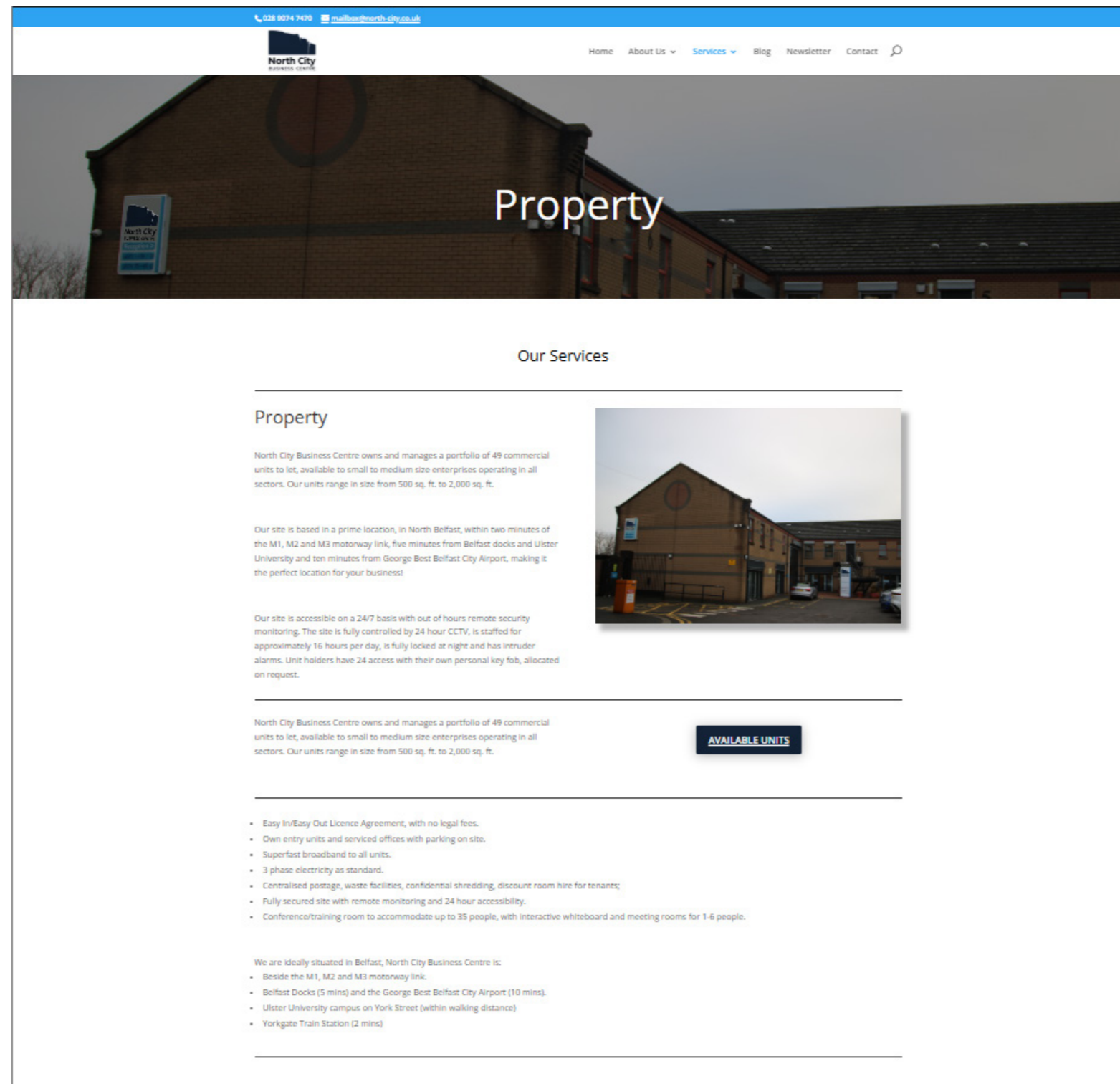
The screenshot displays the website for North City Business Centre. At the top, there is a navigation bar with contact information (028 9074 7470, mail@north-city.co.uk) and a menu (Home, About Us, Services, Blog, Newsletter, Contact). The main header features a large image of a building with the text 'Business Advice' overlaid. Below this, the 'Our Services' section is divided into three columns:

- Business Advice:** A section with a heading, a paragraph of introductory text, and a photograph of business-related books and brochures on a table.
- Go Succeed:** A section with a heading, a paragraph of text, and the 'Go Succeed NI Business Support' logo.
- Are you Eligible?:** A section with a heading, a list of bullet points, and the 'Funded by UK Government' logo.

Below these, there are two more columns:

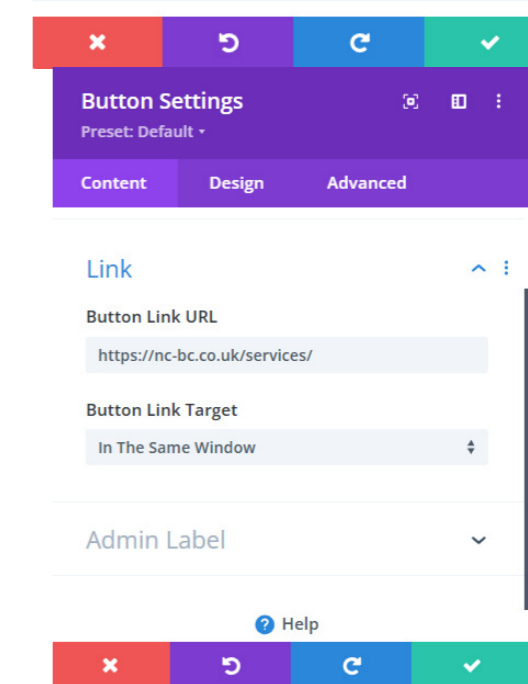
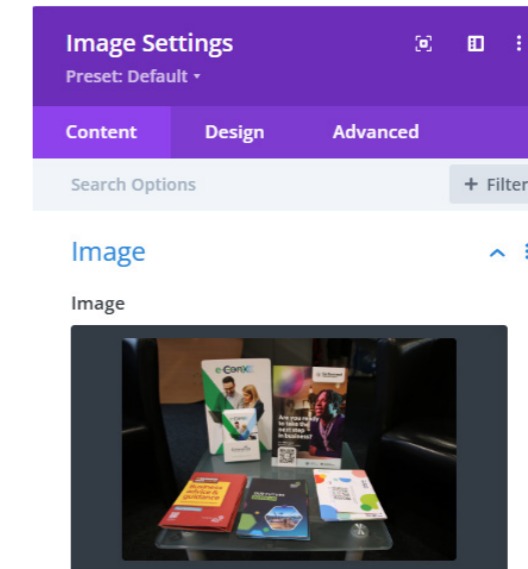
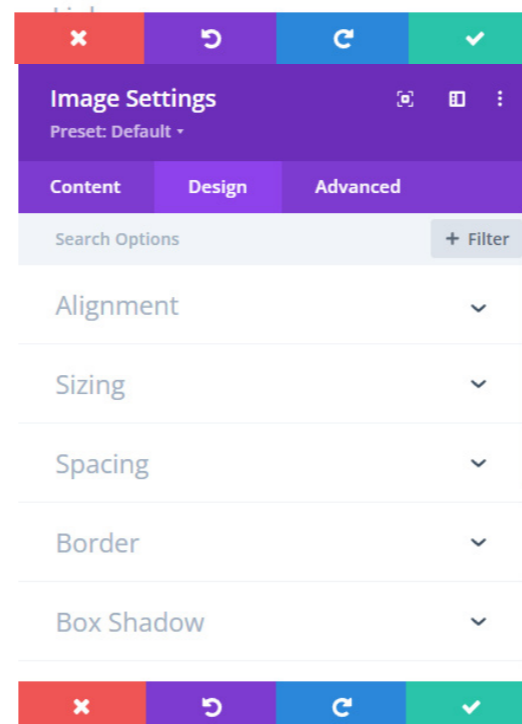
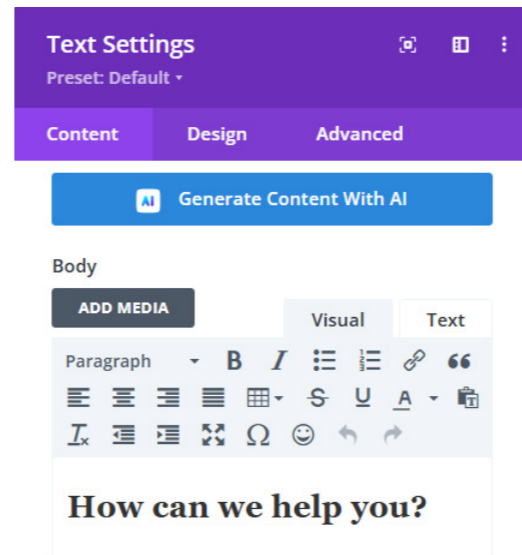
- Start Up Loans:** A section with a heading, a paragraph of text, and a list of bullet points.
- Are you Eligible?:** A section with a heading, a list of bullet points, and a small URL at the bottom.

6.2 Website Design



6.2 Website Design

These are just a few options within the Divi plugin. There were so many different options available that it would be hard to capture all of them, so I just wanted to give a small peek at the endless possibilities.



This Layout Is Built With Divi

Edit With The Divi Builder

07. Final Thoughts

7.1 Communication

My team used Basecamp as our main point of contact. We also had a few sessions together in between classes where we needed to complete work. Basecamp was very active on our part and really helpful throughout the project.

I had no previous experience using Basecamp, and I think it is an excellent tool for projects like this. With Basecamp being available on other devices as well, it allowed me to be available almost 24/7 whenever I was needed. Uploading work was easy, and it made communication effective and kept everything to a good standard.



Describe why you moved the needle:

North City Business Centre (NCBC)

On track
Updated on Dec 20, 2025

Set up people

Message Board

- social media templates
- Hello
- Hello
- Final content

Docs & Files

- Final versions for Client
- Brand Guidelines

Chat

- Catherine Atkinson 12:52am
- Catherine Atkinson 1:00am
- Catherine Atkinson 12:02pm

Schedule

To-dos

- InDesign Document
- Upload 3-4 photos of different tones/settings for us to choose one each that matches.

7.2 Reflection

I think that at the beginning of the project I had a lot of ups and downs, mainly caused by my lack of graphic design skills. Throughout the project, I was able to build on these skills, which helped me gain much more confidence in myself. If I were to take on a project like this again, I can already see that I would do a lot of things differently with a different approach, and I am very happy with the experiences I was able to gain throughout this semester.

I have massively improved my skills, and I now have a clearer idea of what I still need to work on. Although I believe that our final deliverables were very strong, I want to stay critical of myself, as my performance was not always of a standard that I would like it to be. The biggest lesson I have taken from this project is understanding the areas I want to improve on in the coming years and the things I want to continue working on.

There were also a lot of positives. The website that Kat and I were able to complete in just a few hours was something I never thought would be achievable, especially in such a short amount of time, and we really worked as a unit towards one goal.

I believe that my contribution towards the end goal was strong, and communication from my side was consistent from day one. I am also really proud of myself for pushing through issues when they came up and continuing to improve as the year progressed. Even when the project became heavy at times, giving up was never an option.

This project will always be a highly positive memory for me, and I would like to thank Claire and Darren for the amazing support they gave us throughout the year. Projects like this would be much harder without that support. I would also like to say a massive thank you to the team I worked with, Amy and Kat. The final outcomes are very impressive, and overall we did a great job by the end of the project.

7.3 Team Work

Assessing the teamwork within the group, I can admit that we had our ups and downs, as any team would. Communication is a skill that needs to be learned through engaging in projects like this. As we all had limited experience with this type of work, communication was questionable at times, but in the end we always managed to get the work done.

Basecamp communication was very good overall, and we always managed to get work to each other quickly. There were some issues with WiFi throughout the project, which were hard to deal with at times, but the final outcomes are what matters most, and we did a good job. I think the workload was spread fairly well, although I feel I could have taken on a few extra tasks, especially during the beginning stages of the project as I was getting settled in with the work.

7.4 Final Thoughts

My final thoughts on Project Social are very positive. It was the first time we were able to properly get hands-on with work since first year, if we don't count placement year. It was fun to see other students' work and to learn from each other as the year progressed, especially since everyone had different skills and experiences.

Project Social will always be a positive experience for me and something I'll be able to fall back on and take knowledge from. I'm happy I was able to experience it, and hopefully I'll be able to carry over the skills and knowledge that I gained throughout the project.

**PROJECT
SOCIAL**
AGENCY