

Production Log

By Stephen McCallen



Content

Introduction	2
Project Spec	3
The Team	4
Client Aim	6
First Client Meeting	7
Benchmarking	8
Mood board	13
Experiments	14
Final 3 Outcomes	34
Pitch Meeting	35
Project Changes	46
Project Evaluation	53

Introduction

This production log is everything I went through to complete this project. You will see my ideas thoughts around the tasks at hand. My reflection on things I thought and the emotions around my ideas and designs.

During this module, it will allow me to put to use the skills I have learned to date throughout my degree as well as the skills I have picked up during my time studying at the University of North Georgia & my placement as then Digital Marketing Executive at the Craigavon Industrial Development Organisation other wise known as CIDO.

Our team was partnered with a social enterprise to develop and create a brief for us to develop and create a interactive and sustainable product apoun completion. This brief will be developed around the needs of the client, from the use of the following media skills required.

Wordpress, HTML,CSS Photoshop, InDesign, Illustrator

Module Aims:

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

Project Spec

Our community partner is Kilcooley Together and are here to help you unlock your full potential by removing all barriers that stand in your way. To find out what we do and how we can help you get in touch with one of our team members and we will get back as quickly as possible.

Kilcooley Together showcases the provision of 4 Organisations based in or near Kilcooley. These are The Kilcooley Women's Centre, The Kilcooley Community Forum, Bangor Alternatives and Kilcooley Primary School.

Kilcooley Education Working Group required a visual identity that represented the four organisations within the group. An online responsive website presence that acts an umbrella for the organisations with a brand guideline for the uses of the brands representation.

The Team

The Team: Myself, Cody & Oskar sat down to discuss how we could help this client out with their project by bringing our collective knowledge from working in various industries by being exposed to different methods and techniques when it comes to approaching designs and strategy from our placement year out.



Previously sat as the Digital marketing executive at CIDO and has design experience from freelance jobs with clients, along with extensive face to face contact with clients on a daily basis working on design and marketing challenges that they came to CIDO for advice on. He has a keen mind to working on complex tasks and following up with solutions to them.



Has over five years of graphic design experience from freelance experience working with clients as well as having work for Signs NI. Cody brings a crazy amount of skills to the team with a passion for complex design tasks. As Cody has had a few years of working with clients he has developed a keen eye to unravel the clients design and produce a fresh and modern design from their brief.



Head developer at Kaizen Brand Evolution Oskar brings extensive knowledge in development of websites along with designs. He has a keen eye for style and functionality of websites that is suitable for client needs, his ability to help the client take their idea to the next stage is something he prides in with his work.

Clients Aim

“To have one central hub & brand in which people can visit to find out what Kilcooley can do for them along with the organisation”

First Client Meeting

Thursday 1st of October

Key points taken from first meeting and thoughts:

Brand must represent all organisations

Brand should symbolise the area

Web presence must represent the four organisations

Motto: Removing Barriers Unlocking Potential

Fran the Community Officer for the North Ards Down Council wants the council to have a presence within brand itself

Overall the first meeting went very well, we managed to get the information we needed from it in order to begin to look at ideas for the community partner

Research Benchmarking

As a group we each picked out three website's in order to carry-out a benchmarking against to identify strengths and weakness within the competitors online presence who would pose a risk to Kilcooley Working Education Group.

Category	Feature	Northern Regional College	Open University	Irish Education Group	Education Europe Group	Conway Education Centre	Southern Regional College	Westminster Adult Education Service	Supporting Communities	Education Group	Oasis Community Learning
First Impression	Aesthetics	Fresh, modern and recently refreshed	Content heavy, bit dated	Very basic	Poor design, dated and static	Poor and outdated	Standard for an institution like SRC but could be improved	Poor and outdated	Relatively modern, clean design but navigation feels cramped	Fresh, modern design	Modern design, animations and videos
	Identifiable Target Audience	Front Page	Front Page	Front Page	Front page	On front page	Yes	Yes	First page	First page	First page
	Identifiable Chief Aim	Doesn't give a specific aim	Front Page	Front Page	Front Page	Does not explain things too well	Yes	Does not explain things too well	First paragraph	Front page	First page
Look & Feel	Retina (HD Ready)	Most of the site	Most of the website	Some of the images are not	Images look good	Not all images are	Most images and logo	None	Yes	Yes	Yes
	Responsive	Yes but doesn't look the best on mobile in terms of design	Yes	Yes but its not the best	No	Only responsive up till a tablet size	Yes	Yes to a extent not mobile friendly	Yes	Yes	Yes
	Body text Font	San-serif	San-serif	San-serif	San-serif	San serif	San serif	San serif	San-serif	San-serif	San-serif
Technical	Content Management System	Expression Engine	Custom built	Squarespace	Wix	Wordpress	Wordpress	Wordpress	Squarespace	Fully custom web framework	Finalsite
	Analytics	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Navigation	Primary Menu Format	On hover drop downs/ click through	Standard click	Standard click	Standard click through	Standard click through	Standard click through	Standard click through	Standard	Hamburger menu	Standard
	Primary Menu Position	Horizontal op	Horizontal Top	Horizontal top, two lines	Horizontal top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal top	Top left	Horizontal top
	Breadcrumbs	Yes top of the page	Yes in courses	none	no	None	Top Footer	Top Footer	None	None	Yes
	Contact us	Footer	Main menu	main menu	Bottom of front page	Top menu Bar	Bottom of the main page	Top menu bar	Top menu	Top right and footer	Top bar above navigation and footer
Content	Explanation of service	About the college/ about higher education	About us page	Home and about us	Home and about us	Front page	Front page	Hidden in the services and support tab	First paragraph and separate 'About' page	Home page and about page	Home page and about us page
	Evidence of outdated content	None, site is new	None	Images, text and footer date is 2018	Design, responsiveness, the whole website isnt great	Every page of the website	None	On the main home page	Some images are small, rest of the site feels relatively modern	None	None
	Social Media	In the Footer	About us Page	None	header, top right	Bottom right of main page	Main page	In every page except main index.	Header and footer	Footer	Vertical on the right side and in footer
	FAQ Section	Under your application	None	None	None	None	None	None	None	Top left beside hamburger menu	None
	Privacy Policy	Footer	Footer	None	None	None	Bottom footer	Bottom footer	Footer	Footer	Footer

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Search	Search	Top of the page	Top of the site	None	None	None	Top right	Top right	Below header, right side	None	Top right beside navigation
Functionality	Load time	2.2s	1.9 s	1.5 s	2.0 s	2.48s	1.55s	1.83s	4.05s	11s	1.8s
	Email Subscription	none	None	none	Yes	None	None	None	Yes	Yes	None
	Multilingual	no	nope	Yes	None	No	Not working	No	None	None	Yes
	No. languages	Nope	none	10	None	0	0	0	1, English	1, English	102
Accessibility	How many font types	3	2	2	3	4	3	5	1 font throughout	2	2
	Clear accurate headings	Yes	yes	yes	yes	No	Yes	No	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No	No	No	Yes	No	Yes	Yes	Yes
	Link underlying	Not underlying but they have hover effects	Not all	On hover effects	not all	No	Yes but only works on specific browsers	No	On hover effects	No effects, mouse icon change only	No, but various hover animations
Overall Score		16	15	12	8	5	15	7	14	18	21

By doing this in depth benchmark on website similar to the type of organisation Kilcooley is allowed us to then plan out the website so that it would become a contender other like organisations that would pose a challenge online with high powered sites.

The benchmarking consisted of cross checking features of interaction that other sites had functionality and the content based on them as well. This also gave us the information we needed in order to take their website above them making it stand out in the crowd.

Moodboard

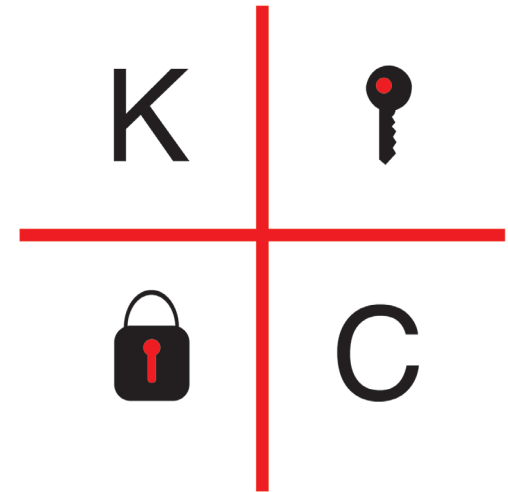
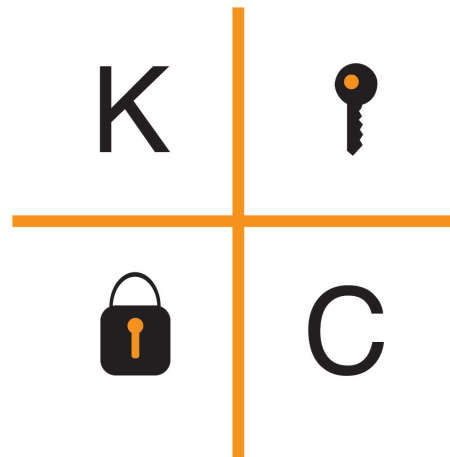
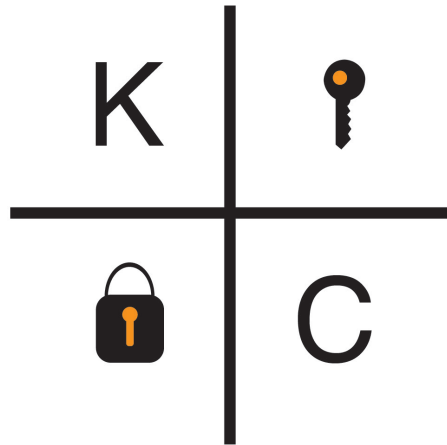
I went out to a local to me to gather some photos I took on my camera of logos on business within the local area to help influence and give me ideas for my designs. I threw this mood-board together to draw inspiration from.

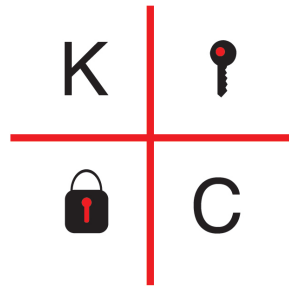


Experiments

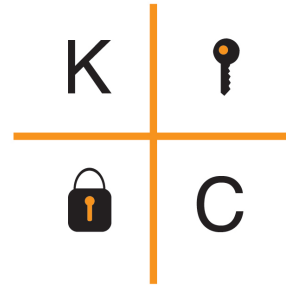
These are some of the some of the experiments I did for the Kilcooley Education Working Group. You will see some different ways I have placed the logo from text to logo in order to see which would be fitting. You will also see the use of colour that I have used as well along with begin able to see the different types I tried to make work with trying different colours out and breaking to initial design apart in the three logo I chose to pick my one logo to go with for the pitch to the client.

LOGO 1

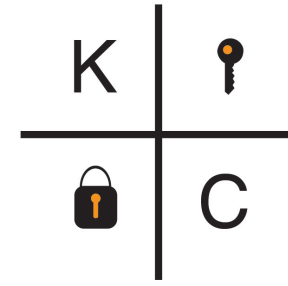




**KILCOOLEY
COLLECTIVE**



**KILCOOLEY
COLLECTIVE**



**KILCOOLEY
COLLECTIVE**













LOGO 2



**KILCOOLEY
EDUCATION**



KILCOOLEY EDUCATION



Breaking Barriers Unleashing Potential



Breaking Barriers Unleashing Potential

KILCOOLEY EDUCATION



Breaking Barriers Unleashing Potential

KILCOOLEY



EDUCATION



**KILCOOLEY
EDUCATION**



**KILCOOLEY
EDUCATION**







LOGO 3











Final 3 Outcomes

I had to present three designs during a meeting with my team and lectures in order to get feedback to see which one would the logo I would be using in my pitch for the client. Some of the feedback was that I did not do enough different versions of the logo to see if there was any other way of it working or looking.

I did try to keep my logos as simple as possible as it was the style of design I was going for to repress the brands goals an mission.

These are the three final outcomes that I did for the logos and presented at that meeting.



Pitch Meeting

I decided to go with the following logo as it I felt it represented what Evan said during one of the meetings on what it is they want to do break down barriers and unlock potential.

I chose this logo as the K & C represent Kilcooley Collective while the lock is the individual and the key is Kilcooley helping them unlock their potential. I wanted to make it simple and nothing eye straining, so I used this logo and created my pitch and mock-ups for the upcoming meeting.

After the creation of my three designs I looked back to critically reflect on them and the approaches I took when creating them. It was only the when I realised that my thought process around them was too narrow, what I mean by this is that I think about it too much instead of experimenting with styles and new types of design as I find my designs can be very bland and lack the spark of the wow factor at times.

This is something I have reflected on a lot after the pitches.

Kilcooley Education Working Group

Project Manager

Claire Mulrone

Creative Director

Adrian Hickey

Interactive Designers

Oskar Gruszewski

Stephen McCallen

Cody Leslie

Project Pitch

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Twenty20

Concept three

Interactive Designer

Stephen McCallen

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Page1

Colour Logo



Full colour



Page2

One Colour Logo



One colour

Page3

Typeface

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

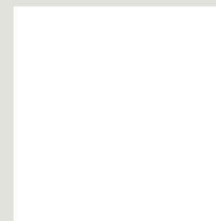
Colour



HEX f39200
RGB 243, 146, 0,
CMYK 0, 50, 100, 0,



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



HEX ffffff
RGB 255, 255, 255,
CMYK 0, 0, 0, 0,



Brand Stationary

Page5



Brand Merchandise

Page7



Brand Merchandise

Page7



Brand Advertising

Page8

During the pitch meeting with Kilcooley Education Working Group we had to present our chosen logo and mock-up designs to the client while also explaining our reason for designing the way we did.

Although one member of the group was not there at the meeting and could not see the work but still told Fran for us to proceed with the pitch.

The importance of this meeting was for the client to choose the logo they liked and role on with it. That was not the case with this meeting as the client really liked all of the work we did but decided there on the day of the meeting to take out specifics from each our work for it to be combined which was a great relief.

The logo that was chosen was Cody's but they also wanted Oskar's style of design used with the brand colour Cody had chosen along with his advertising designs following the same style that I used on mine as it was simple and easy to look at while not overloading people.

After the meeting we discussed what we thought about it and it did not faze us as we were used to dealing with this sort of environment during a professional placements on our year as our job roles involved us working with clients on a daily basis which meant we were used to constructive criticism. This prepared us for any sort of feedback when it comes to this line of work expect the unexpected.

To the right is the logo and restructured brief for the client.

Project Changes

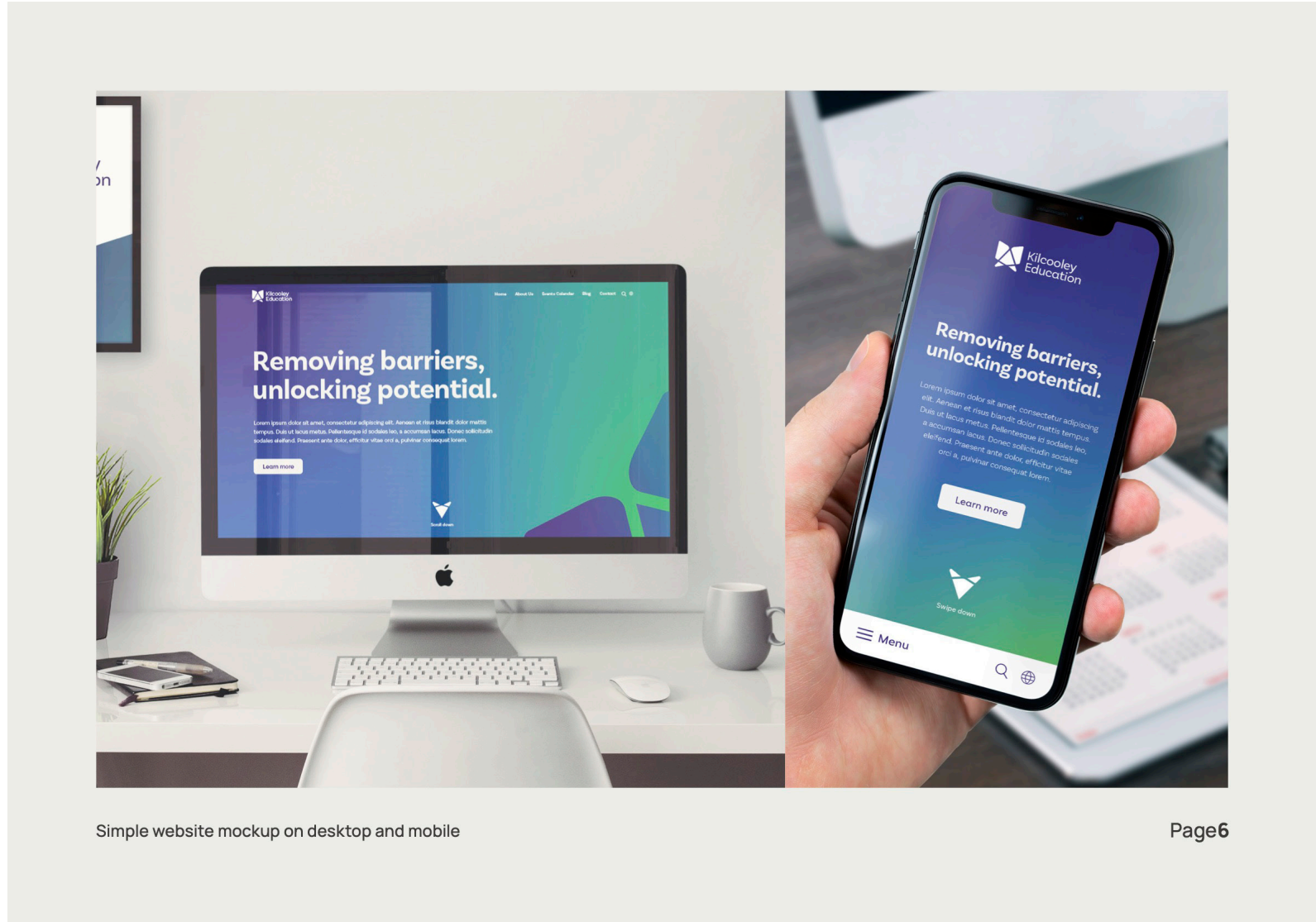
The client wanted a mixture of or work added into one making minor design changes which I am about to show you the before and after.

They wanted Oskar's website design with Cody colours added into them and my advertising style to be integrated with Cody's logo and colour scheme. I am about to show you the before and after these changes where made.

Other changes within in the project was the name during the pitch meeting it was agreed that it would be called Kilcooley education which is what the logo was designed around. A few weeks after the meeting we where told during a teams call by the lectures that the names was an issues for some members of the organisation who felt it is more than education and should relate to the area of Kilcooley. A selection of names was given to them one which was my original name Kilcooley Collective meeting a collective knowledge or mind like people coming together to share and help each other and people.

The other name they where suggested of was Kilcooley Together. At this stage far into the project it was frustrating that the client was looking to make changes like this which would end up setting us back. Although we are lucky that as a group we all work really fast together to make changes when needed within our projects.

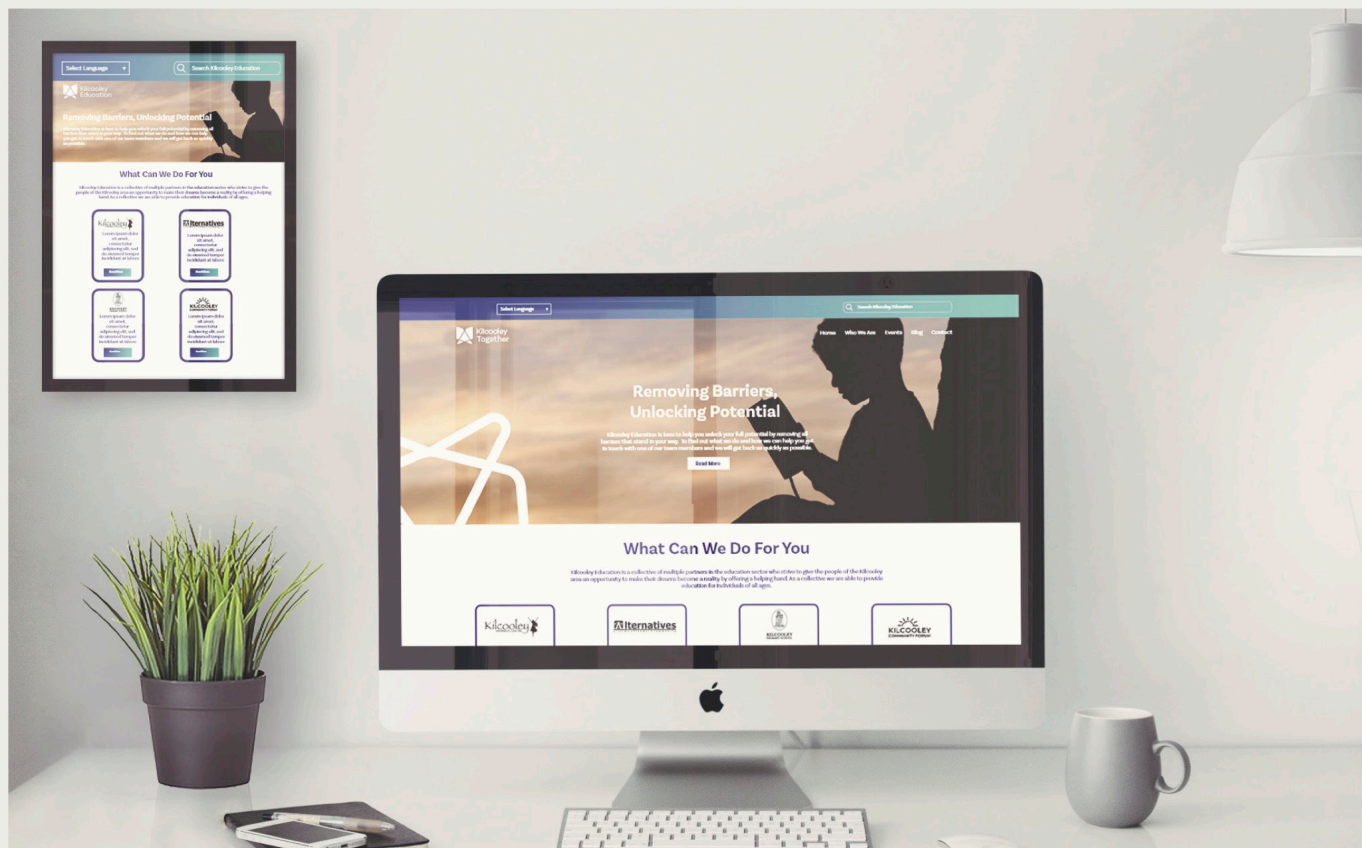
Before



Simple website mockup on desktop and mobile

Page6

After



Simple website mockup on desktop and mobile

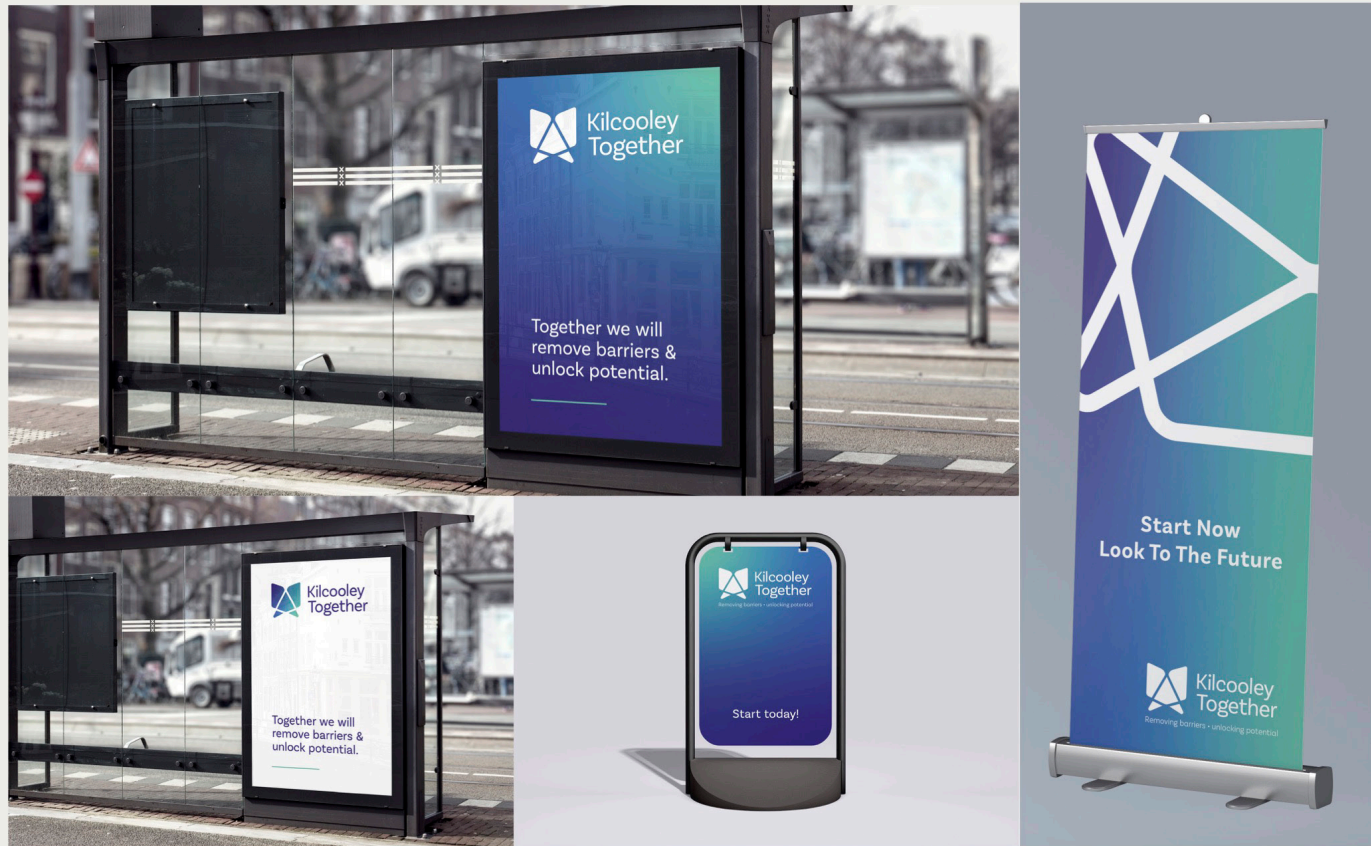
Page6

Before



Brand advertising

Page8



Brand advertising

Page8

Before



After



Kilcooley
Together

Project Evaluation

The overall project management was a team effort in which Cody & Oskar and myself put 100% into it if one person was having issues with work or personal reasons we would pick up the extra to ease stress or added pressures. We didn't have someone telling you what to do we brought our skills together and went from there by dividing the workload that is specific to where our skills are at their best.

Working with Oskar & Cody has been brilliant we knew once this project was talked about that we would work really well together as we all want to do our best. So we agreed that we would do a group piece of work together but our strengths to help each other if it is needed is what helped us this semester with COVID-19 impacting us all in many different ways.

Working with Fran from the North Ards Down Council was amazing the communication from her was just top notch I feel this project went in as a breeze and was great to hear from Fran saying how professional our work is and our approach to working with them which meant a lot. One of the many things I can take away from this project is expect the unexpected and plan around possible issues to avoid any setbacks.



The Science Shop
Knowledge • Ideas • Results