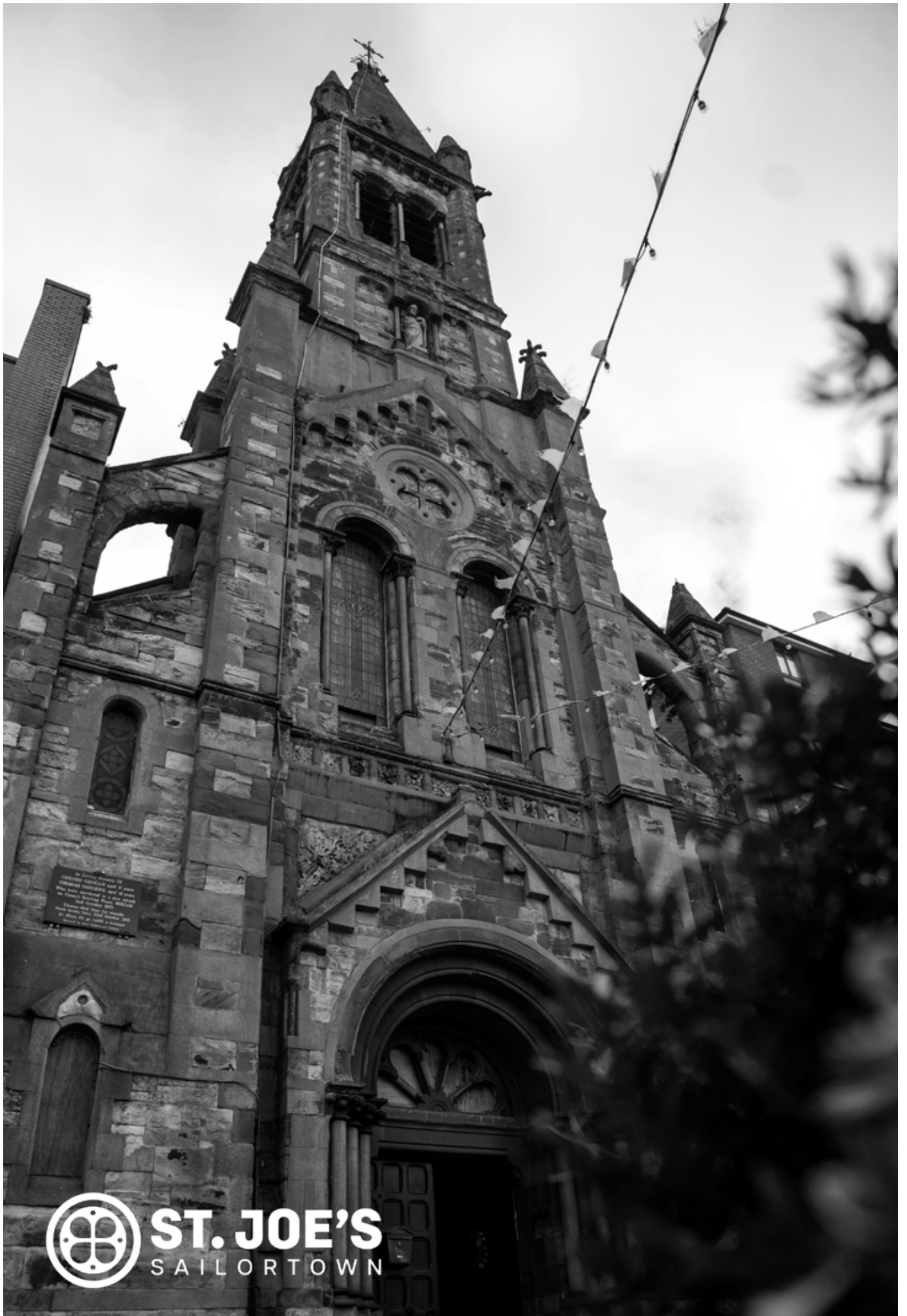




ST. JOE'S
SAILORTOWN

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 **ST. JOE'S**
SAILORTOWN

INTRODUCTION

This production log documents the creative process I took to complete MED526: Interactivity for Social Enterprise. This module provides the opportunity to work as part of a team and will develop the essential skills needed for our field of work after university.

We have been working alongside a community partner to develop a solution for their problem. Working as part of a team has created a variety of new challenges and opportunities to improve and enhance our professional skill set. Being able to liaise with a real client has allowed us to deliver the best possible outcome. It has also given us the opportunity to practice communication skills as we received constructive criticism, this has helped to develop our ideas further in the right direction.

After forming a team and choosing a community partner, a creative brief had to be completed to form an interactive media project. A brief was constructed upon meeting the client of the first time as we were able to establish the needs and time frame of the community partner/client. Once the brief was approved by senior lecturer, Adrian Hickey and project manager, Claire Mulrone, it was sent to the client for sign off. We then got to work creating our own personal design decks to fit the brief.

After multiple designs were created, a final pitch deck was presented to the client. We then received the final feedback and worked as a team to finish the project to meet the client's expectations.

All the work included in this production log is my own. Showcasing both personal and team reflections as well as client feedback throughout.



**OUR TEAM IS
DIVERSE AND
HAS EXPERTISE
IN DIFFERENT
FIELDS OF DESIGN
TO CREATE THE
BEST POSSIBLE
OUTCOME**

MEET THE TEAM.



ADRIAN HICKEY
PROJECT MANAGER



CLAIRE MULRONE
COMMUNICATIONS



MATTHEW CAVES
PHOTOGRAPHY - VIDEOGRAPHY



MARK CROOKS
MOTION GRAPHICS - CREATIVE WRITING



ETHAN HILL
WEBSITE DESIGN - GRAPHIC DESIGN

Matthew is taking the lead on the photo and video content of the project. He will be assisting with DSLR settings, helping direct scenes and editing the promotional clips. He will also take new high quality photos highlighting what the space has to offer.

Mark has an eye for detail and is great at coming up with creative ideas. He will be in charge of the creative direction of the project. His skills in Adobe Illustrator and after effects will help any motion graphic that we will create for sailortown community hub to share there story.

During the project I am focusing on the website layout and user interface. Making sure the new community space has a new contemporary and trendy vibe. I will also Help the team with graphics and editing.

We have formed the best team for the job. Together we will produce a new identity for Sailortowns new event space...

PROJECT ALLOCATION

After reviewing multiple community partners, we decided on St. Joseph's community hub located in Sailortown, Belfast. This one immediately caught my eye as I could see the potential in creative freedom. Initially, Mark and Matthew didn't even consider this one as a project they would like to do, however, when I told them my thoughts on what I could envision for the community hub at St. Joseph's, they started spilling out creative ideas as well and we

soon realised this was the project for us. St. Joseph's had no online presence at all, so I knew this project would be rewarding as well being able to help the community partner. Below shows the necessary specifications and skills for this project. Looking at the requirements needed, I knew we had it covered from all previous modules taken in Interactive media. We were very pleased find out we had been partnered with St. Joseph's.

St. Joseph's

Project Specification:

Develop a new visual identity and brand for St. Joseph's community hub in the heart of Sailortown. Develop a responsive website that will showcase upcoming events, community services and the history of the Church in the community captured through video and photographs. The website must incorporate a booking system to book the community hub and an e-commerce function to allow ticket sales to future events and concerts. The site will also need to support updates from other social media platforms.

Skills Required:

Wordpress/
Shopify or similar POS/
HTML/CSS/
Photoshop/
Illustrator/
InDesign/
After Effects/
Premiere/
DSLR Skills



INITIAL RESEARCH

Before I met with our community partner, I carried out research on St. Joseph's. I wanted to learn more about the history of the area and the regeneration project. St. Joseph's have a website dedicated to the history. www.sailortownregeneration.com

With nearly 5000 people packed into the narrow, cobblestone alleyways of terraced houses between the docks and York Street, Sailortown was Belfast's first waterfront community. The neighbourhood was promised new houses in the city in the late 1960s to allow for the construction of the M2 motorway. They were promised the ability to return, but this never happened. Only four of the original residences exist today. The decision to close and deconsecrate St. Joseph's church was made in 2000. This was the breaking point, and the inhabitants of Sailortown came together to oppose the closure. They organised a cultural and historical committee,

conducted extensive campaigning, and staged a three-day lock-in protest. **In 2006 they were given a 150 year lease of the building to serve the community. This brings us to today where St. Joseph's now have a community space that can be booked for events, however there is no online presence. In this digital age it is necessary to have an online visual identity to legitimise the community enterprise.**



SAILORTOWN
REGENERATION

“Giving historic buildings new function is seen as an effective method towards a self-financing conservation, which contributes to the economic pillar of sustainable development.”

Adaptive reuse: an innovative approach for generating sustainable values for historic buildings in developing countries

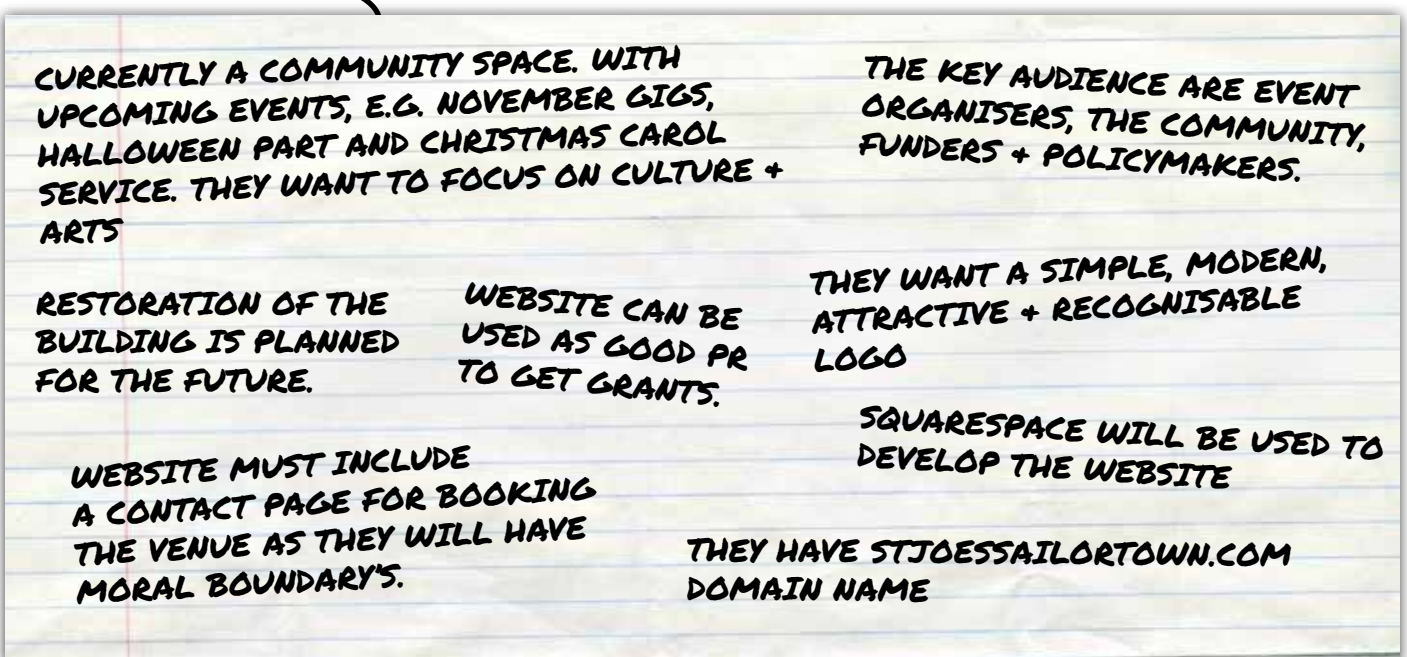
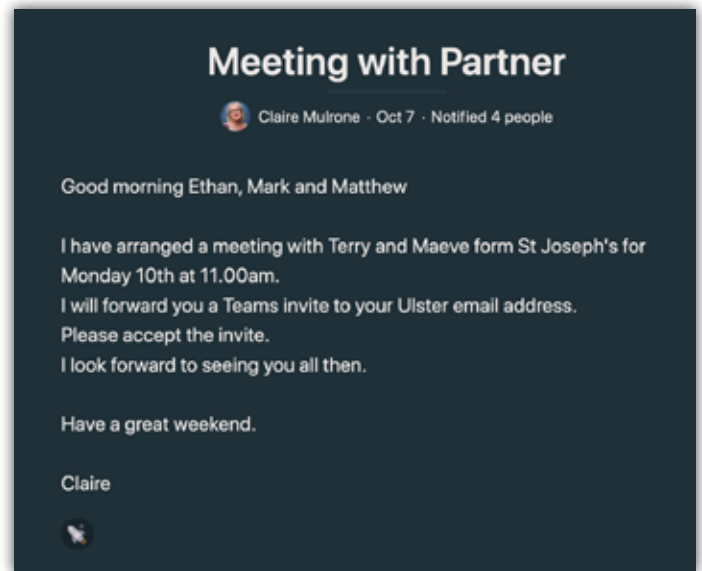
By redeveloping the deconsecrated church of St. Joseph's into a new venue for events will benefit the community.



MEETING THE CLIENT

Due to unforeseen circumstances with our community partner, there was a delay with the meeting. Claire was able to fill us in with details about the history of Sailortown and the regeneration project. This gave us an overall understanding of what we needed to achieve and helped us get started with our brief before meeting with our community partners. **We had our first teams meeting with Terry and Maeve on the 10th of October.**

NOTES MADE FROM MEETING



DELIVERABLES.

1.



VISUAL IDENTITY

2.



BRAND GUIDELINES

3.



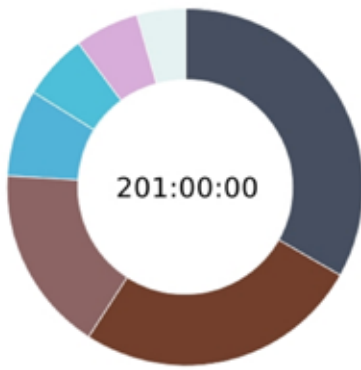
ONLINE PRESENCE








4.



MEDIA OUTPUTS

PROJECT TIMELINE & TIME LOG

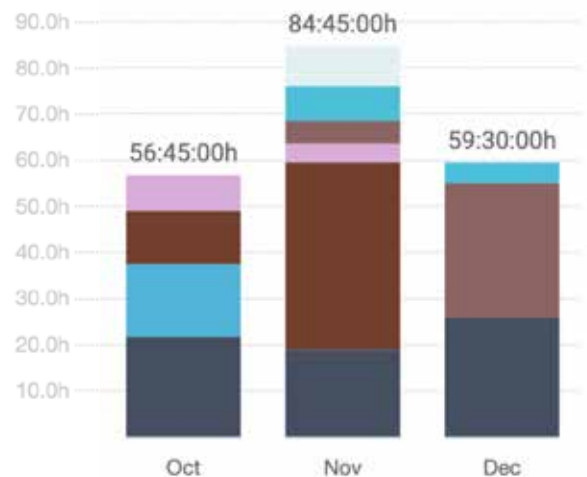



	Pitch Redesign	08:45:00	4.35%
	St.Joseph's Community Hub	11:45:00	5.85%
	Content Creation	12:00:00	5.97%
	Brief	15:45:00	7.84%
	Deliverables	34:00:00	16.92%
	Pitch	52:00:00	25.87%
	Production Log	66:45:00	33.21%

WEEK 1	CHOOSING THE PROJECT	PRODUCTION LOG	
WEEK 2	MEETING THE COMMUNITY PARTNER	CREATING THE BRIEF	
WEEK 3	SENDING BRIEF OFF	DESIGNING THE PITCH	PRODUCTION LOG
WEEK 4	BRIEF CORRECTIONS	CREATING BRAND	PRODUCTION LOG
WEEK 5	LOGO DESIGNS	PRODUCTION LOG	
WEEK 6	LOGO DESIGNS	LOGO REDESIGNS	PRODUCTION LOG
WEEK 7	PITCH REFINEMENTS	FILMING AN EVENT	
WEEK 8	PITCHING TO PARTNER	FILMING COMMUNITY	PITCH REDESIGN
WEEK 9	ANIMATED LOGO	WEBSITE	PRODUCTION LOG
WEEK 10	FILMING INTERVIEW	WEBSITE	BRAND GUIDELINES
WEEK 11	FINALISING THE DELIVERABLES	PRODUCTION LOG	
WEEK 12	PRODUCTION LOG		



When undergoing this project I logged all of my time on clockify. Clockify is an application that allows you to break up all the parts of the module and create tasks to track the time spent on each part of the project. The pie chart above shows how much time I spent on each part of the project. The bar chart to the right shows how much time I spent on each part through October to December.



A blue sign with a repeating fleur-de-lis pattern is mounted on a brick wall. The sign features the text "IT'S COLD BY THE RIVER" in white, serif, all-caps font. The sign is held in place by four metal fasteners. The brick wall is made of dark red bricks with some lighter-colored mortar. The sign is set within a dark metal frame.

IT'S
COLD
BY
THE
RIVER

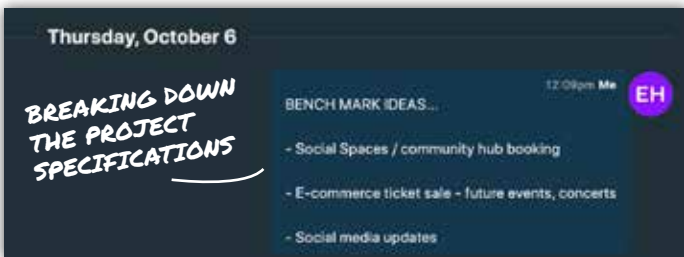


BENCHMARKING EVENT VENUES.

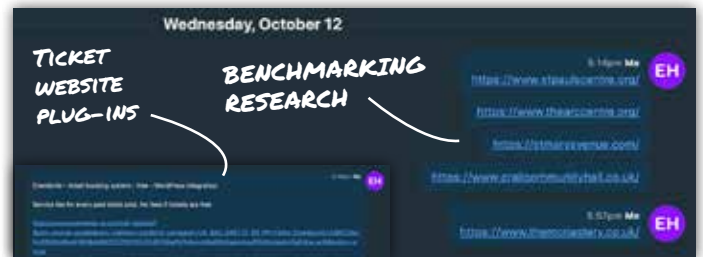
BENCHMARKING

As part of our research for our creative brief we carried out a benchmarking process to establish similar event space organisations and best practises. We each researched in detail three comparable websites, amounting to nine relevant organisations for our community partner to review.

Below is a screen shot of the basecamp campfire chat. On the 6th of October, it was confirmed that we would be partnered with St. Joseph's. I was then able to de-construct the project specification and breakdown exactly what we needed to research.



During my benchmarking research I found many different websites that inspired me; however, some met the project specification greater than others. The screen shot below shows websites I found with elements that were not relevant to our community partner, such as their target audience or what they promoted, such as wedding venues like stmarysvenue.com. However, the logo for The Monastery in Manchester caught my eye; I thought it complimented the venue and instantly made the viewer recognise the location, which I later took inspiration from during my own logo design process.



THE OLD CHURCH CENTRE

The old church centre located in Cushendun was the best local competitor. It has everything mentioned in the project specification however it has been executed poorly in terms of design. After our first meeting with our community partner, I feel like this particular website ticked all there boxes. It focuses on community, arts and heritage which is the primary focus of St. Joseph's.



AMAZING GRACE

Amazing grace located in London is a prime example of best practice in our industry of interactive media, through contemporary and responsive web design. This is the direction I believe we should aim for St. Joseph's events. I feel this website is too progressive for our community partner however it will appeal vastly to the audience that will be attending the events.



CRAIL COMMUNITY HALL

I found the content in this website met the project specification very well. The logo I feel is something our community partner would gravitate towards as it shows the venue and informs the viewer as to what it actually is being a community hall. This heavily inspired me later in my logo designs. The downside of this site is that it would not appeal to the audience we are targeting for St. Joseph's.



FIRST IMPRESSIONS

FEATURE	THE OLD CHURCH CENTRE	AMAZING GRACE LONDON	CRAIL COMMUNITY HALL
AESTHETICS	OUT DATED	MODERN	BASIC
TARGET AUDIENCE	LOCALS	YOUTH	OLDER
IDENTIFIABLE AIM	HOME PAGE	ABOUT US PAGE	HOME PAGE

LOOK & FEEL

RETINA (HD READY)	DECENT QUALITY	HIGH QUALITY	A MIX OF QUALITY
RESPONSIVE	YES	YES	YES
CONTENT	SLIDE SHOW	SHOW REEL	HERO IMAGE
BODY TEXT FONT	SAN SERIF	SAN SERIF	SAN SERIF
LOGO PLACEMENT	CENTRE	CENTRE	TOP LEFT
NO. OF FONT TYPES	2	3	1

TECHNICAL

BOOK ONLINE	NO	YES	NO
MANAGEMENT SYSTEM	WORDPRESS 5.8.5	WORDPRESS 6.0.2	WIX
ANALYTICS EMBEDDED	GOOGLE ANALYTICS	GOOGLE ANALYTICS	GOOGLE ANALYTICS

NAVIGATION

FEATURE	THE OLD CHURCH CENTRE	AMAZING GRACE LONDON	CRAIL COMMUNITY HALL
MENU FORMAT	NAV DROP DOWN	NAV BAR	NAV BAR
MENU POSITION	CENTRE	TOP RIGHT	CENTRE
RETURNING TO TOP	SCROLL	BUTTON	NONE
SITE MAP	NONE	NONE	NONE
BREADCRUMBS	NONE	NONE	NONE
CONTACT US	YES	YES	IN THE NAV BAR
NO. OF CLICKS TO CONTACT PAGE	ONE	ONE	ONE

SEARCH

SEARCH	YES	NO	NO
TYPE	HORIZONTAL CENTRE	NONE	NONE

FUNCTIONALITY

EMAIL SUBSCRIPTION	YES	YES	YES
LOAD TIME	3.2s	3s	3s
MULTILINGUAL	NO	NO	NO

OVERALL SCORE

THE OLD CHURCH CENTRE



64%

The Old Church Centre ranked 5/9 in our benchmarking. This was the closest place to St. Joe's that had the same vision. The similarity in content with our project specification and easy to use navigation made this rank higher than some of the others. Its basic fundamental design was its downfall. However, this design is perfect for there targeted audience as its concise and direct, making it easy to follow. For St. Joseph's we want to target a younger demographic with modern design to make it lively and somewhere respected, like other event venues throughout Belfast.

AMAZING GRACE LONDON



78%

Amazing grace scored the second highest out of our benchmarking process, displaying the best practice in terms of design. A range of motion graphics, vibrant colours and contemporary techniques where used to improve their audience engagement. The website showed great attention to detail, with an animated logo on entrance to the site. There is a 'make a reservation' button on the landing page, which communicates their main service and creates a direct path for venue hiring. Amazing Grace London set a dynamic tone with a post-modern aesthetic.

CRAIL COMMUNITY HALL



52%

Crail Community Hall ranked 7/9 overall in our benchmarking. The website design was very poor. The website font is very inconsistent using script, serif and sans-serif type. The use of script and serif font on the home page made it quite hard to read and made it seem outdated. I also disliked the parallax effect on the hero image, I think this is unnecessary considering the target audience they have chosen. However its simplicity and easy navigation made up for its poor design. The style and colour pallet suits there target audience, but is the opposite to what we are trying to achieve for St. Joe's.

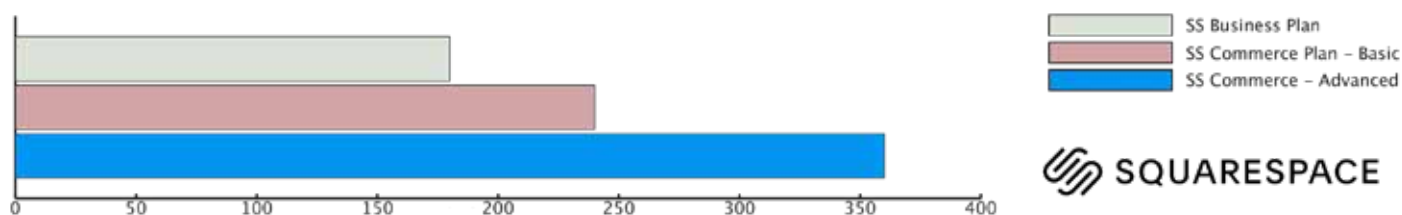
TONE, MESSAGE & STYLE

The benchmarking process helped establish the tone message and style of our project. The project's tone is inclusive, with the goal of communicating their story and showcasing their contribution to the Sailortown community, much like The Old Church Centre. It symbolizes a social, apolitical social place that will be welcoming and safe to the surrounding community. The website will have a solid template that can be built upon with great imagery, when they finish with the regeneration of the building and have a number of new events. It will be inspired by the best practices we have established through our benchmarking (Box Park & Amazing Grace).

BUDGET

The budget for this project sits at zero. However there will be domain name costs and a subscription cost to run the website, this will be covered by our community partner.

Due to Terry and Maeve already having an account on Squarespace with the Sailortown regeneraion website, we decided it was best to keep everything together so it was easy for them to manage the two websites. The graph below shows the price of the Squarespace subscription plans. **The new domain name Stjoessailortown.org will cost them £16 per year.**



REFERENCES

(TheOldChurchCentre, 2022) (AmazingGrace, 2022) (CrailCommunityHall, 2022)



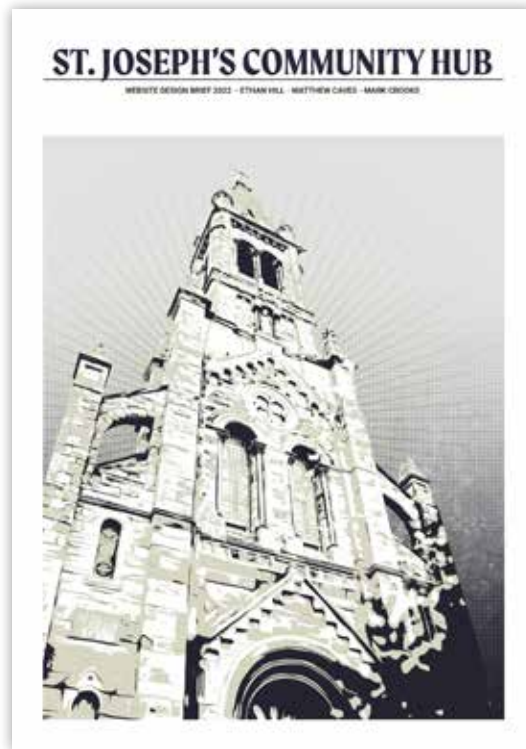


THE BRIEF.



Above shows a basecamp to-do list I created for the team. Each of us had 3 sections of the creative brief to complete. We collaborated on section 9, 10 and 11 of the brief as a team. I created the front cover design using one of Matty's photos.

BREAKDOWN OF TASKS



I DESIGNED THE FRONT COVER IN PHOTOSHOP



THE OTHER GRAPHICS HAD THE SAME EFFECT I CREATED IN PHOTOSHOP



THE COMMUNITY PARTNER

St. Joseph's Church, located in the heart of Saltburn, was given a 150-year lease by the regeneration group project. It is a community hub made by the community for the community. St. Joseph's is rich in history and proud of its heritage. They strive to respect and honour the memories of their past. St. Joseph's space is more than a marker of a church building. It is a symbol of Saltburn. It is the emblem for sailors who are returning home from the sea. It is motivating hope for shipbuilders working at the shipyard. It has always held the community together, opening its doors to the local residents, where they can connect, grow, and remain as one people. Today, St. Joseph's is still having the community at their core. They are still the place of community and work tirelessly to give back to those it belongs to. St. Joseph's have evolved and adapted their ways of how they strive to bring people together and give back to the people of a small, meaningful space in North Britain.

PROJECT SUMMARY

We are very excited to be working on this project. We realise that St. Joseph's are trying to use the space to better the community. They express how creating a new slick online presence will benefit them. The main strategy behind our project is showcasing the potential of St. Joseph's as a venue hire. Currently, St. Joseph's is establishing itself to be a self-sustaining enterprise. The main source of income comes from revenue gained from venue hire. St. Joseph's is a historic building that has character within its architecture. The high ceilings and architectural detail makes us for a unique community space for a variety of events. Today St. Joseph's has been used for a diverse group of activities. It is the location for a circus group, film festival, martial arts classes and much more. The potential of what can be done with the space is versatile. We will establish an online presence for St. Joseph's providing a brand that represents who they are and who they are for. A website will be the main point of contact, attracting a wider audience to their services. A website will showcase all of their events and promote themselves as a venue hire. We want to modernise a historic building, making it meaningful and relevant for a new generation of Saltburn and beyond. Along with an online website, we will create media content for St. Joseph's, revealing an insight into the life of St. Joseph's. A promotional video will be a great introduction for people to see who St. Joseph's are and what they do. We can use motion graphics to present a professional and yet modern look for St. Joseph's branding. The main unique selling point of St. Joseph's is the beautiful architecture and the prime location.

OBJECTIVES

We will create a media package that will make St. Joseph's stand out, in an age where digital media and an online presence are essential tools for all industries and communities. Creating a contemporary online media presence and a series of media outputs, we will publicise St. Joseph's to support its aim of becoming self-sustaining with the further purpose of showcasing the unique qualities of the building. This will help receive any funding for the redevelopment of the building. The project will showcase the vibrance of the regenerated space. It re-purposes the building to give back to the local community. It will display the chronological story of how the people fought for St. Joseph's and how they benefit from having it as a community space. It is a viable historical site at the heart of the Saltburn used by local businesses and surrounding areas. This will transform the subjective for Saltburn, providing a tourist attraction for the area.

At present the Saltburn Regeneration Project has its own website and social media presence. This project will provide St. Joseph's Church with its own identity, whilst highlighting its status as an integral part of Saltburn. The building is a great space for community events, given by the various events that occur there on a regular basis. This project seeks to highlight all that goes on at St. Joseph's with the goal of attracting more groups and events to use this unique and historic location.

As we work on this project it is important to assess how we measure its success. Success for this project will be measured through the delivery of the media content mentioned in the summary of this project, a website, merchandise, social media accounts and a promotional video. When the website is created, adding a Google business page and a TripAdvisor listing will encourage venue bookers to realise the community space and attract more bookings. This will also help SEO optimisation and drive more traffic to the website.

TARGET AUDIENCE

There are four main users of St. Joseph's website: the event organisers wanting to hire the venue, the community, funders and policy makers.

Event Organisers

Customers are people who have seen the site website and wish to book the community space within St. Joseph's church. The new online presence will allow the community space to be visible to a larger audience. Bringing revenue from different areas such as concerts, gigs and sports screenings. There is also an opportunity to put more emphasis on events that celebrate culture and arts.

Community

The ethos of St. Joseph's has always been to support the local community and put them first. Providing a safe and an attractive place to socialise and gather together. St. Joseph's represents a people group and therefore, a website will market the area and expand the awareness of Saltburn. Having a popular community hub that is widely known, will attract tourism and ultimately increase the economic status of the Saltburn area.

Funders

The online presence of St. Joseph's would create a simplistic method for potential funders to understand what their investments could support. A version of the website will be dedicated in creating public relations to secure future funding to support the community.

Policymakers

Policymakers are influential in deciding the social and economic developments that affect the area of Saltburn. It is important to recognise and showcase the value of St. Joseph's and its impact on its local community. An online existence will increase the status and reputation of the area and will lead to the progression and expansion of its community based services for the local community.

THE DELIVERABLES

Brand Guidelines

- Logo design
- Colour palette

Content

- Updated photographs of St. Joseph's
- Promotional video
- 360 video
- Social media accounts

Website

- Landing page
- Contact
- Events
- About us - link to the parent website
- Booking system

Other

- Website user guide
- Portfolio of photographs

Goals

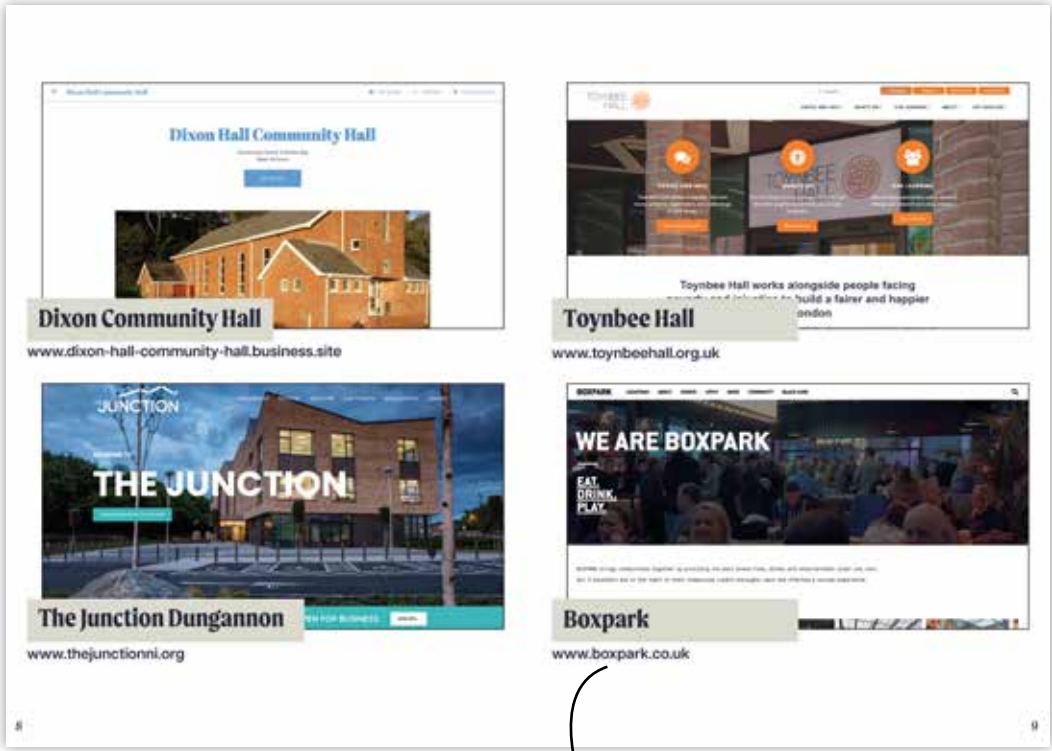
- Increase visibility of the bookable community space.
- Increase booking sales from event organisers
- Develop social enterprise to support St. Joseph's / support revenue generation

I CREATED CUSTOM ICONS FOR THE BRIEF

Benchmarking



I INSERTED AN IMAGE OF THE LANDING PAGE OF OUR BENCHMARK WEBSITES SO THE CLIENT COULD EASILY MAKE A JUDGMENT



I ALSO ADDED THE WEBSITE URL IN CASE THEY WANTED TO LOOK FURTHER INTO THE EVENT SPACE WEBSITES

Brent Hub
www.brenthub.co.uk

Category	Feature	Toynbee Hall	Boxpark - Manchester	Brent Hub - London
First Impression	Aesthetics	Clear website, featuring a large hero image showing the venue entrance in day illumination.	Contemporary, slick design with modern fonts. The page is simple yet effective with a block and white colour palette complemented with a diagonal striped and grid pattern.	Brent Hub has a relatively simple website design. The design uses 'handy' and variety of fonts, contributing to a feeling of lack of consistency and great pattern.
	Identifiable Target Audience	Identifiable target audience on the homepage.	There is not immediately identifiable target audience on the homepage. It caters to a wide variety of needs, unfortunately with 1 small box that is difficult to get down a specific target audience.	The identifiable target audience is listed in the menu on the landing page.
	Identifiable Chief Aim	On the homepage.	On the homepage.	Found locally on the landing page and repeated over on the about us page.
Look and Feel	Video (HD) Embed	All images and fonts are of a HD quality.	All images and fonts are of a HD quality.	The quality of images and text is high however, text placement is not optimal.
	Responsive	Yes	Yes	Yes
	Content in Breadcrumbs	Hero image with good lines as main content.	Hero image with good lines through a selection of high quality photographs.	Hero's background video with a pattern in the corner highlighting the main photo/video.
	Body text font	San serif	San serif	A Combination of serif and San serif fonts.
Technical	Logo placement	Top left	Top left	Centre top - Below header
	Scroll Distance	No - Unique font for each space offered, colour information provided on each space.	Scrolling capabilities for device. Application process for this page and	No - Empty from the backing the system.
	Content management system	WordPress 6.2.2	WordPress	Wix.com
Navigation	Analytics Enabled	Google Analytics	Google Analytics	None
	Primary Menu Format	Full width top bar - horizontal menu with no mobile or navigation breaks	Top left aligned horizontal - horizontal menu with no mobile or navigation breaks	Full width top bar - Top aligned
	Primary Menu Position	Horizontal Top	Horizontal - Top left	Horizontal Top
	Place of getting to the top of page	None	Buttons in bottom right of the page	None
	Site map	No - None in the footer of each page	None of the site navigation can be found in the footer of each page. However, text of navigation is in the footer bar.	None
Breakpoints	None	None	None	

WE DISPLAYED OUR BENCHMARKING RESULTS IN AN EASY TO FOLLOW TABLE FOR OUR CLIENTS

	Contact Us	Above the main navigation bar	Found at the bottom of the page in the footer 14	In Drop down of the bottom of the page in the main bar
	No. of clicks to Contact Us	One	One - Also includes scroll to the bottom of the page	Two
Content	Explanation of Service	A brief bio on the landing page with more detailed information 2 clicks away in the about section	A brief bio on the landing page with more detailed information 2 clicks away in the about section	A brief bio on the landing page with more detailed information 2 clicks away in the about section 7
	Evidence of outdated content	None	None	None - Facebook link is for a Facebook account with no content
	Social Media	Links in the footer	Biopark has a social media presence however, this is not linked on site	Links to Facebook and Instagram in the bottom right of the footer. If scrobbled page is a Facebook account with no visible content
	FAQ Section	None	Link in the footer	Link in main bar
	Privacy Policy	Link in footer	Link in footer 19	Link in footer
Search	Search	Yes - above the main bar	Yes - in the top right of the site on desktop and is in the top centre when the drop down hamburger menu is active	None
	Type of Search button	Text box	Text box	None
Functionality	Load Time (if not Contact/Fair Point)	3.04s	1.2 s	3.1 s
	Email Subscription	Yes	Yes	Yes
	Multilingual	No	No	No
	No. Languages other than English	0	0	0
Accessibility	How many font types	1	2	8
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No
	Link Underlining	Yes	Links are underlined when hovered over and lower invert colours	No - Links change colour on hover
	Hyperlinks change colour if visited	No	No	No
Overall score		50%	62%	61%

12

Category	Feature	The Old church centre	Amazing grace	Coal Community Hall
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The website has some functions and is styled to suit a 2010 website.
	Identifiable Target Audience	Yes	Yes, it markets with a clear objective	The main objective is to raise an order demographic as it leads an engaged and motivated team.
Look and Feel	Identifiable Chief Aim	On the homepage	About us page	On the home page
	Responsive (HD Ready)	Desktop quality	High quality	A mix of quality in photos
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Moving slide show	Show reel showing on top	Hero image using a parallax technique
Technical	Body text font	San serif	San serif	San serif
	Logo placement	Horizontal central	Horizontal central	Top left of header
	Book Online	No - Must call or email	Yes	No - Contact details on display to get in touch with
	Content management system	WordPress 5.8.2	WordPress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	nav icon drop down	Links in main bar	In the main bar
	Primary Menu Position	Horizontal centre	Responsive reveals a menu icon in the top right corner	Horizontal central
	Means of getting to top of page	Scroll	Scroll	Jump to top button
	Site map	None	None	None
	Breadcrumbs	None	None	None
	Contact Us	Yes	Yes	In the main bar
	No. of clicks to Contact Us	One	One	One
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
	Privacy Policy	None	Footer	None
Search	Search	Yes	None	None
	Type of Search button	Horizontal text at bottom	None	None
	Email subscription	Yes	Yes	Yes
Functionality	Load Time	0.2 sec	2 sec	2 sec

13

	Multilingual	None	None	No
	No. Languages other than English	0	None	0
Accessibility	How many font types	2	3	8
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link Underlining	0	No	Yes
	Hyperlinks change colour if visited	0	No	No
Overall score		50%	75%	52%

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and casual spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting the community services and local volunteers - led activities while also offering the wider public, community and business sectors a range of the art exhibition and meeting space, a place where everyone in the community, local and global, could feel at home.
Look and Feel	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
	Responsive (HD Ready)	Not evident	High quality	All HD quality content
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Hero image	Hero image	Moving slide show on front page, showing location and facilities
	Body text font	San serif	San serif	San serif
	Logo placement	Horizontal top left	Horizontal top left	Top middle of header
Technical	Book Online	No - get phone online	Yes	No - Enquiry form for each space provided with details for each room.

14

	Content management system	No CMS	Squarespace	WordPress 6.0.2
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Side bar reveal	Links in main bar	Full width drop down
	Primary Menu Position	Top left	Responsive reveals a menu icon in the top right corner	Top left
	Means of getting to top of page	Scroll	Scroll	Jump to top of page button
	Site map	None	Footer	Footer
	Breadcrumbs	None	None	None
	Contact Us	Yes	Yes	In the main bar
	No. of clicks to Contact Us	One	One	One
Content	Explanation of Service	None	Home page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	None	Yes	Twitter and Facebook
	FAQ Section	None	None	None
	Privacy Policy	None	None	Link in footer
Search	Search	None	None	None
	Type of Search button	None	None	None
Functionality	Email subscription	None	Yes	Yes
	Load Time	3.4 sec	2.7 sec	3 sec
	Multilingual	None	None	No
	No. Languages other than English	0	0	0
Accessibility	How many font types	2	3	8
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link Underlining	0	No	Yes
	Hyperlinks change colour if visited	0	No	No
Overall score		41%	67%	70%

15

WE SCORED EACH WEBSITE TO EASILY RANK THEM TO ESTABLISH THE BEST PRACTICES.

Benchmarking Summary

As a part of our research and planning for this project a benchmarking exercise was undertaken. Our aim is doing so was to be able to investigate 'community hubs', event space and educational Church buildings in order to establish the comparators within the landscape that St. Joseph's will sit.

We benchmarked a variety of spaces that we felt offered similar facilities across the UK or that we felt were examples of best practice that could be emulated in this St. Joseph's project.

BENCHMARK RANKING

1. Box Park 82%	6. Toynbee Hall 64%
2. Amazing Grace 78%	7. Crail Community Hall 52%
3. The Junction 70%	8. Dixon Hall 41%
4. Maverick Projects 67%	9. Brent Hub 41%
5. The Old Church Centre 64%	

BEST PRACTICE

BEST DESIGN

Amazing Grace London uses a range of motion graphics, vibrant colours and contemporary techniques to improve their audience engagement. The landing page leads with an animated motion graphic that is clean and smooth in transition. Once loaded, a background video plays on loop, showing the interior and exterior design of the building. More importantly, the video overlay shows the variety of events and features that take place at the venue. Amazing Grace London set a dynamic tone with a post-modern aesthetic. This makes their venue appealing to young adults, who are looking for a vibrant venue to host their events. There is a 'make a reservation' button on the landing page, which communicates their main service and creates a direct path for reserve booking. It is a large source of revenue income.

BEST FUNCTION

Box Park is an example of a state of the art, functional website. The website features a clean aesthetic and is highly responsive and adaptable across a wide range of devices. The landing page is clear at communicating the services they offer. The variety of HD images adorns the website with up to date content, ensuring that viewers know exactly what is on and when.

The Box Park's website has a booking system embedded into their website. It is a prime example of how an online booking system can provide an efficient and effective service for the user. It is also an advantage for administration purposes. The functionality of this website is something that we have been inspired by.




Time-line

Branding

360 video

Social media

Promotional video

Website Design

Submission

Submission

Exhibition

THE BEST PRACTICE SHOWS WHAT WE CONCLUDED FROM OUR BENCHMARKING PROCESS.

tone, message & style

The St. Joseph's team will supply copy for the website's heritage section. The information for booking will be kept minimal and focus on the unique selling points. Brand guidelines will be created to make sure the tone, message and style will stay consistent in the future.

The core of the project is to focus with the objective of storytelling their heritage and sharing their service to others. It communicates a social, spiritual community space that will serve as a welcoming and safe environment for the surrounding community. A dynamic style reflects the versatility of the space and it evokes the contemporary, yet flexible nature of the regenerated building. St. Joseph's will now stand out as the central hub for all community life and events in the area.

BUDGET

The budget for this project sits at zero, however, we have set out a forecast of the potential spend where we feel that money could be well utilised to advance the project and increase functionality.

FORECAST SPEND



TEAM




MARK CROOKS

- Motion Graphics
- Creative writing



MATTHEW CAVES

- Videography
- Photography



ETHAN HILL

- Website Design
- Graphic Design

PROJECT MANAGERS



ADRIAN HICKEY



CLAIRE MULRONE

THE BEST TEAM FOR THE JOB!

REFLECTIONS

We worked well as a team to get this document finished to a high standard in 3 days.

I took the lead on the presentation of the creative brief. I had complete freedom with the font and colour pallet within the document as St. Joseph's had no brand guidelines.

Matty made the benchmarking table in excel meaning we could easily add in our findings.

Mark designed the time line for the project.

25

EMAILING THE BRIEF

Here is a screen shot of the email we sent to our community partner. This was the first time communicating with Terry and Maeve through email. We made sure it was professional and got Claire our communications manager to check over it before it was sent. It took longer than expected to get the feedback. We didn't have much time to waste as it was already week 3, so I started to gather initial inspiration and ideas for my logo designs.



BRIEF FEEDBACK

Pg. 1:

- [Love the church image](#)

Pg. 3:

- No online presence? – do you mean for events?
- (can we tone down the events booking promo as there may be some issues with licencing we have to deal with and don't want to draw too much attention in the short term. Focus more on giving a flavour of potential for events. Currently we are primarily a community space, moving towards a venue – call me if you need more input on 07870265091)
- [Spire is a beacon of hope](#) – it used to be lit. It was the first and last sight of land for travellers (see 'after the apocalypse' image below).

Pg 5:

- Attract local people and visitors not Tourists (although they're welcome too)
- Boxpark and Amazing grace look very good but are very commercial
- [Amazing Grace made me dizzy!](#)
- Have a look at this <https://grandjunction.org.uk/>. This is what we want to move toward (the concept that is).
- Also this one in Liverpool <https://www.theblack-e.co.uk/> (though the website looks outdated).
- Very good benchmarking analysis

THE ISSUE

NOTES HIGHLIGHTED IN BLUE INSPIRED MY LOGO DESIGNS

Above shows Terry and Maeve's notes providing feedback on our creative brief. This heavily inspired my design process for creating a brand identity. **We encountered our first issue with our community partner.** After receiving our project specification and benchmarking event venues, they then asked us to tone down on the event booking side of things as they have licensing issues. We immediately went to our project manager Adrian and asked his thoughts, as we now didn't know what direction this project was going. As a group we decided to carry on with the original project specification, including events, as this would be there main income.

They mentioned that box park was too commercial and amazing grace was too progressive. The Grand Junction and The Black-E are two websites they shared interest in. These websites are very basic but the content is in line with what we are trying to achieve. **This made me realise they prefer a traditional design approach, highlighting simplicity.**

THE GRAND JUNCTION



www.thegrandjunction.org.uk

THE BLACK-E



www.theblack-e.co.uk

REFERENCES

(Grandjunction, 2022) (Theblack-e, 2022)

A blue sign with white text and a decorative pattern, mounted on a brick wall. The sign is rectangular and features a repeating pattern of stylized fleur-de-lis and stars. The text is centered and reads "BUT THE SKY IS FULL OF STARS". The sign is mounted on a dark metal frame with a mesh screen. The background is a brick wall with a reddish-brown mortar.

BUT
THE
SKY
IS
FULL
OF
STARS



**LOGO
DESIGNS.**



CHURCH

- ST. Joseph's
- Spire resembles a beacon of hope
- Door welcomes the people
- Church regeneration

LOCATION

- Belfast
- Sailortown – Quays/Dock
- Princes, Dock Street
- Pilot Street
- Heart of the community
- “Chapel on the Quays”



COMMUNITY

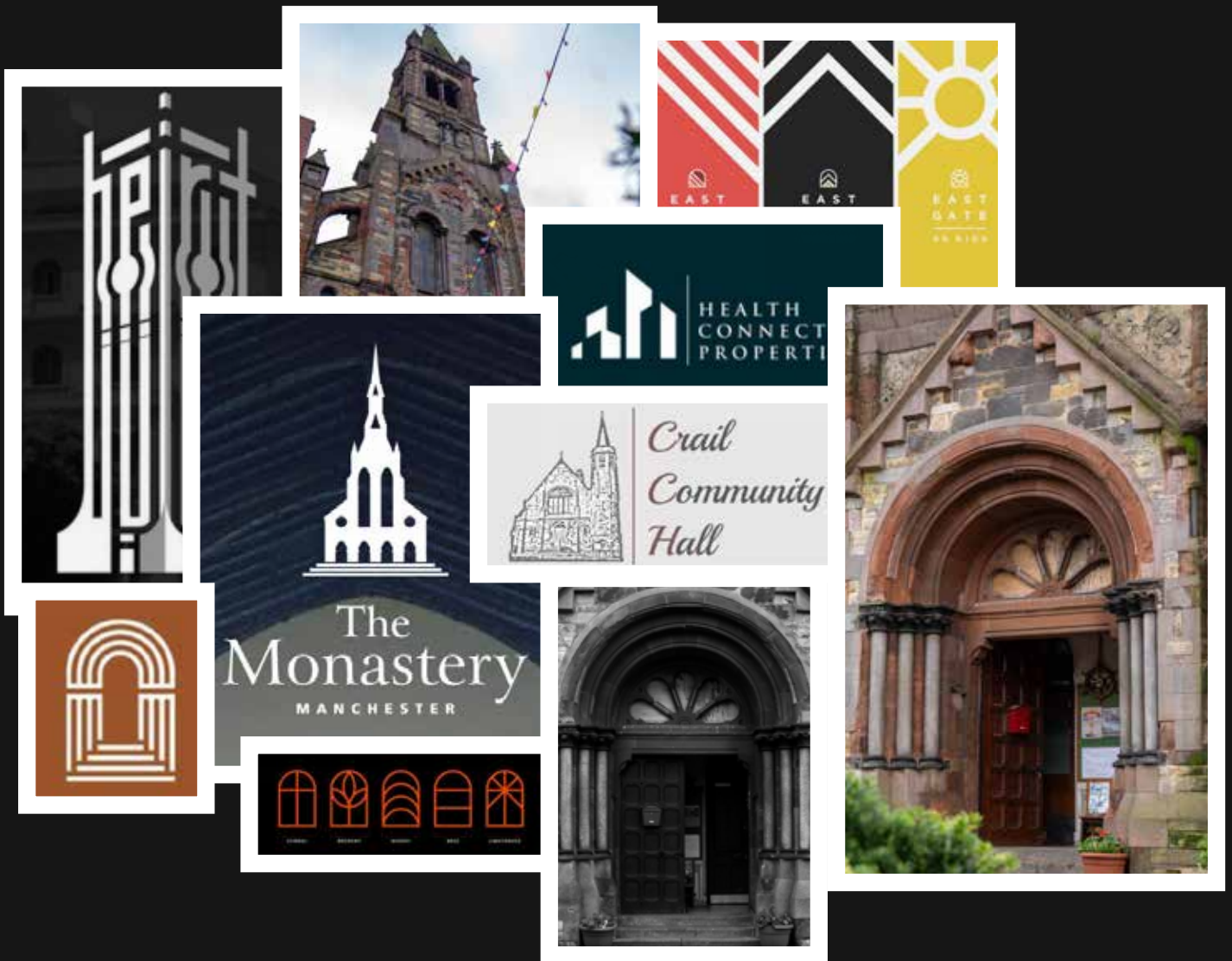
- Like minded people
- Social space
- A collective
- Place to connect
- Heritage
- Hub

EVENTS

- Culture & Arts
- Sports Screenings
- Gigs & DJs
- Bingo
- Martial Arts
- After School Club

INITIAL IDEAS

INSPIRATION THE BUILDING



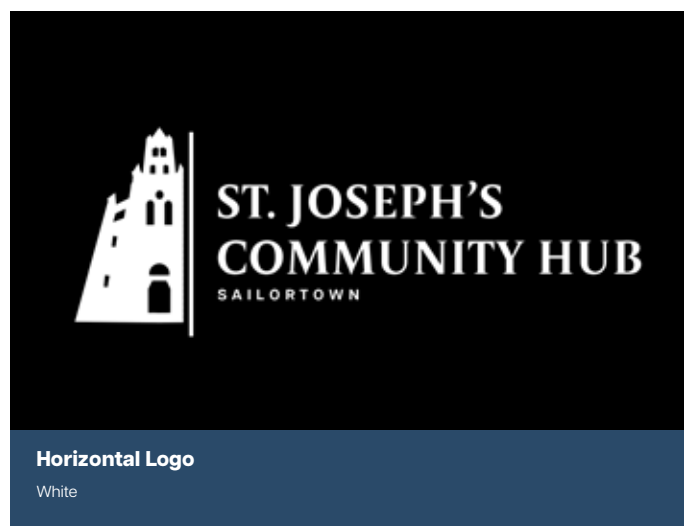
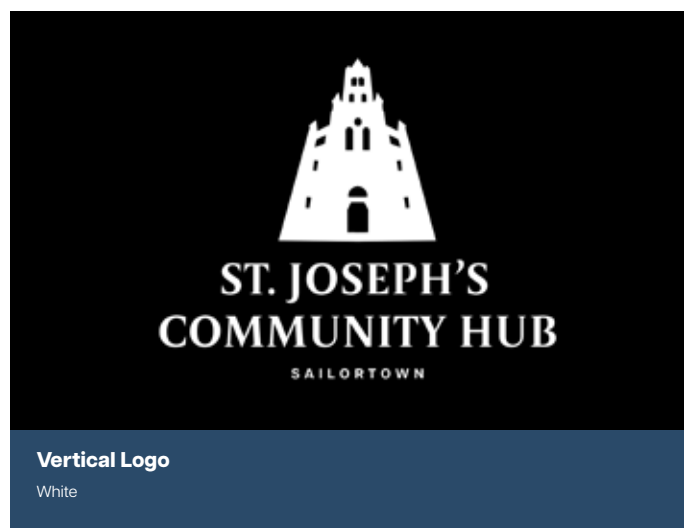
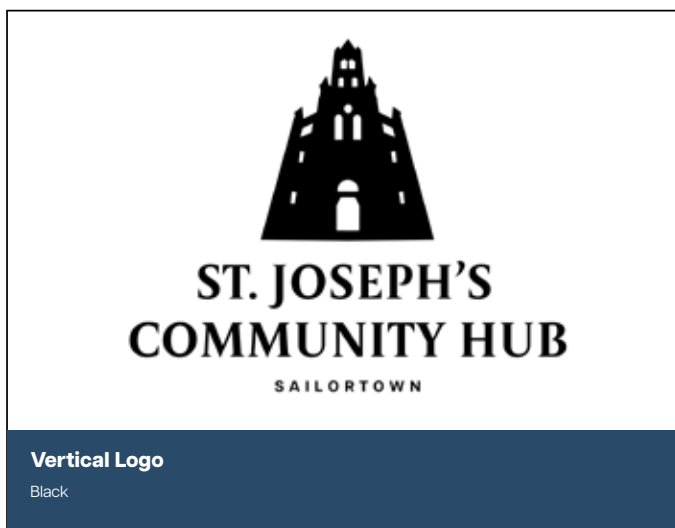
REFERENCES

(Pinterest, 2022)

(TheMonastery, 2022)

(CrailCommunityHall, 2022)

DESIGN 1



TYPE FACE

Amster

Bold - abcdefghijklmnopqrstuvwxyz

Articulat CF

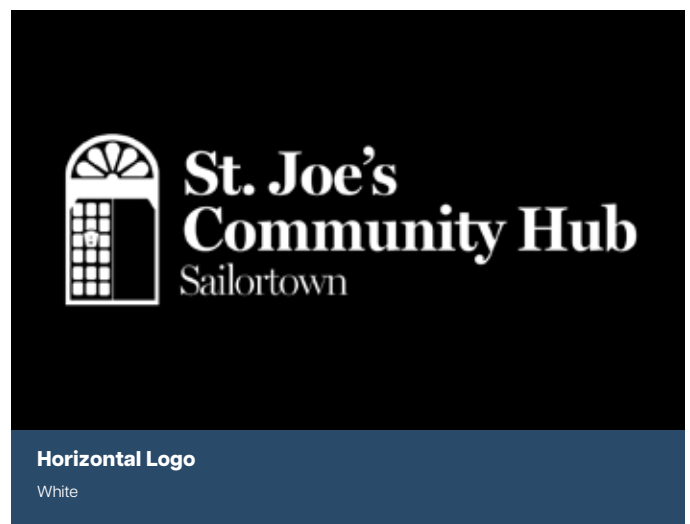
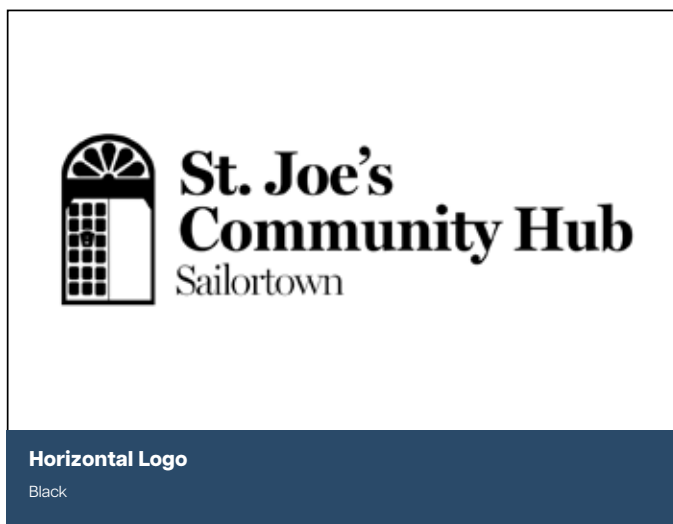
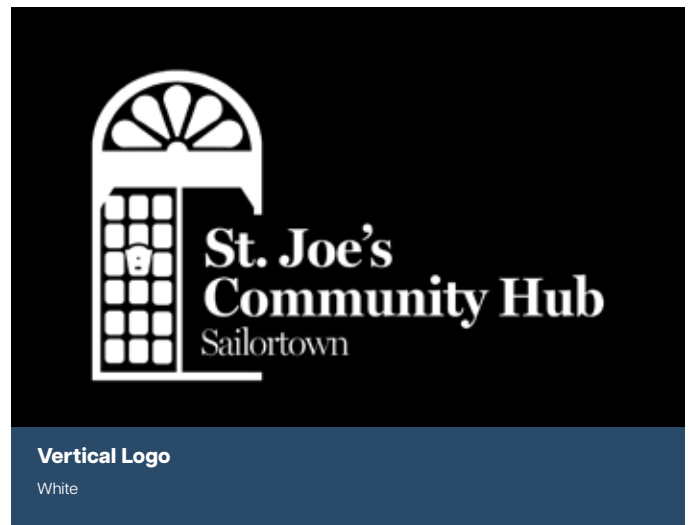
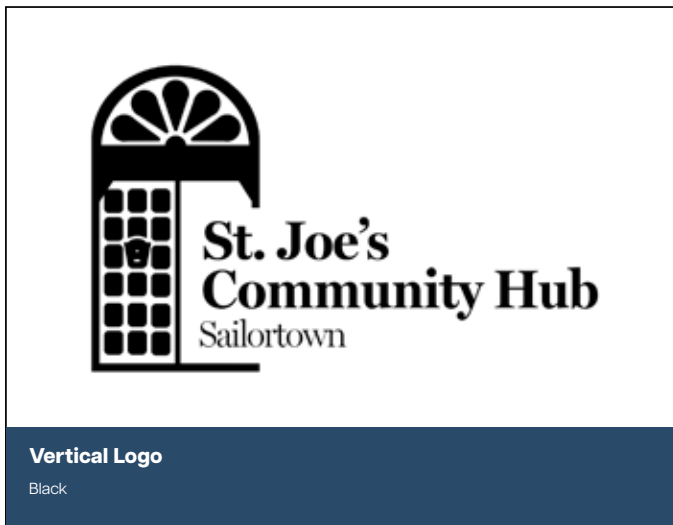
Bold - abcdefghijklmnopqrstuvwxyz



#F2F2F2 #8F8F8F #737373 #404040 #000000

For my first design I wanted to make a logo using the iconic architecture of the St. Joseph's building which is instantly recognised as the heart of the community of Sailortown, therefore of great importance to and easily identified by the community. This seemed like a great place to start for a community logo. After the benchmarking research I came across 'The Manchester Monastery' & 'Crail Community Hall' which I feel lent itself well to my idea and became the key inspiration for this design. I simplified the building outline and architectural detail of door and windows and emphasised the use of positive and negative space within the design.

DESIGN 2



TYPE FACE

Miller Display

Light - abcdefghijklmnopqrstuvwxyz

Bold - abcdefghijklmnopqrstuvwxyz



#F2F2F2 #9FBFBF #737373 #404040 #000000

For my Second design I focused on the idea that the community hub should provide a welcoming space for those who use it, this idea was developed after the benchmarking process, when we established the tone, message and style. The saying, 'the door is always open', suggests there is always a warm welcome available and provided inspiration for this design which keeps one door open for emphasis of this. Adobe Illustrator was used in the creation of this logo, in which I continued my play on the positive and negative space from design one, using a black and white colourway only, Which makes it high contrast. I have used both vertical and horizontal layouts with lowercase font for this design.

“A successful design may meet the goals set in your design brief, but a truly enviable iconic design will also be simple, relevant, enduring, distinctive, memorable, and adaptable.”

Logo Design Love: A Guide to
Creating Iconic Brand Identities

When I researched how to create an iconic brand identity the quote above caught my attention, the words memorable and adaptable is something I wanted to experiment with going forward.

INSPIRATION

THE WINDOWS



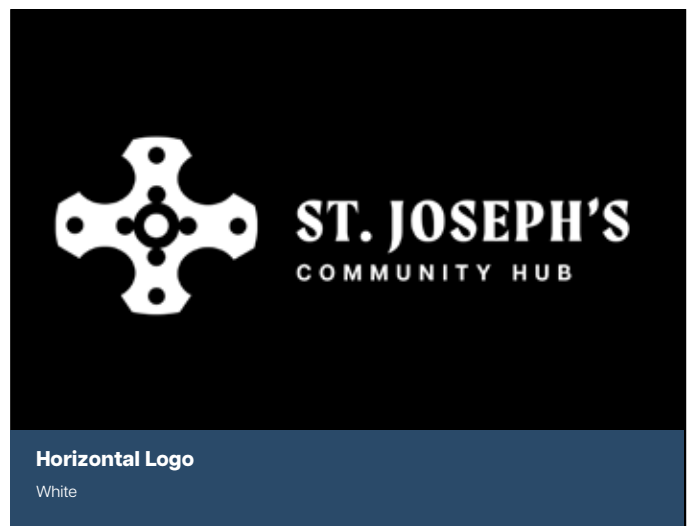
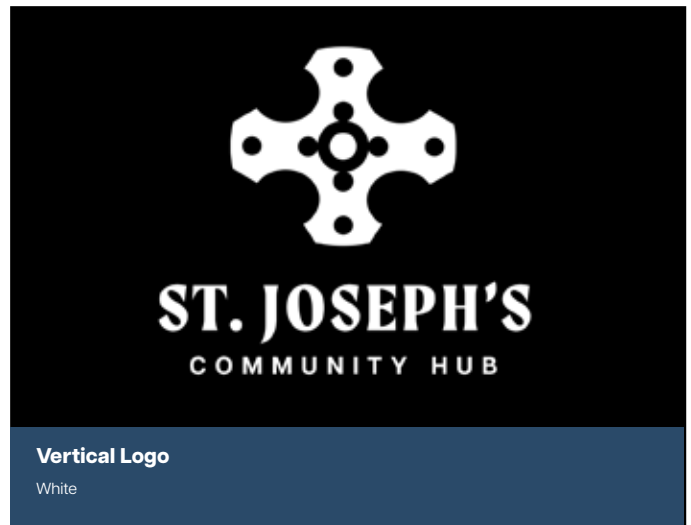
REFERENCES

(Pinterest, 2022)

(TheMonastery, 2022)

(crailcommunityhall, 2022)

DESIGN 3



TYPE FACE

Moret

Extrabold - abcdefghijklmnopqrstuvwxyz

Articulat CF

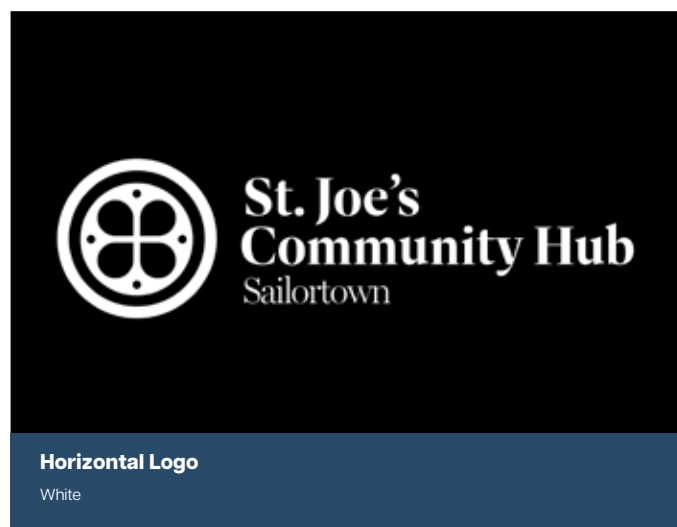
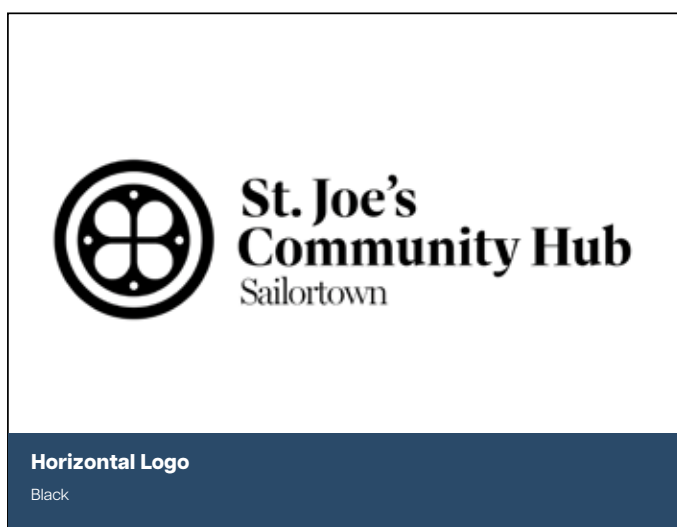
Bold - abcdefghijklmnopqrstuvwxyz



#F2F2F2 #8F8F8F #737373 #404040 #000000

For this design I looked for key architectural features in the building to draw inspiration from and the beautiful iconic stained glass window at the back of the church provided this as it draws the eye immediately through the building. This logo represents the central focus of the St. Joseph's building and also the heart of the community. I have used the idea of identifying and simplifying the key shapes within the window, utilising a play on circular shapes, yet keeping it recognisable to the community who will use it. I was inspired by my research to make an icon that would be memorable and adaptable on different platforms. I used both vertical and horizontal layouts for this design, using uppercase font only.

DESIGN 4



TYPE FACE

Dashiell Fine

Bold - abcdefghijklmnopqrstuvwxyz

Light - abcdefghijklmnopqrstuvwxyz



#26A69A #55A66F #8FB7AD #F2F2F2 #000000

For this design I continued my idea of looking to the windows for inspiration, this time using the front window located in the centre of the church, for a logo. The idea of the central window, for me creates a link between the outside and inside of the church, representing the connection between the people and the heart of this community space. I used horizontal designs and lowercase font only for this logo, introducing a green and light teal colour which I chose as these hues are significant in creating a sense of peace and calm, which is an aspiration in provision of a safe space for the community. The logo would soon become known within the community and could then be used as just the icon on certain media outputs such as event flyers or stickers.

“The style of the logo
must be congruent
with the brand image
as a whole to keep from
communicating different
messages”

Smashing Logo Design: The Art of
Creating Visual Identities

When researching visual identities, the brand image is very important. I want to experiment with the spire of St. Joe's, as this is expressed as a beacon of hope for the community.

INSPIRATION

THE SPIRE



DESIGN 5



TYPE FACE

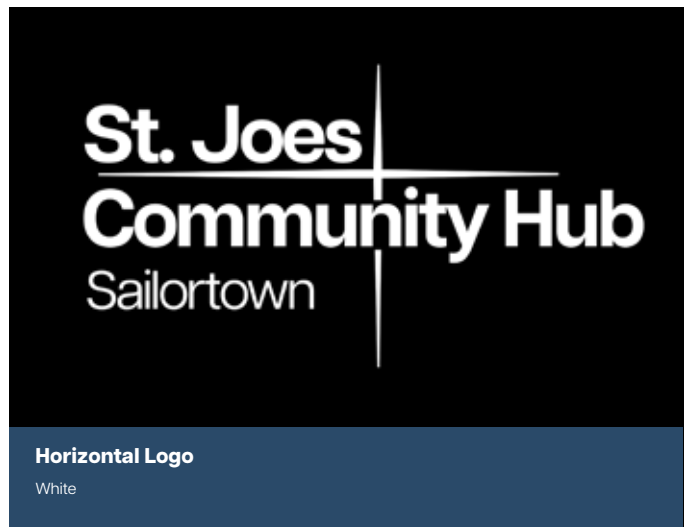
Articulat CF

Bold - abcdefghijklmnopqrstuvwxyz



This design is inspired by the front cover of the design brief I designed using one of the images Matty took of the building. In the design brief feedback it was noted that they loved the image and also mentioned the spire of the building being the first thing people would see when returning to Sailortown. Taking that feedback into account, I cropped the image and came up with the name 'Inspire' St. Joseph's Community Hub. I like this name as it suggests that those who attend the community hub may in some way feel inspired from engaging with activities and others within this space. I continued with colour in this design exploring with warm and cool colourways, also using a black outline around one of the designs. Text is in bold uppercase font on all designs.

DESIGN 6



TYPE FACE

Articulat CF

Regular - abcdefghijklmnopqrstuvwxyz

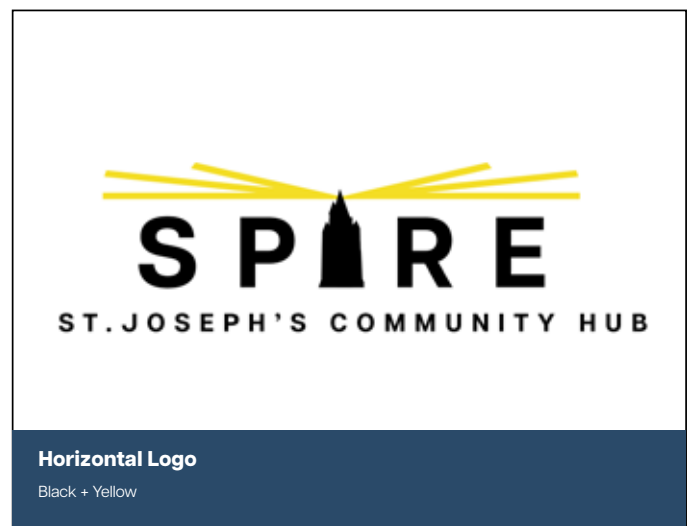
Bold - abcdefghijklmnopqrstuvwxyz



I wanted to recreate the 'Love Harvest Church' logo. For this logo I choose the name St. Joe's, I feel this abbreviated name gives the space new life. The logo represents the point of the spire and by applying it outward from a central point echoes the cross and the buildings past use as a church. In this design the name is most prominent. I have experimented with bold lowercase text using a horizontal layout. I have made a black and white logo which will be high contrast for most media outputs, the third variation of the design uses a blue colour on the spire image to represent the water and close proximity of the location to the docks.

DESIGN 7

Spire



TYPE FACE

Articulat CF

Bold - abcdefghijklmnopqrstuvwxyz



#F2D027 #F2DE77 #F2E7AE #F3F3F2 #000000

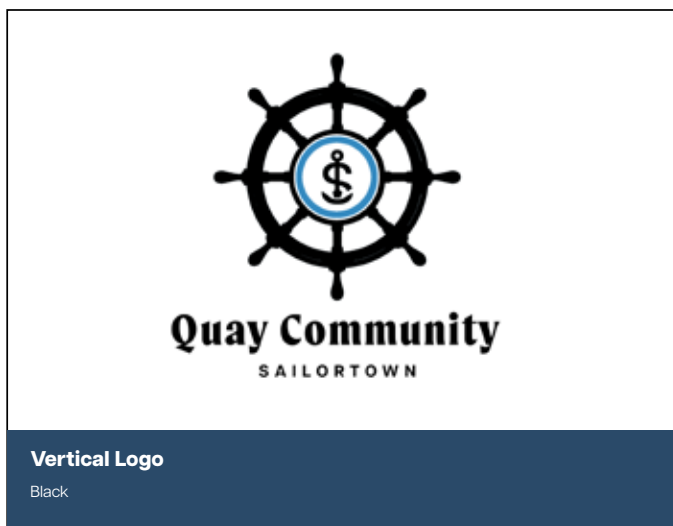
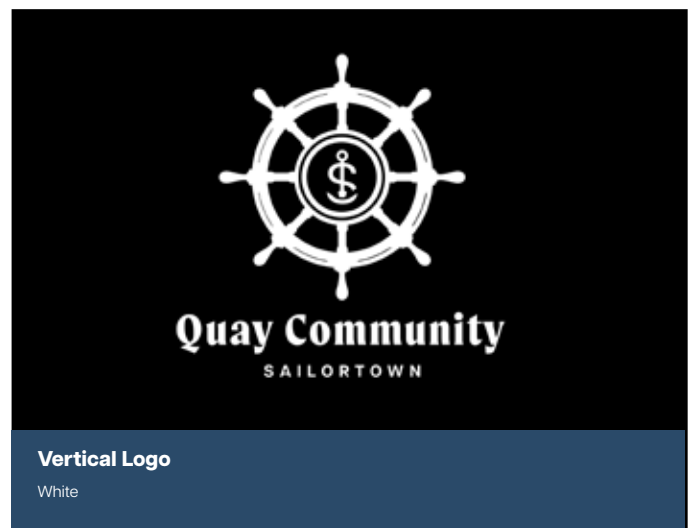
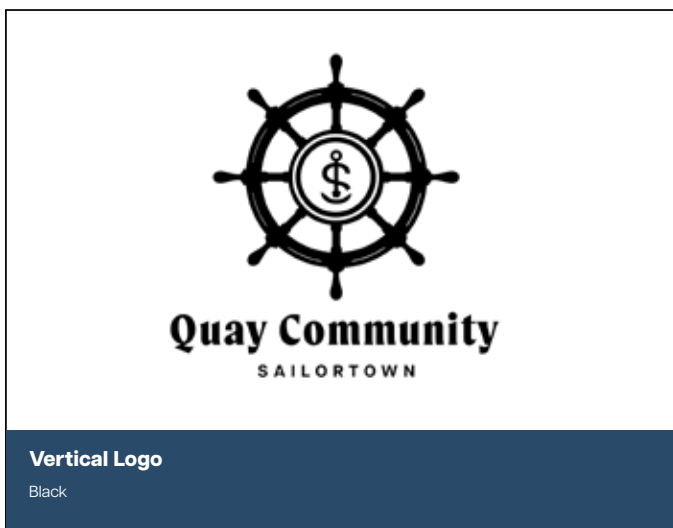
I wanted to experiment with the fact that the spire used to be lit up at night and was the first thing seen when returning to Sailortown by boat. It was a beacon within the community. The new name of 'Inspire' is trendy and generates the idea that the community hub aims to connect and inspire those who use it. This design draws upon Design 1, by using the outline shape of the building. I have experimented in different ways with this design through colour and negative space. Uppercase font in black on a white background creates a bold base on which to add the bright contrasting yellow rays of light coming from the building. I liked the idea of using the building to replace the "i" however it made it look like 'spare' instead of 'spire'.

INSPIRATION THE LOCATION



REFERENCES
(Pinterest, 2022)

DESIGN 8



TYPE FACE

Moret

Extrabold - abcdefghijklmnopqrstuvwxyz

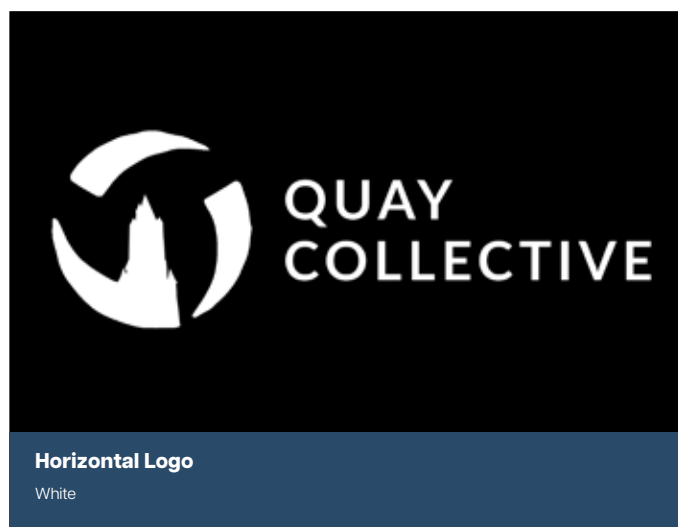
Articulat CF

Bold - abcdefghijklmnopqrstuvwxyz



For this design I tried a different approach taking into account the location of the community space. St. Joseph's is known as the "Chapel on the Quays". I wanted to experiment with different names for the project, so I came up with the name Quay Community and took inspiration from the Sailortown regeneration logo keeping the ships wheel and adding 'ST' as an anchor in the centre to represent St. Joseph's and Sailortown. I used two different fonts in this vertical logo, the larger lowercase font has an old school style reminiscent of bygone sailors in the area, alongside a more modern font in uppercase to illustrate the regeneration of the area. I also experimented with different shades of blue.

DESIGN 9



TYPE FACE & COLOUR

Dashiell Fine

Bold - abcdefghijklmnopqrstuvwxyz

Light - abcdefghijklmnopqrstuvwxyz



#66B2F2 #135599 #1F5373 #F2F2F2 #000000

Continuing with the sea / sailor theme I tried another name for the community hub in this design. The name 'Quay Collective' is a play on the location but also the community as the hub represents a collective of people. This design draws inspiration from my previous ideas including circular elements of the windows (Design 3 & 4), blue colour (Design 6 & 8), and the shape of the building (Design 1). Here the use of a clear, uppercase font draws the eye toward the building which appears within the circle shape, emphasising again the importance of the building within the heart of the community of Sailortown.

REFLECTIONS



Overall I enjoyed the design process of creating a logo for St. Joseph's. I like parts of all the designs but when narrowing it down, I went back to our brief and looked at the tone, message and style. I feel Design 1 & 3 look quite medieval, the church looks similar to a castle in design 1, and the icon from the centre of the window in design 3 looks like an emblem. Design 2 is a great idea and concept but doesn't work with our desired target audience. I think design 6 is aesthetically pleasing but doesn't scream event space. Design 7 is unique but not very scalable. Finally design 8, is too similar to the regeneration logo.

TOP 3 DESIGNS



I think this is one of my strongest designs. Its simple and effective. The logo consists of a strong icon, that will be very versatile. I feel like I could improve the typography, as it looks like a logo for a church than an events space.

Design 5 is one of my favourite designs however I feel it is too detailed for a logo. I like the name inspire but I think it would take a while to catch on with the community. This could be included as a call to action the website.

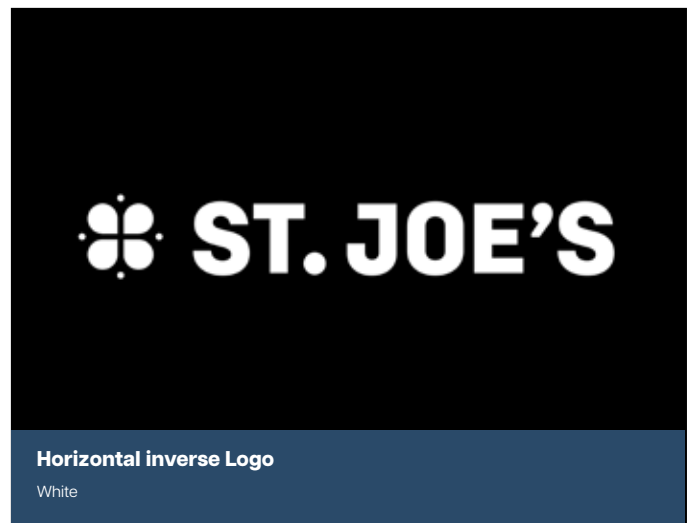
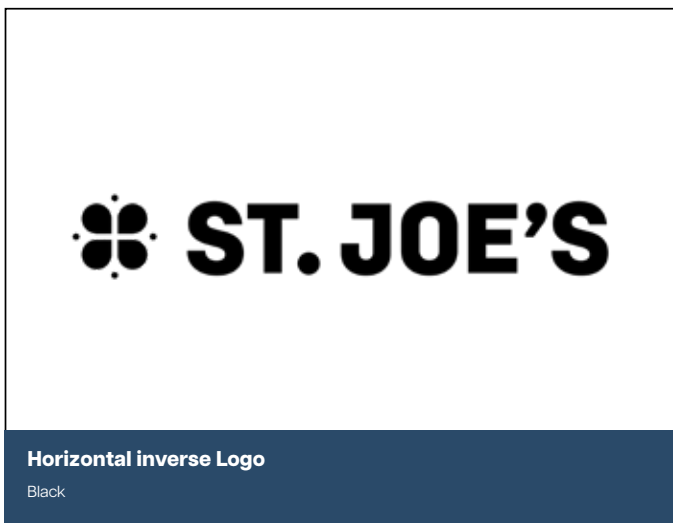
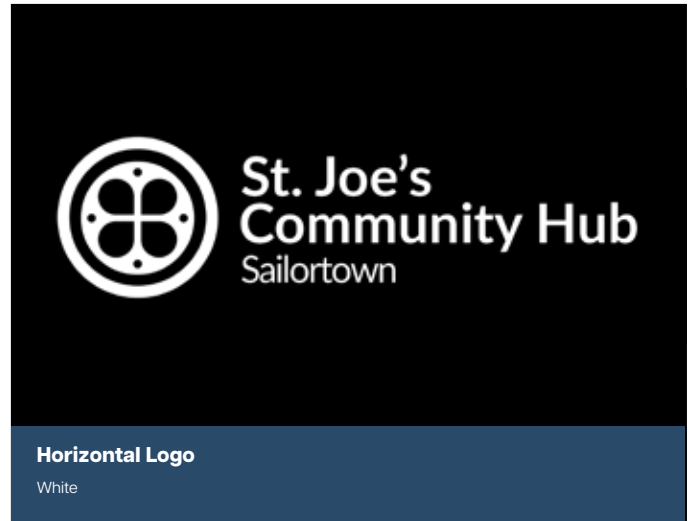
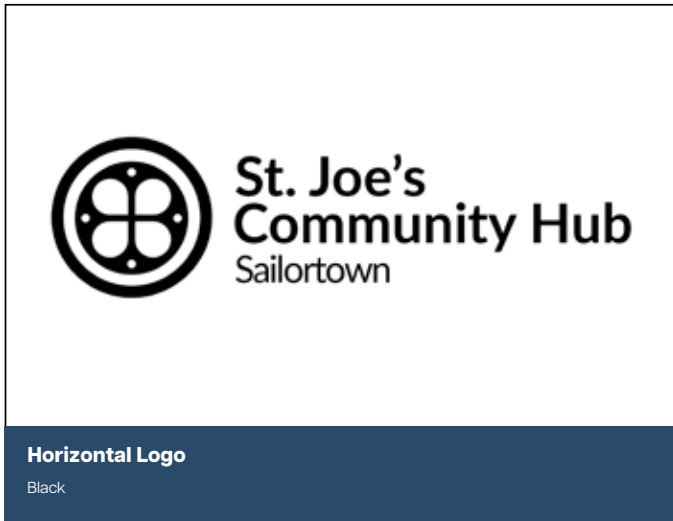
I like this design as it has all aspects of the project. It has a trendy name, the building and colour. However after hearing the St. Joseph's community didn't get along with the dockers I am not going to pitch this design.

After narrowing my nine designs down to three, I then asked my group and project managers for feedback. I made the decision to pitch design 4 to our community partner.



**REVISED
DESIGN.**

FINAL LOGO REDESIGN



TYPE FACE

Lato

Regular - abcdefghijklmnopqrstuvwxyz

Bold - abcdefghijklmnopqrstuvwxyz

Margin MVB

Heavy - abcdefghijklmnopqrstuvwxyz



When reworking design 4, I came up with an idea to make it dynamic. The main logo displays the front window of the church along side a new contemporary font 'Lato' in Bold and regular. Changing the font from serif to sans-serif has modernised it and suits our desired target audience better. The secondary logo is the inverse of the main logo. Its as if you are going inside the venue, this will be the events logo. The events logo is bold and very like our benchmarking best practice result 'Boxpark'. The logo consists of the inverse logo icon with just St. Joe's in 'Margin MVB' font in heavy. This logo is very striking and will work very well on events promotion, such as posters, flyers and Instagram posts. I came up with this dynamic logo from the brief feedback, as they said they wanted to tone down the events and focus on the community space. This logo will allow for a smooth transition, when they are ready to promote events.

**PITCH
DECK.**

THE LOGO REPRESENTS THE HEART OF THE COMMUNITY.

THE PRIMARY LOGO IS THE DETAILED LOGO WITH ALL THE NECESSARY INFORMATION.



THE LOGO IS THE CENTRE WINDOW OF THE VENUE.

I CHOOSE A MINIMALIST PITCH TEMPLATE TO LET THE DESIGNS DO THE TALKING.

THE LOGO CAN TRANSFORM INTO THE EVENTS LOGO.



DETAILED LOGO.

SIMPLIFIED SECONDARY EVENTS LOGO.

THE LOGO CAN BE SIMPLIFIED TO JUST THE ICON AND WILL STILL BE UNDERSTOOD.

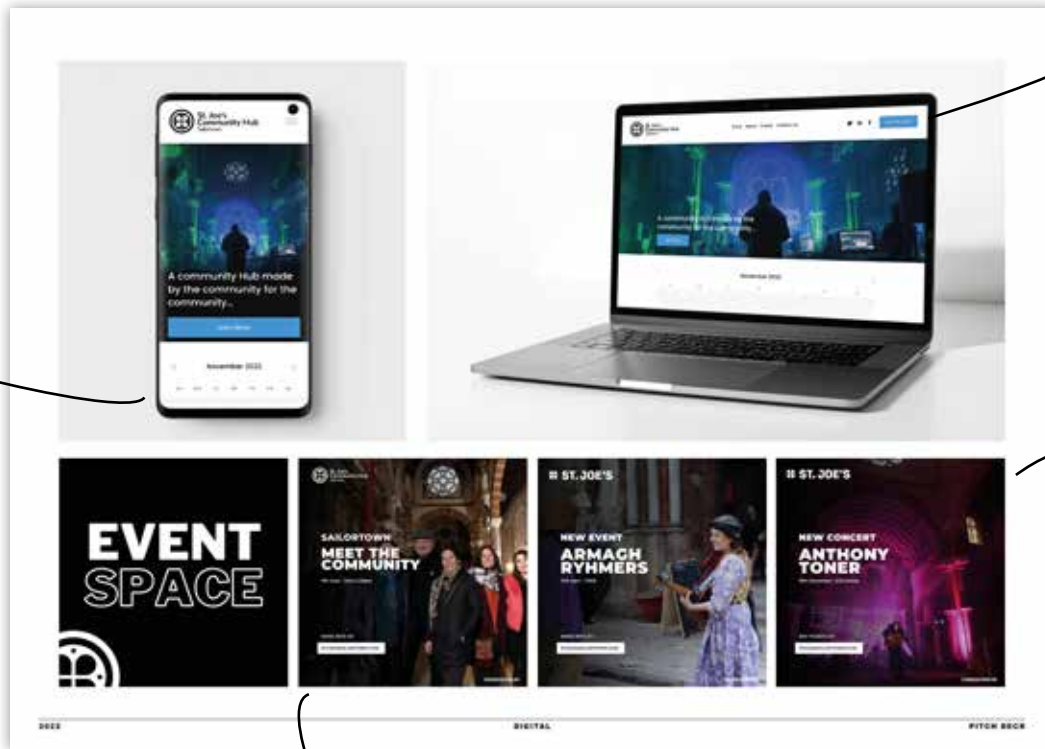
HERE IS AN EXAMPLE OF A COLOURED LOGO.

PHONE
MOCK UP.

FOR THE WEBSITE DESIGN I WENT WITH
A BOLD LOOK WITH HIGH CONTRAST.

BRIGHT, EYE
CATCHING BOOK
VENUE BUTTON.

CALENDER TO
EASILY SHOW
UPCOMING
EVENTS.



EVENTS
POSTS USING
THE EVENTS
LOGO.

SOCIAL
MEDIA
POSTS.

COMMUNITY POST USING MORE
DETAILED COMMUNITY LOGO.

EVENT
LANYARDS
WITH THE
EVENTS
LOGO ON
THE ST.
JOE'S
BRIGHT
BLUE.

FOR MERCHANDISE I EMPHASISED
EVENT WARE.



THE LOGO
WORKS
REALLY WELL
WITH BLACK
AND WHITE
OR WHITE
ON ST. JOE'S
BLUE AS THEY
CONTRAST
REALLY WELL.

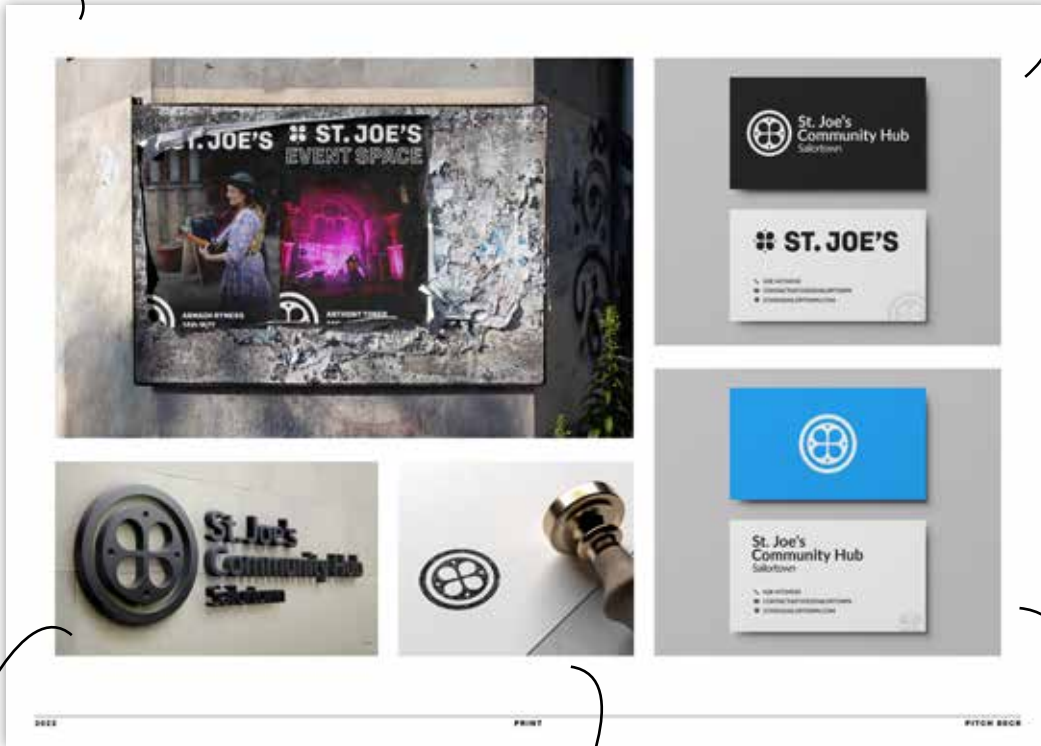
THE LOGOS
WORKED
REALLY
WELL
ON PENS.
SOMETHING
THAT
EVERYONE
NEEDS.

STICKERS FOR SPREADING
THE WORD OF THE NEW
EVENT SPACE.

THE T-SHIRTS COULD BE
SOLD OR USED FOR STAFF
DURING EVENTS.

HERE IS A MOCK UP OF POTENTIAL EVENT STYLE POSTERS.

I DESIGNED 2 POTENTIAL BUSINESS CARDS USING THE TWO DIFFERENT LOGOS.



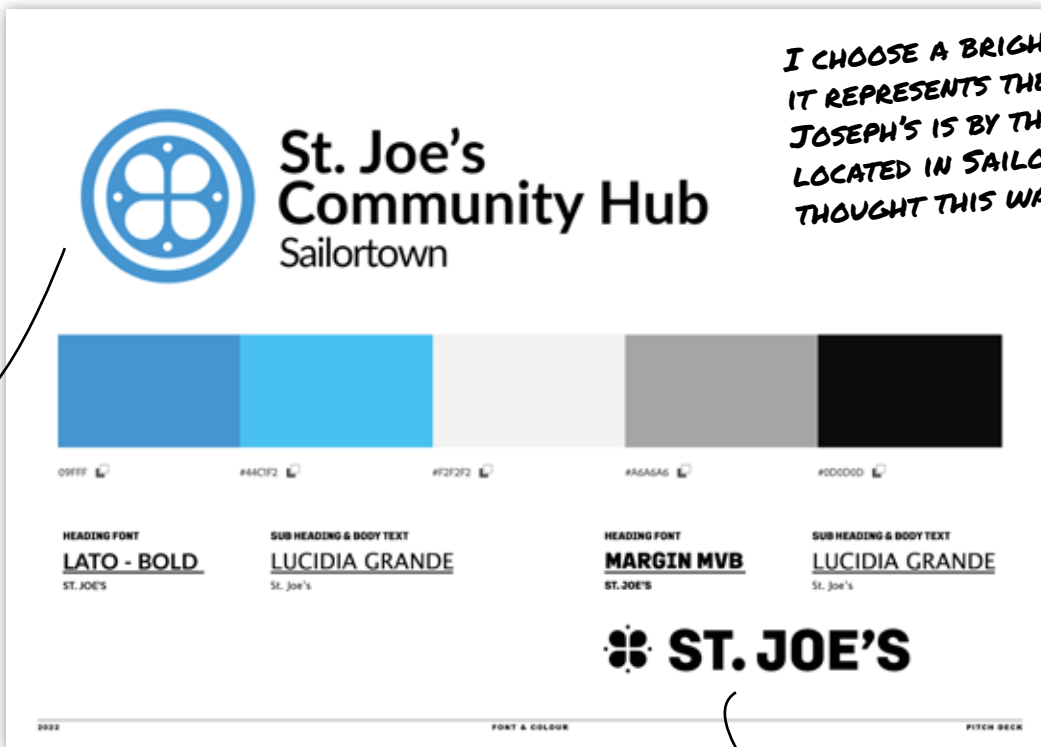
I ADDED A MOCK UP OF THE LOGO ON A WALL IN 3D. THIS LOGO IS VERY OUTSTANDING AND WOULD LOOK GREAT INSIDE OR OUTSIDE OF THE VENUE.

THE LOGO WORKS WELL FOR A STAMP, THAT COULD BE USED TO MARK PEOPLE INTO THE EVENT.

FOR THIS BUSINESS CARD I WENT FOR THE ST. JOE'S VIBRANT BLUE WITH JUST THE ICON.

HERE IS THE FONTS AND COLOUR PALLET.

I CHOOSE A BRIGHT BLUE AS IT REPRESENTS THE SEA. ST. JOSEPH'S IS BY THE DOCK AND LOCATED IN SAILORTOWN SO I THOUGHT THIS WAS FITTING.



FOR THE PRIMARY LOGO I HAVE USED LATO BOLD.

THE DESIGN HAS A BOLD AND VIBRANT COLOUR PALLET.

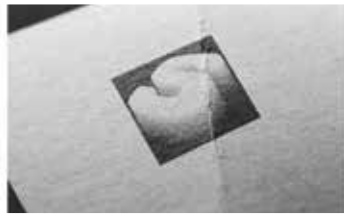
I HAVE PUT DOWN LUCIDIA GRANDE FOR THE SUB HEADINGS AND BODY TEXT, HOWEVER IT WILL BE DECIDED ON WHATEVER LOOKS BEST ON THE SQUARE SPACE WEBSITE.

THE SECONDARY EVENTS LOGO USES MARGIN MVB.

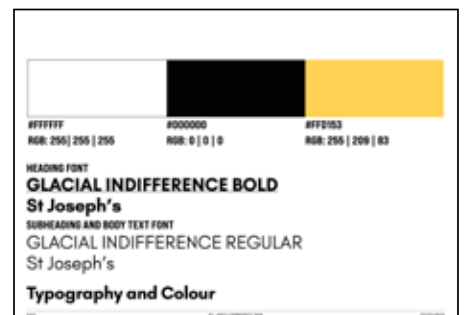
ETHAN



MARK



MATTHEW



PITCHING TO THE CLIENT

**PITCH INFO: 23rd of November at 1pm.
St. Joseph's admin office, Sailortown**

Matthew, Mark and I got the opportunity to pitch our strongest designs to our community partners in person. We presented our 18 page pitch deck in print, this allowed the community partner to get a closer look at the designs as we explained our thought process behind each aspect. We displayed a logo, website, social media post, merchandise, poster, business card and colour palette. The use of mock ups allowed us to display our designs in a realistic way, so our community partner could get a vivid image of the new identity. We each displayed an additional piece of work on Matthews ipad to display how our logos would look over a promotional video.

We naturally all took a different approach in designing a the new brand identity for St. Joseph's. I went for a logo based heavily off the creative brief and brief feedback, creating a traditional style. I feel I developed an identity that they would expect and naturally gravitate towards. On the other hand Mark took a radical approach, highlighting the event space with a contemporary and modern design. Matthew's design was very clean and had many links to the heritage of the venue. As a group we brought three very strong and diverse designs to the table, covering every possible aspect of what St. Joseph's could become.

CLIENT FEEDBACK



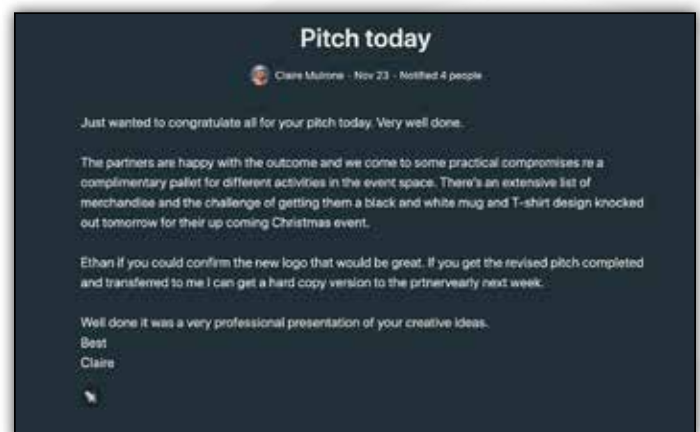
Terry and Maeve liked the way I drew inspiration from the building and how the window is a big feature of the venue. They both thought the St. Joe's name worked really well. They where drawn to the idea of the logo scalability through the icon and how it would soon become instantly recognisable. Terry thought the idea of the logo being used as a stamp for events was very clever.

Terry and Maeve loved Mark's design however they thought it reminded them of superman or a starbar. They particularly liked his Instagram posts, the 'INSPIRE' tag line and the colour palette he used. They feel that this is where they could see themselves in the future, but they have to take small steps to get there, as they feel the older generation of Sailortown wouldn't make the connection.

Terry and Maeve liked the clean logo design, however they felt it was too similar to St. Brigid's Cross. They liked how the logo linked to the heritage, putting emphasis on the unique tram lines out the front. Maeve was drawn to Matthew's effective bus shelter design. Terry loved the antique gold colour and how it linked to the beacon on the spire.

AFTER THE PITCH

We where able to get content for the community page of the website. We rented out a DJI ronin gimbal, to get stabilized video of the church. Terry and Maeve were running circus school for the children of the community and after that Terry's son also taught some of the children after how to play the guitar. It was great to see the community space in action. We had a few issues setting up the gimbal but we managed to get some usable shots to make a short community video showcasing the circus school.



PROJECT MANAGEMENT

After receiving Claire's message in base camp congratulating us on our pitch, I immediately went to base camp and created a to-do list of all the changes that needed to be made, to make sure we stayed on top of things. There was a number of new mock ups to produce that our community partners wanted to see. I was in charge of updating the logo, as I had the chosen design, apart from that it was a group effort to get all the mock ups completed. Claire needed a mock up of a simple black and white mug and T-shirt design the next day so

it was ready for their Christmas event. I set the deadline for the to-do list early the following week, however we all knew, we needed to finalise our design as it was already week 8, leaving us only 4 weeks before the final outcome. We managed to spend the next day finalising the redesign and all the mock ups, It was a very tough day as we had over 10 new mock ups to make. However we worked well under pressure and had it sitting in Base camp that night. Ready to be sent to our community partner on Monday morning.



CHANGING THE LOGO

I made a start on the updates that Terry and Maeve wanted. On the left you can see the progression to get to the perfect logo. Once I got to that stage we worked as a team to finalise the logo. We kept ST.JOE'S in Margin MVB font as requested and I took inspiration from my past designs (Design 1) where I used articulate bold. I used what I learnt in MED109 through spacing and hierarchy to structure it aesthetically. We then aligned the finished logo using rulers on Photoshop.







**REVISED
PITCH DECK.**

THE IMPROVED
PITCH DECK!

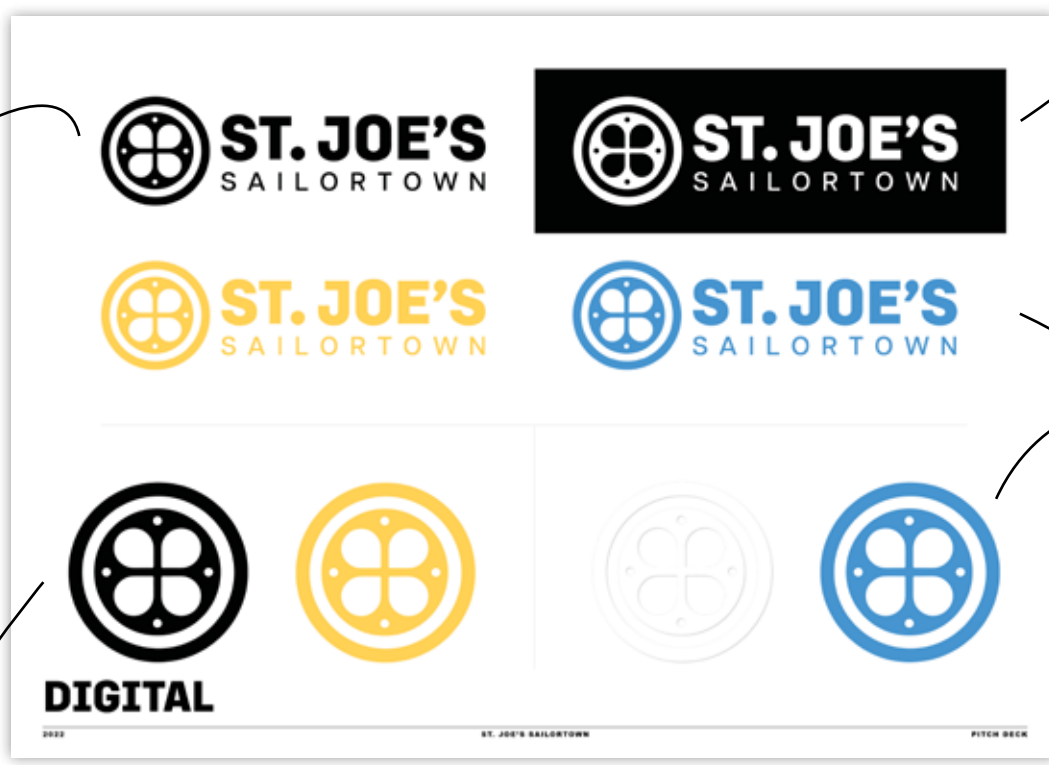
IT IS A VERY STRONG DESIGN, I AM SUPER
HAPPY WITH HOW IT TURNED OUT



IT IS MODERN, CONTEMPORARY, AND FITS
OUR TARGET AUDIENCE PERFECTLY

MAEVE PARTICULARLY LIKED
THE WHITE ON BLACK LOGO

THE
LOGOS
ARE VERY
BOLD IN
BLACK +
WHITE



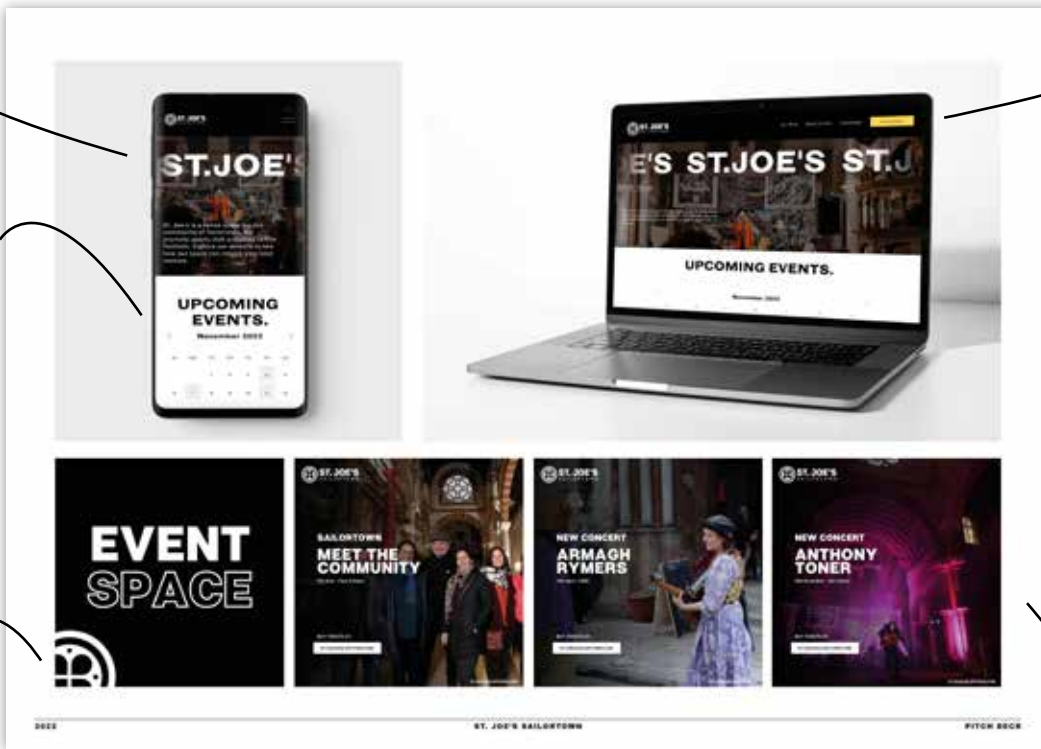
THE LOGO
CAN BE
SCALED
DOWN TO
JUST THE
ICON

THE ICONS WILL SOON BE INSTANTLY
RECOGNISABLE

TERRY AND MAEVE LIKED THE MOVING BANNER IN MARKS MOCK WEBSITE, SO WE ADDED IT ONTO OUR NEW DESIGN

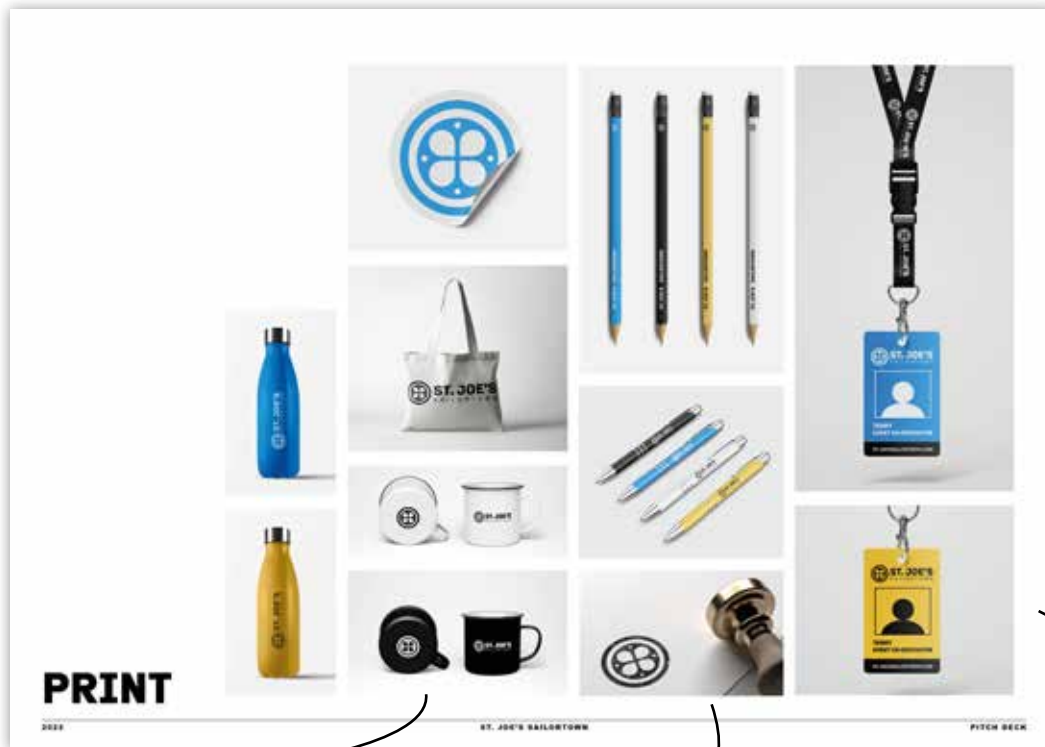
TERRY PREFERRED THE ANTIQUE GOLD COLOUR FORM MATTY AND MARKS DESIGN.

THEY LIKED THE EVENTS CALENDAR IN MY ORIGINAL PITCH



THEY LIKED THE ICON BEING USED AS A FORM OF DESIGN ON MEDIA OUTPUTS

THEY PREFERRED MY INSTAGRAM TEMPLATE WITH THE GRADUATED FILTER



HERE IS THE SIMPLE MUG IDEA FOR THERE CHRISTMAS EVENT

THEY LOVED THE STAMP IDEA FOR EVENTS

WE CREATED A NUMBER OF NEW MOCKUPS

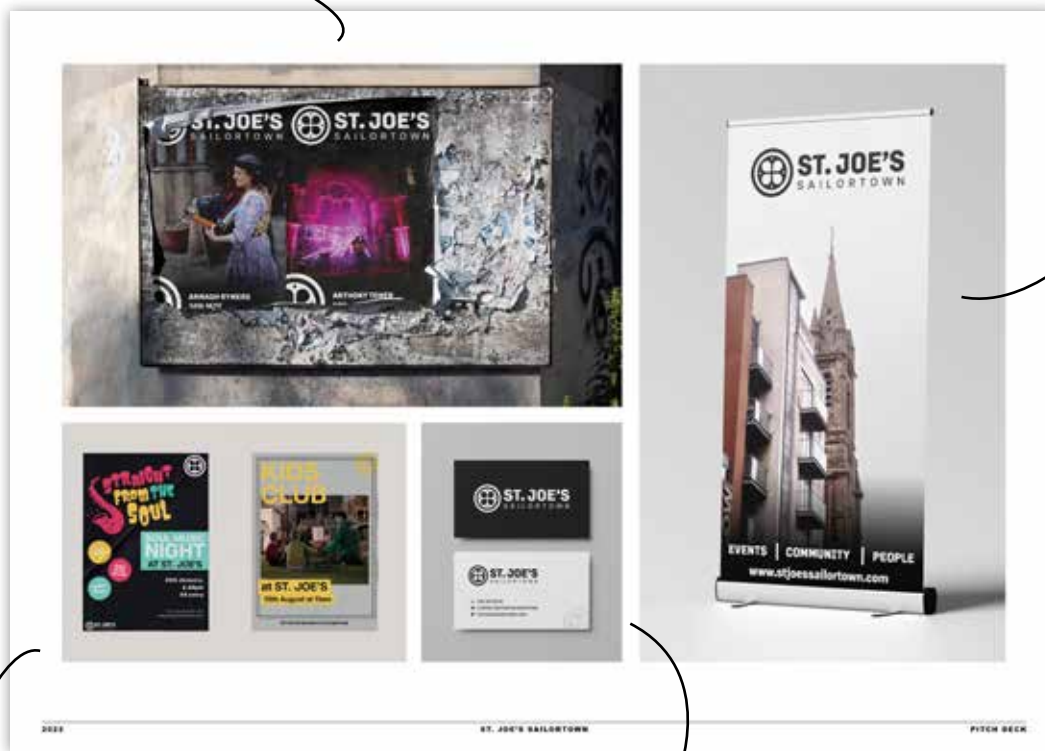
WE MOCKED UP BLACK AND WHITE T-SHIRTS FOR THERE CHRISTMAS EVENT

WE ADDED THE WEB ADDRESS ONTO THE BACK OF THE T-SHIRT TO MARKET THE NEW SPACE



STAFF POLO SHIRTS WERE CREATED IN SIMPLE BLACK AND WHITE

THEY LIKED MY ORIGINAL POSTERS



MATTY DESIGNED A POP UP STAND

MARK CREATED 2 MOCK FLYERS

I UPDATED MY BUSINESS CARDS WITH THERE DESIRED CHANGES

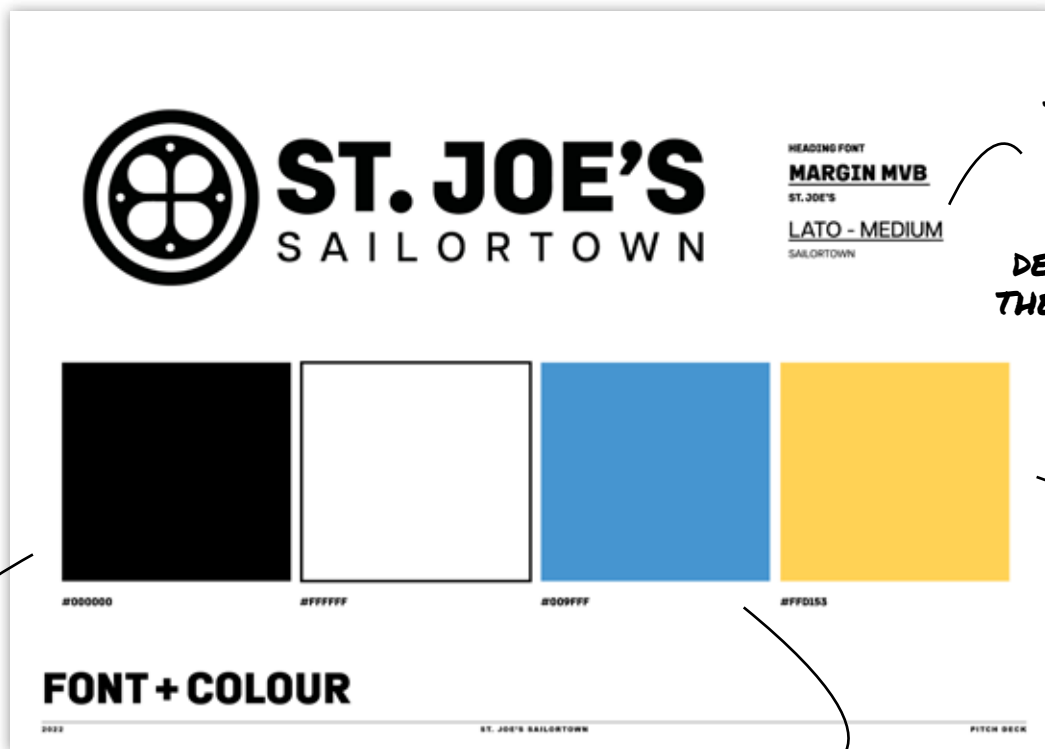
MATTY REDESIGNED HIS BUS SHELTER
MOCK UP WITH THE NEW LOGO

MARK MOCKED UP A
BILLBOARD FOR ST. JOES



I UPDATED THE WALL SIGN
WITH THE NEW LOGO

MARK
CREATED
PVC BANNER
SHOWCASING
WHAT THE
NEW SPACE
OFFERS



THE FONTS
WILL BE
DECIDED
WHEN
DEVELOPING
THE WEBSITE

ANTIQUÉ
GOLD

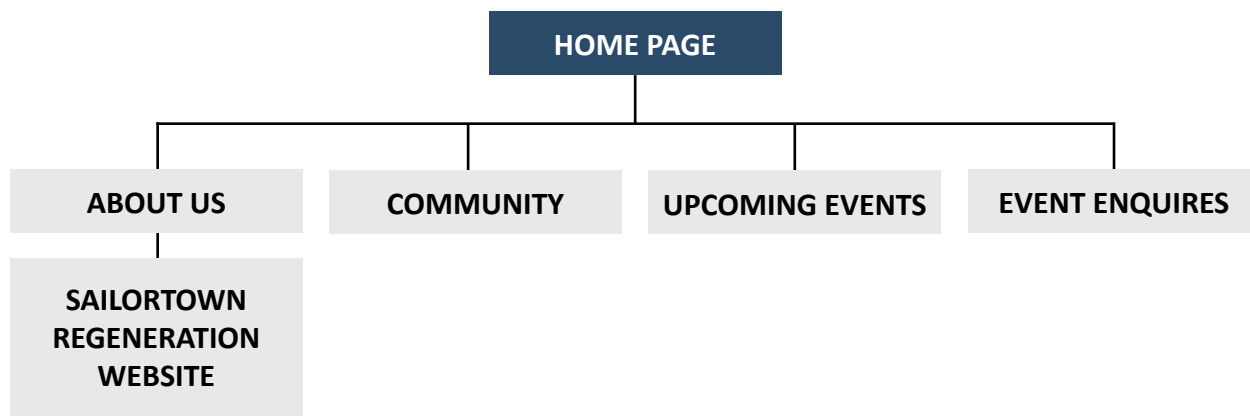
HERE IS THE NEW COLOUR
PALLET

SAILORTOWN BLUE

The background features a large, faint watermark of a gear with a sunburst-like top edge, centered behind the text. The gear has a circular center with some internal details, and the sunburst consists of several pointed, leaf-like shapes radiating from the top. The entire watermark is rendered in a dark gray color against a black background.

**WEBSITE
DEVELOPMENT.**

WEBSITE SITE MAP



WEBSITE DEVELOPMENT

When creating the website we worked together alongside our benchmarking analysis to make sure we added all the best features.

For the home page we wanted to make it concise with all the information there without a long scroll. We added two call to action buttons 'Get Involved' that linked the user to the community page and 'Be Inspired' that links to the upcoming events page. These call to action buttons were a great touch as Terry mentioned she loved Marks 'Inspire' theme throughout his pitch.

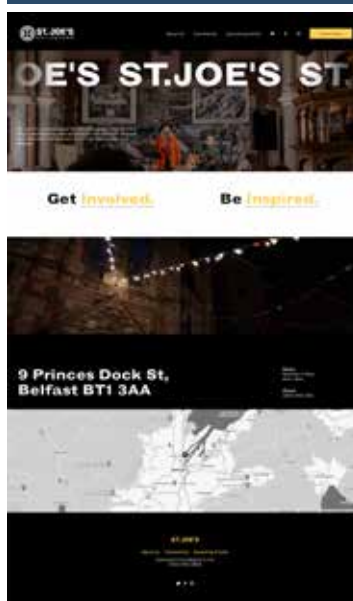
I developed most of the about us page, I added the newspaper collage, and also the St. Joe's story that Terry and Maeve sent over, alongside an image I edited of the event space with our graduated filter theme and our high contrast logo. Matty then added in the about us interview. The Sailortown regeneration website can be accessed from a button link on the collage, so people can read up on the history in more detail.

For the upcoming events page we established that it was far clearer to lay out the events in chronological layout than a calendar display. This way you can also see past events.

The community page consists of a slider that shows what St. Joe's offers the community. There is also short background video I made, it has no sound, showcasing the circus school.

Lastly, the users eye is drawn towards The events enquires button on the navigation as this is our key focus, as its how the venue will make an income. On this page it is just a simple form, which will allow Terry and Maeve to easily book the venue and approve the enquire.

HOME PAGE



ABOUT US

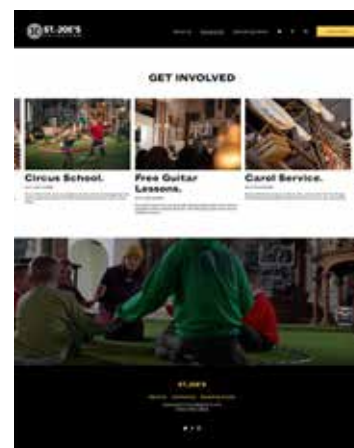


SAILORTOWN REGENERATION

UPCOMING EVENTS



COMMUNITY

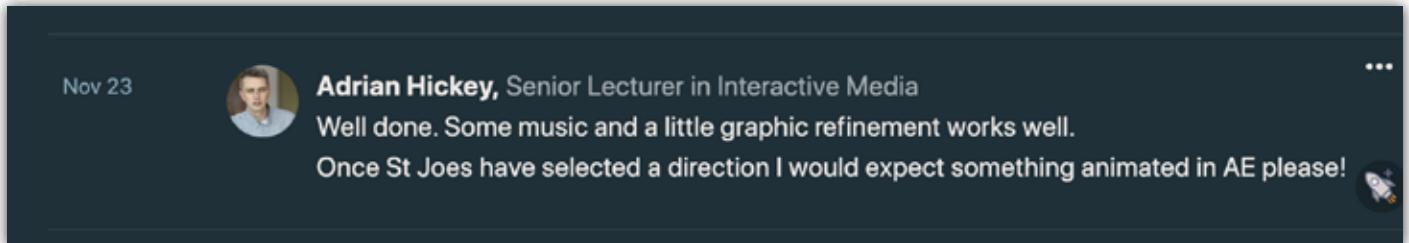


EVENT ENQUIRES

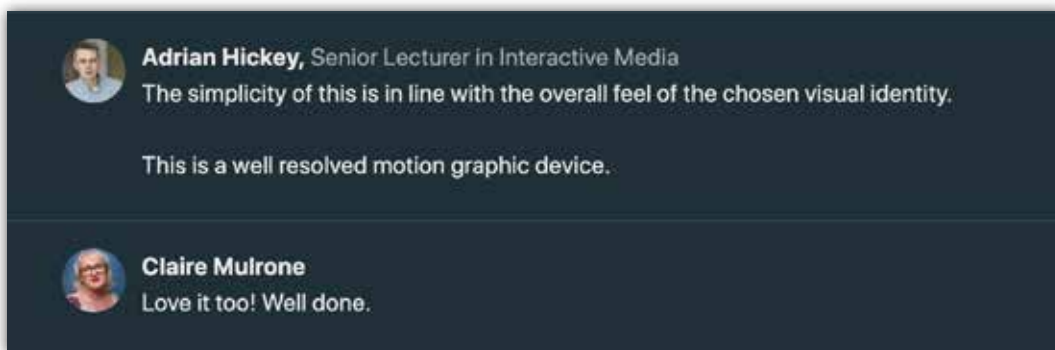
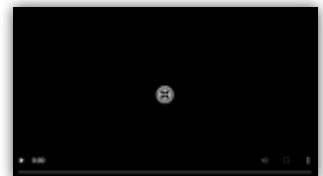


ANIMATED LOGO

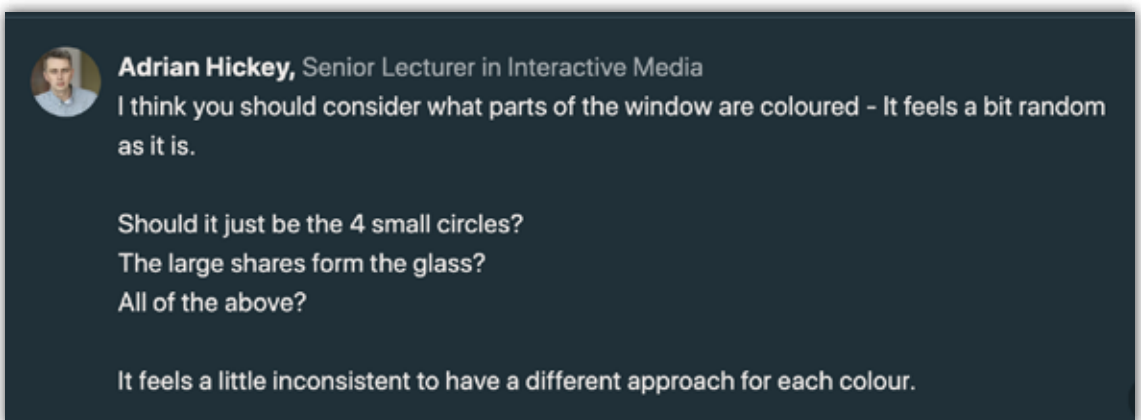
When Pitching to our community partner we all showed how our logo would look on a promotional video. Originally I went for a simple fade animation. Adrian was happy with the short promo video but he expected something animated in after effects. I primarily work in Photoshop, It had been a while since I used Adobe After Effects, With the pressure of completing the pitch in week 8, I had to resort to a simple fade animation.



After the pitch was complete and the new logo was designed, I had enough time to develop an effective animated logo that would work with our brand tone and style. This was my original idea for the logo animation. The logo icon starts small as seen in the screen shots, it then reveals the word mark from within the icon, to reveal the full logo. I really liked how it turned out as it will be able effective on all video media at the end, as you can see in the screen shot below Adrian and Claire thought it was well executed .



CREATING A GIF



Above shows a GIF I created for St Joe's. I made the new logo dynamic, replacing the subheading 'Sailortwon' with community, heritage, arts and events to show the different areas of St. Joe's. I took inspiration from the different icons used as a navigation in the Grand Junction website that our community partner liked, as mention in the brief feedback. I liked the concept but after

completing it, Adrian suggested it was a bit inconstant, which I agree with. After starting to develop the website and brand guidelines, we as a group decided it didn't fit our brand due to the colours and we also decided it was best not to modify the logo. We ended up not using the icon for navigation idea either. I liked the idea but we didn't peruse it any further due to time constraints.

ABOUT US COLLAGE

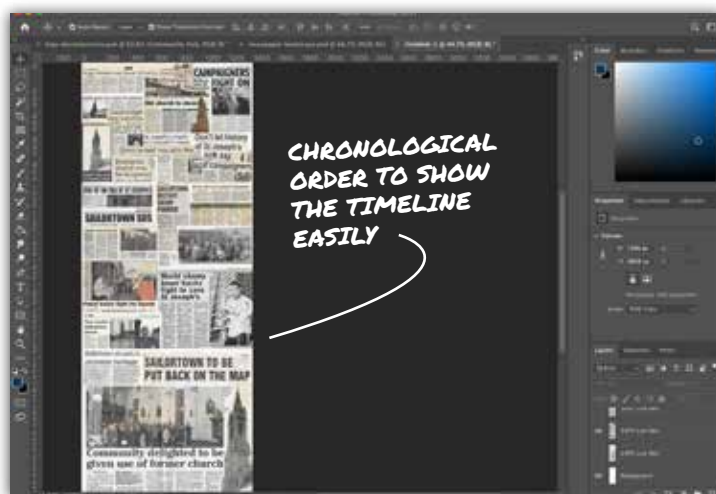
At the start of the project Terry and Maeve sent us all of the old newspaper clippings showcasing the fight to keep St. Joseph's. We originally didn't know if they could be used for anything, however, when we were designing the website I came up with the idea to create a collage of all the famous headlines for the about us page.

It was a creative way to display their history, without going into lots of detail as that's what the Sailortown regeneration website is for.

It was a challenge reading through all 130 newspaper clippings to get the best ones for the collage.

MAKING THE COLLAGE

Firstly I created a Photoshop document in A3 in a portrait layout, this created a large file which allowed me to place the screen shots in there original size, maintaining the quality of the newspaper clippings. Making the collage in portrait made it easy to rank all of the newspapers in chronological order. I was then able to use the crop tool to enlarge the document to be able to place all the required screen shots. I looked for newspapers with a strong title, it started with headlines such as 'Old church to close' and ended with the title 'Community delighted to be given use of former church'. I am really pleased with how it turned out. Your eye gravitates towards the bold titles giving the viewer a quick overview of the journey to require the church, without having to read too much.



In order for it to work well on the website I needed to make the layout landscape. This was surprisingly easy to do, I was able to cut the portrait collage in half and present the first half on the left and the second half on the right of the landscape layout. When adding it into the website I added some more scrolling text to make it more lively, displaying 'The fight for St. Joe's'. I also added a link to the Sailortown regeneration website so people could read up on the history in more detail.



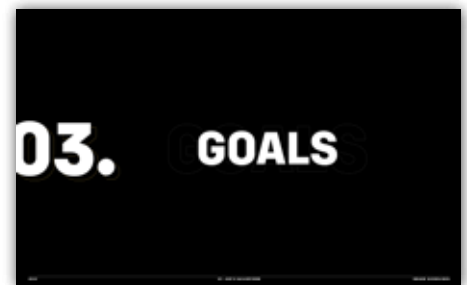
BRAND GUIDELINES

CREATING THE GUIDELINES

Below is the Brand guidelines I produced for St. Joe's. This document was part of the desired deliverables. The guidelines were made specifically for St. Joe's to use in the future. If they are ever in a situation where they have any other graphic designer helping make content for them (such as a flyer or event poster) they will be able to hand them their brand guidelines, this will insure they will keep the tone, message, style and the professional brand integrity.

The following guidelines Looks over:

- Goals
- Identity
- Photography
- Colour
- Font





FINAL OUTCOME

BASECAMP ORGANISATION

WHAT DID I DO?



Before handing over our deliverables to our community partner I made sure our Basecamp docs & files was well organised and easy to follow.

I reorganised all the documents, making an area for:

- The content given from St. Joes
- Photos
- Videos
- Creative Brief
- Pitch
- Revised Pitch
- Final Outcome

I even highlighted the final outcome folder in green so it was easy for Claire to hand over the documents.

PROJECT MANAGEMENT

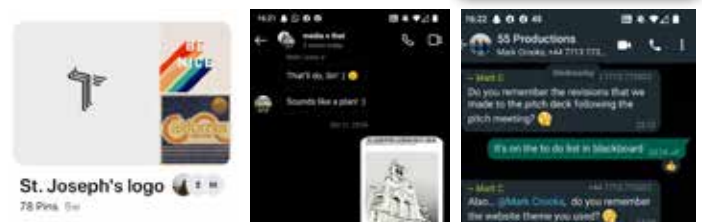
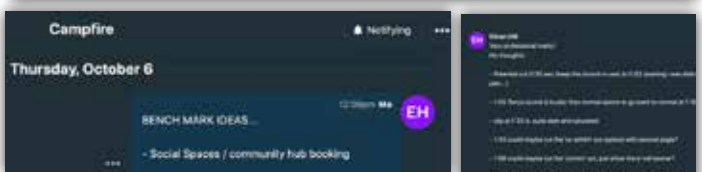
Throughout the project we primarily used the app Basecamp. This helped us to keep on track, with tools such as the to-do lists. It helped us manage all of the documents and files, which also had an area to comment on peoples work, an example of this can be seen n the screen shot you can see the list of changes I suggested to Matty after he created the first draft of the promotional video. There is also general chat section which I used to share anything I wanted my project managers to see (as seen in the screen shot). I also frequently used campfire. This is an area we sent links and inspiration (as seen in the screen shot).

You may have noticed throughout my production log I have used screen shots of Basecamp. but we also used Whatsapp, Instagram and Pintrets boards to keep on track and find inspiration.

From the list of deliverables above I contributed with:

- Brand Guidelines
- Logos
- Animated Logos
- Community Video
- Website design
- Instagram Post Design

After this we made sure to email to ask for feedback.



LOGO



WEBSITE



ABOUT US VIDEO



COMMUNITY VIDEO



HYPERLASPSE



ANIMATED LOGO



GUIDES

INSTAGRAM POSTS



INSTAGRAM REELS



EVALUATION & REFLECTION

WORKING AS A GROUP

When hearing we had to work as part of a group with a community partner, I knew Matty, Mark and myself would make the perfect team as we would bring a variety of skill sets to the project. We have worked alongside each other throughout our university degree, so we already knew we could work well together under pressure. We were able to apply all of our knowledge and skills to this project that we had gained from our placement year. I have been able to benefit the project through my experience working with FactCheckNi. I learned how to work along side a client as well as enhancing

my design skills on Adobe Software. Matty's skills gained from his placement year, editing and shooting videos, made the interview for the 'about us' page run smoothly and professionally. Mark's year working alongside the Coleriane Campus Christian Union, in charge of their social media accounts, helped when we needed to be innovative. He is talented at thinking creatively and coming up with new ideas. Collectively, we covered all aspects of the project specification and enjoyed working together.

COMMUNITY PARTNER

Terry and Maeve were a pleasure to work with and extremely passionate about the project. What I enjoyed most about this project was the involvement which, unlike other projects some of our class mates had, were all done remotely online. I had never been to Sailortown or St. Joseph's before, so it was interesting learning about the history of Sailortown's strong community and then being able to experience its amazing space. It is a hidden gem. Being able to create an online presence for St. Joseph's has put them on the map, promoting what they have to offer. Our community partners

were very helpful when organising filming dates for events and interviews, although they were hard to reach at times as they always had a busy schedule planning and setting up current and future events. We were lucky enough to be invited to one of these events, which happened to be an acoustic night. I particularly enjoyed this as the building is perfect for gigs and it provided a very warm community atmosphere. When we pitched our ideas to Terry and Maeve, they were open to all of our design ideas. We took on their feedback and created an outcome they were pleased with.

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Tel. 07862216665/ 028 90 751094
Email. sailortownoffice@gmail.com



SAILORTOWN
REGENERATION

To whom it may concern

We found Matthew, Ethan and Mark a real pleasure to work with. We feel they took on the brief thoroughly and were very impressed with all three outcomes which made it difficult for us to pick the final one.

As a team they worked great, invested time and effort in immersing themselves in the project to really get an authentic feel for the objectives and aspirations we have within the organisation. We found them very professional and also great at engaging with various groups attending different activities within the space.

Finally we were very impressed with the final outcome and the extra attention to detail that the collective provided and are very much looking forward to seeing all their hard work in situ.

Many thanks

Maeve O'Connor
Community Development
Sailortown Regeneration

CONCLUSION

Overall, I found this module very rewarding. I enjoyed working alongside Terry and Maeve to create an impact in their strong community. I also enjoyed working in a team as we all worked off each other to create the best possible outcome.

Throughout October to December I have developed a number of useful skills such as managing my time and organisation, with useful tools such as Basecamp and Clockify to make sure I can produce a high standard of work under pressure. I have also developed my communication skills through project management, liaising with our community partner face to face and through emails.

It was a great experience working on a 'live' project, each person in the team was there to help through the process of the project. The support from Adrian guiding us in the right direction and Claire in charge of communications when things went wrong made sure the project moved smoothly.

I found group work quite challenging at times as we all work differently and have other commitments outside of university work. Sometimes there was a delay in getting things done, as we worked around each others schedules.

From reading our community partners feedback after finishing the project, you can see they were impressed with the outcome of the project and thought highly of us.

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