

**Interactivity for  
Social Enterprise**  
MED526

Matthew Caves



# ST. JOE'S

SAILOR TOWN

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01

# INTRODUCTION



# INTRODUCTION

## MED526 |

## INTERACTIVITY FOR SOCIAL ENTERPRISE

This module is a great opportunity for us to work together as a team, to explore and draw together some of the concepts and skills that we have studied in previous modules in a major project. We also seek to gain knowledge in the area of social enterprise and how interactive media concepts can be applied to this area. MED526 is a brilliant opportunity for us to interact with community groups and projects and lend our skills in a live project environment.

## Project Specification

Our project specification was to 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

The skills that we would require for this project include the following:

- **Wordpress/ Shopify or similar POS/ HTML/CSS/ \*Squarespace**
- **Photoshop/ Illustrator/ InDesign/**
- **After Effects/ Premiere/ DSLR skills**

# Time Log

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In order to track the time spent on the various components of this project, I employed the use of Toggl Track, a time tracker application for accounting for time spent working. Work began in early October and is scheduled to continue until mid to late December. A breakdown of time spent on the project can be observed below.

**Brief Creation | 9 Hours 15 minutes**

**Client Meetings | 2 Hours 10 minutes**

**Filming | 5 Hours 05 minutes**

**Logo Design Work and initial pitch creation | 42 Hours 40 minutes**

**Brief Creation | 9 Hours 15 minutes**

**Pitch Deck Work | 39 Hours 28 minutes**

**Production Log | 56 Hours 25 minutes**

**General Project Work (Research and Client Communication) | 13 Hours 15 minutes**

**Video Editing | 56 Hours 25 minutes**

**Website Work | 56 Hours 25 minutes**

**Total Hours Spent on Project | 206:06:36**

# MEET THE TEAM

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This is our team. An extremely capable group with a diverse skill-set and all with various important attributes that they bring to the table. The team is assisted by both Mr Adrian Hickey, Module Coordinator and Claire Mulrone, Community Engagement Manager who both bring a wealth of expertise and knowledge.



## Matthew That's me.

I'm Matthew. I am extremely Passionate about video production and editing. I also have a keen interest in photography and cycling.

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## Ethan Pro Surfer.

Ethan is a talented graphic and . Feels most at home on a surf-board.

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## Mark Full-Time Canadian.

Mark is a photographer and motion graphic creator. Enjoys Maple syrup.

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**02  
INITIAL  
RESEARCH &  
BENCHMARKING**



# Initial Research

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At the very outset of the module as a class we were presented with an array of projects that we could choose from. Having studied these various options, Myself, Ethan and Mark felt that following some initial research that St Joe's was the project for us.

Research had informed us of St Joe's history as a Catholic Church in the docks area of Belfast. Its position both historically and currently is as a cornerstone of the community in the heart of Sailortown. We also understood that St Joe's and its Parochial House was under the ownership of the Sailortown Regeneration project, an ambitious and determined group who are seeking to provide for and revive the community in the Sailortown area. As a part of this people-led regeneration, the Regeneration project seeks to use the former church building as a community hub that in their words will "be for use by current and past residents of the Sailortown area, and will provide a welcoming space for visitors and all those interested in our local culture and heritage." (Sailortown Regeneration Project)

St Joe's has come a long way having refurbishments and other work done to ensure that the building is safe and protected from the elements. It has big plans for the future and aims to "design a space where future generations can work, live and play." (Sailortown Regeneration Project)

# Benchmarking

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Benchmarking in relation to website design: **“tells you where your website stands in relation to other websites. It can shine the light on competitive advantages and show you the most effective ways to improve website performance.”** (MacDonald, 2022.)

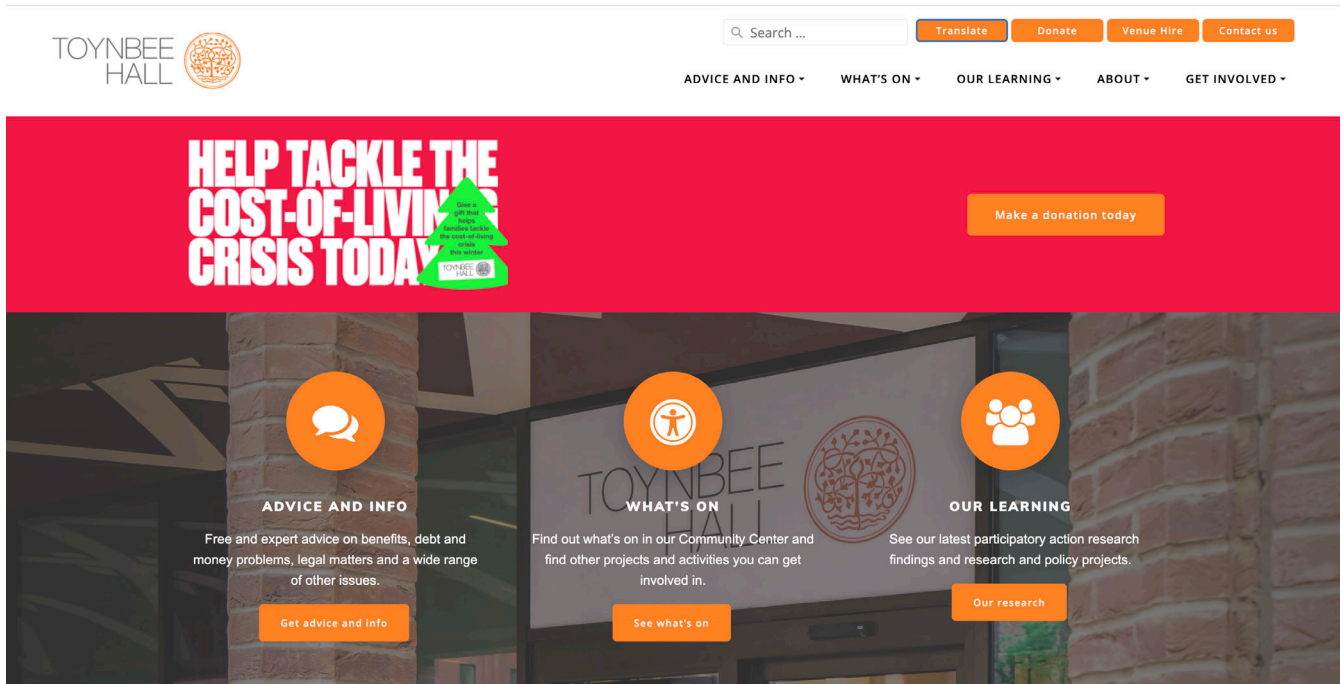
Our benchmarking for St Joe’s followed a similar philosophy to the format mentioned above. The slight difference here is that we were not looking to improve a website, instead we were looking for examples of similar projects in which we could base our website development on. This was due to Sailortown Regeneration projects wish to have a standalone website built for St Joe’s in order to give it its own identity.

As such, our benchmarking was exploratory in nature with the aim of finding a variety of examples of church conservation projects or church regeneration projects where these buildings are used to meet the needs of the local community. This was to give us an idea of what groups or organisations that were similar to St Joe’s web presence looked like. This work would also give the team at Sailortown regeneration project some food for thought as to what aspects of each they would like to impliment in the St Joe’s website or that they would choose to avoid.

In order to be able to understand best practise in relation to St Joe’s needs we also researched examples of websites that sat outside of these parameters of a ‘church conservation project or church regeneration project’. This was in order to be able to visualise how different websites’ booking systems operated. This was in line with the project specification set out at the beginning of the project.

As a part of this exercise I researched three different websites. These were, Toynbee Hall, Boxpark - Shoreditch and Brent Hub - London.

# Toynbee Hall



## Toynbee Hall

<https://www.toynbeehall.org.uk/>

Toynbee hall is based in London. Despite it not being a Church regeneration project, I felt that what it offered in terms of its support of the community strongly aligned with St Joe's.

Providing people with open access to a variety of services including a community centre, a variety of free events and venue hire. I felt that these attributes would give the team at St Joe's and ourselves working on the project a well-resolved example of a community hub website.

This website has a relatively modern design and could align well to the forward looking aspirations of St Joe's.

# Boxpark - Shoreditch

BOXPARK

LOCATIONS ▾

ABOUT

EVENTS ▾

APPLY

NEWS

COMMUNITY

BLACK CARD

VENUE HIRE



## EVENTS WITH A UNIQUE BOXPARK TWIST

BOXPARK Shoreditch has a carefully-curated programme of events from arts, fashion, live music shows, markets, poetry and comedy nights and more, ensuring there is something for everyone in the community.

We take pride in delivering top-class events and providing the best entertainment for our visitors, including our music taste. Expect bespoke playlists for every occasion, and be blown away by our roster of resident DJs who create unbeatable vibes whether its House, Hip Hop, Grime, Afro Beats, Old School, or Electronic music.

## UPCOMING EVENTS

Filter by event type (All) ▾ View by dates ▾



### SHOREDITCH-MAS PARTY

📅 Thu 22 Dec  
🕒 7pm — 11pm  
📍 Shoreditch

MORE INFO



### FRIDAY FEELINGS

📅 Fri 23 Dec  
🕒 5pm — 11:45pm  
📍 Shoreditch

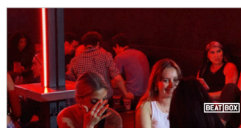
MORE INFO



### COORS PRESENTS: SATURDAY SESSIONS

📅 Sat 24 Dec  
🕒 2pm — 11:45pm  
📍 Shoreditch

MORE INFO



### BIG FAT QUIZBOX

📅 Mon 26 Dec  
🕒 7pm — 9pm  
📍 Shoreditch

MORE INFO



### CARIB NATION & FRIENDS: CHRISTMAS CARNIV...

📅 Tue 27 Dec  
🕒 6pm — 11pm  
📍 Shoreditch

MORE INFO

# Boxpark - Shoreditch

<https://www.boxpark.co.uk/shoreditch/>

Boxpark Shoreditch is a multi-purpose venue located in East London. The space was created in 2011 and is made from shipping containers. Whilst being quite different to St Joe's, it is a great example of a website that has an events booking function. Another attribute that drew me to this Boxpark as an example were the types of events that it hosts:

“BOXPARK Shoreditch has a carefully-curated programme of events from arts, fashion, live music shows, markets, poetry and comedy nights and more, ensuring there is something for everyone in the community.” (Boxpark)

While some event examples vary there are also good parallels with events taking place at St Joe's. This also gave us an example of how an 'upcoming events' could be displayed in a contemporary guise.

# Brent Hub - London

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## Brent Hub - London

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<https://www.toynbeehall.org.uk/>

Brenthub is a community hub near Wembley, North West London. In looking for an example of a community group that were operating along the same lines as St Joe's, I came across Brent Hub. The site showed us many of the features that had been outlined in the project specification at the beginning of the project. However, this was a particularly outdated website and as such we would primarily conduct a review of this website in order to understand the types of functionalities of a website that a space like St Joe's could incorporate into its website; not for stylistic or design inspiration.

Category	Feature	Toynbee Hall	Box park - Shoreditch	Brent Hub - London
First Impression	Aesthetics	Clean aesthetic featuring a large hero image drawing the visitors attention to key information.	Extremely contemporary. Slick design with modern fonts. The style is simple yet effective with a black and white colour palette complimented with a diagonal striped and great pattern	Brent hub has a relatively simple website design. The design seems 'clunky' and variety of fonts contributes to a feeling of lack of community
	Identifiable Target Audience	Relatively well identifiable target audience on the homepage	This is not immediately obvious - but given that it is a space used for a wide variety of events it conveys its multi functionality well. I would say that it is difficult to pin down a specific target audience.	Yes, identifiable target audience is noted in the centre on the landing page
	Identifiable Chief Aim	On the homepage	On the homepage	Found briefly on the landing page and expanded upon on the about us page
Look and Feel	Retina (HD Ready)	All images and logos are of a HD quality	All images and logos are of a HD quality	The quality of images and logo is high however, their placement is not optimum
	Responsive	Yes	Yes	No
	Content in Prime Position	Hero image with quick links to main content	Hero image that cycles through a selection of high quality photographs	A stock background video with a banner in the centre highlighting the main information required
	Body text font	San Serif	San serif	A Combination of Serif and San Serif fonts
	Logo placement	Top left	Top left	Centre top - Below navbar
Technical	Book Online	No - Enquiry form for each space offered. (Great information provided on each space)	Booking capabilities for events. Application process for box park unit	No - Enquiry form for booking the rooms
	Content management system	WordPress 6.0.02	Silverstripe	Wix.com
	Analytics Embedded	Google Analytics	Google Analytics	None
Navigation	Primary Menu Format	Full-width nav bar - Hamburger menu when on mobile or narrower devices	Top left aligned nav bar - Hamburger menu when on mobile or narrow devices	Full-width nav bar - Top aligned
	Primary Menu Position	Horizontal Top	Horizontal - Top left	Horizontal Top
	Means of getting to the top of page	None	Button in bottom right of the page	None
	Site map	Found in the footer of each page	Some of the site navigation can be found in the footer of each page. However, not all navigation is can be found here	None
	Breadcrumbs	None	None	None

	<b>Contact Us</b>	Above the main nav bar	Found at the bottom of the page in the footer 14	In Drop down of the more tab in the nav bar
	<b>No. of clicks to Contact Us</b>	One	One - Also includes scroll to the bottom of the page	Two
<b>Content</b>	<b>Explanation of Service</b>	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 us section 7
	<b>Evidence of outdated content</b>	None	None	None - Facebook link is to a Facebook account with no content...
	<b>Social Media</b>	Links in the footer	Boxpark has a social media presence however, this is not linked on site	Links to Facebook and Instagram in the bottom right of the footer. (Facebook page is a Facebook account with no viewable content)
	<b>FAQ Section</b>	None	Link in the footer	Link in nav bar
	<b>Privacy Policy</b>	Link in footer	Link in footer 19	Link in footer
	<b>Search</b>	<b>Search</b>	Yes - above the nav 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
<b>Type of Search button</b>		Text box	Text box	None
<b>Functionality</b>	<b>Load Time (First Contactful Paint)</b>	3.04s	1.2 s	3.1 s
	<b>Email Subscription</b>	Yes	Yes	Yes
	<b>Multilingual</b>	No	No	No
	<b>No. Languages other than English</b>	0	0	0
<b>Accessibility</b>	<b>How many font types</b>	3	2	8
	<b>Clear &amp; accurate headings</b>	Yes	Yes	Yes
	<b>Are links visually distinct</b>	Yes	Yes	No
	<b>Link Underlining</b>	Yes	Links are underlined when hovered over and boxes invert colours	No - Links change colour on hover
	<b>Hyperlinks change colour if visited</b>	No	No	No
<b>Overall score</b>		64%	82%	41%



**03**  
**INITIAL**  
**PARTNER**  
**MEETING**



# Initial Partner Meeting Notes

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## Meeting Information

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Virtual - Microsoft

Time - 11:00am (GMT)

Those in attendance: Maeve O'Connor,  
Terry McKeown, Claire Mulrone, Ethan Hill,  
Mark Crooks and Matthew Caves

### Meeting Notes

- 3 Briefs developed for the client.
- Today we are hear to understand what the website will show and the target audience.
- St Josephs will be about showcasing what we are doing.
- Details for how to go about booking it.
- Wanting to keep it relatively simple.
- Not solely venue hire... Also has other events going on too.
- A mixture of professional and amateur photos.
- About PR as the founders love that.
- Want to get the story of the Church out there...
- Let audience for this website is founders policy makers etc...
- Creating visual identity and a brand for the website.
- Old photographs of the Church in stencils from the past which could be made into a nice graphic.
- Loads of existing content could be uploaded to a shared Google drive folder.
- St Josph's STJ stencils... Would be keen to use the stencil for the actual logo.
- Incorporate stencil whilst making something that is modern and recognisable...
- Have community feel to it.
- Festival stuff should be sent over later on...
- Events coming up in the calander to take photos of...
- Two separate gigs...
- Ongoing list of community activities - Circus school Wednesday 4 to 5 and Capoeira on Saturdays.
- Choir once a month on a Tuesday evening.
- Halloween theme event too.
- Culture and arts events mainly...
- St Josephs domain name has been acquired.
- Square space hosts the current website for the Sailor-town regeneration project.
- Will also have to develop user guide for the website.
- Will also have to develop brand guidelines.
- We will each do research on a theme and a package to pitch to the client.
- Each one will show different functionality.

# Community Partner Profile

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## St Joe's, Sailortown

Sailortown Regeneration is the group driving the work at St Joseph's. Over the past few years they have campaigned tirelessly to ensure that the historic building, St Joseph's is maintained as "the last remnant of Sailortown" (Sailortown Reeneration).

In 2006 the group were handed the keys to the building from the Church on a 150 year lease. Following this they began the hard work of repairing the Church. Having received essential repairs, the building is now ready for use and has been facilitating a wide range of events for the community including circus school, guitar lessons and capoeira to name but a few. The space has also played host to a number of external events too such as music gigs and Belfast Film festival.

Despite the work that has been undertaken so far, Sailortown Regeneration looks forward to the future where the building will serve as a place for future generations will work, live and play. For this to happen, it is important that St Joe's develops its own identity separate from Sailortown Regeneration but still very much a part of the community.

The deliverables from this project will lend to this goal of creating a visual identity which will become distinct and recognisable with time. This will be important as Sailortown Regeneration seek funding for the renovation of parts of the building and as the building is advertised as a community hub and events space.



**04  
BRIEF  
CONSTRUCTION**

# Deliverables

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## Creating visual identity and a brand

A visual identity is what those visiting the website, interacting with social media and printed copy will see first (if they haven't seen the building that is.) It is important that the visual identity created remains true and authentic to St Joe's, integrating its heritage whilst preparing it for the future. As a team we will provide Sailortown Regeneration with a visual identity and accompany this with a set of brand guidelines outlining the best practise for use of logos, the brand colours, typeface and a layout for implementation on social media.

## Creation of a website

For this project we will create a Squarespace website. This will include an "About Us" information page, community page and a section for event hire enquiries. The website will also feature an upcoming events page where the events taking place can be uploaded with respective information. The website should be act as an insight and informational space for people wanting to know about St Joe's. The website will feature an upcoming events page where the events taking place can be uploaded with respective information.

The website will adhere to the brand guidelines which we have created and will be accompanied by a selection of user guides designed to assist with learning how to use the website.

## Photographs and video content

In order to tell the story of St Joseph's a selection of photo and video content will be produced. The photographs produced can serve as both advertisement for the building, to supplement social media content or print material and for use on the website. The videos created will serve the purpose of telling the story of St Joe's. This will take the form of a documentary style interview video that will explain about St Joe's past, the current series of events that take place regularly and events that the venue is hired out for. The other video content created will be short form content that will concisely highlight what takes place at St Joe's. This shorter form content will also be optimised for use on social social media.

A photograph of a stone building entrance, likely a church or historical structure. The entrance features a large, arched doorway framed by two columns. Above the arch is a decorative stone pediment. The building's facade is made of rough-hewn stone blocks. A string of colorful bunting hangs across the top of the entrance. In the foreground, there are several wooden planters with green plants. The text "05 INITIAL EXPERIMENTS" is overlaid in large, white, bold letters on the left side of the image.

# 05 INITIAL EXPERIMENTS

# Design Ideas

## Initial Key Words for aiding Research

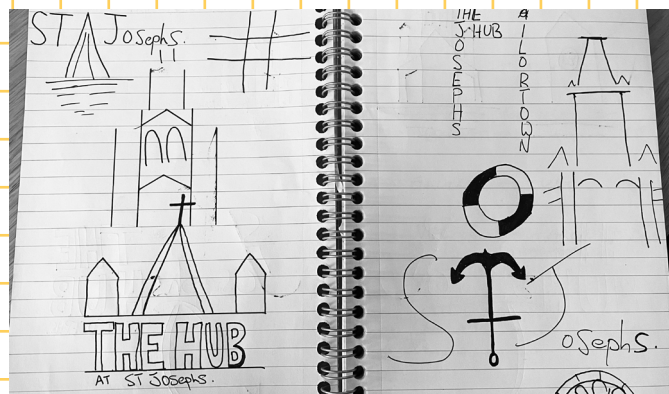
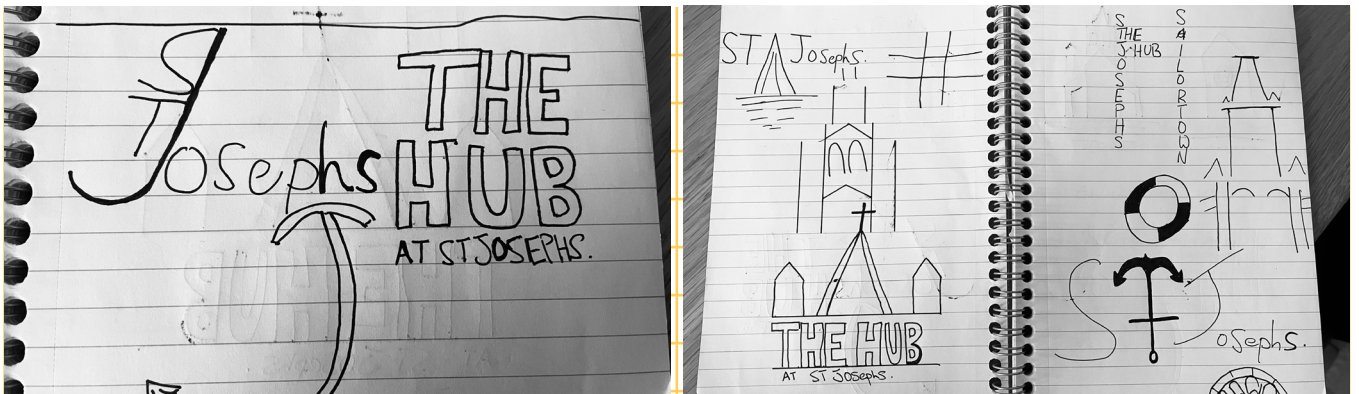
Community  
Historic Building  
Re-purposed Space  
Urban Design  
Circular Logo Design

Regeneration  
Preservation  
Renovation  
Contemporary Logo Design  
Anchor Logo Design

Historic Building  
Events Space  
Building Outline Design  
Nautical Logo Design  
Negative Space Logo Design

## Initial Designs and Sketches

Following my initial research into St Joe's and before our first client meeting I began sketching out some designs that I could potentially turn into tangible digital logos at a later stage. These designs were used to conceptualise my initial thoughts. These designs although basic interpretations of the concept, formed the basis of some of my later designs that I created digitally.



# Following First Meeting

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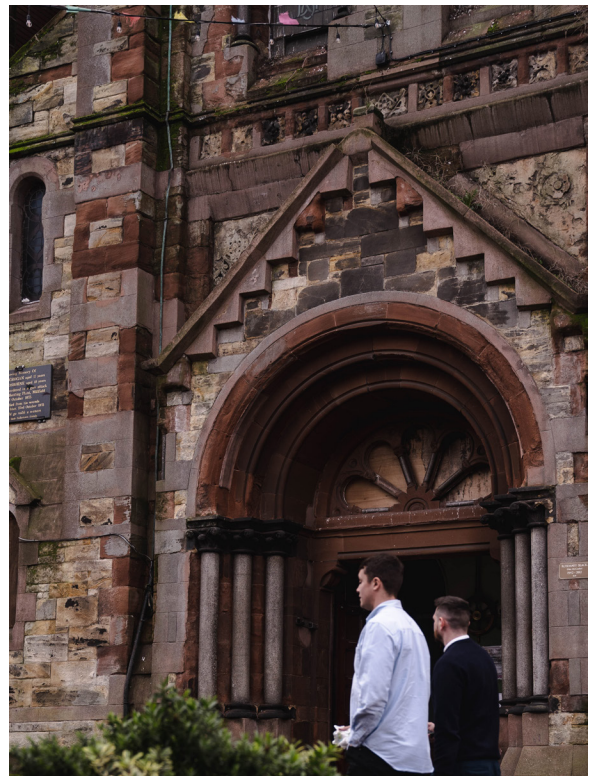
The first meeting is an important milestone as it is the first chance that we as a team had to meet the team at Sailortown Regeneration. This was a productive meeting which allowed us to learn a lot more about St Joe's and to understand and ask questions regarding the specific desired outcomes that the Sailortown Regeneration team were looking for. This helped us to focus our research and design efforts going forward and gave us an idea of what outcomes they were hoping for.

Following our first meeting, I travelled to St Joe's for an information morning that was being run by Terry and Maeve from Sailortown Regeneration. This trip was multi-purpose in nature as it allowed me to meet Terry and Maeve in person for the first time and also see St Joseph's the building in person too. Up until this point I had only seen images of St Joe's and as such this opportunity to see it in person was extremely valuable. Being able to see inside the building and gain perspectives that weren't possible from images alone. During this time I was able to learn more about St Joe's through listening to Terry's presentation gave me vast amounts of insight into St Joseph's and the wider Sailortown community. I felt this was important as I believe that sometimes even certain words or themes can help to generate design ideas. From this trip a number of my design ideas find their origins.

I also took this opportunity to take some photographs and videos that would be used for social and web content as well as the 'About Us' video that we would be creating. Some of the photos captured from this trip can be seen below.

# St Joe's visit 04.11

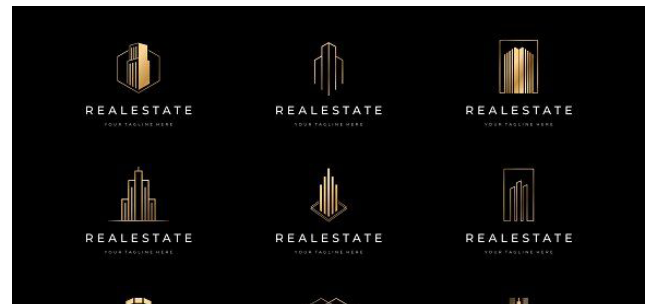
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# Logo Design One

‘Contemporary Building Lines Design’

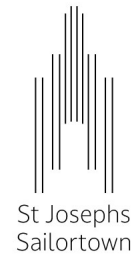


The early stages of Logo Design 1 originated in my initial sketches in my notebook. My rationale with this design was the creation of a contemporary logo that also represented the St Joseph's building. I followed this up by looking on both Pinterest and Behance for examples of where logo designs similar to the ideas I had existed. This would help me guide my work as I continued with this design.

I sketched my initial ideas roughly in my notepad before beginning the process of converting this to a digital design. To do this I used an image of the building as a reference guide and began outlining the building using thin vertical lines. I believe that this created an interesting minimal logo. The colour choice for this logo was inspired by Sailortown's status as 'Belfast's first seaside town'. This connection for the sea suggested that a 'nautical' colour would be appropriate given its ties to the area. I felt that the use of a dark blue (Navy) colour would lend quite well to this. This was the colour that I ended up choosing to compliment this logo design.

# ‘Contemporary Building Lines Design’

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## Logo Reflection:

I felt that this logo was an interesting concept and design. However, upon reflection, the logo comes across as a being 'corporate'. Whilst this isn't necessarily a bad attribute, I felt that it didn't suit the overall aims of the project and overall feel of St Joe's.

Whilst feeling that the execution on this logo was completed to a good standard, I was not completely satisfied with the overall outcome. I think this was because whilst the logo portrays the building in an accurate way, I felt that there were maybe some important parts of the buildings features that were omitted given the minimal design of the logo .

# Logo Design Two

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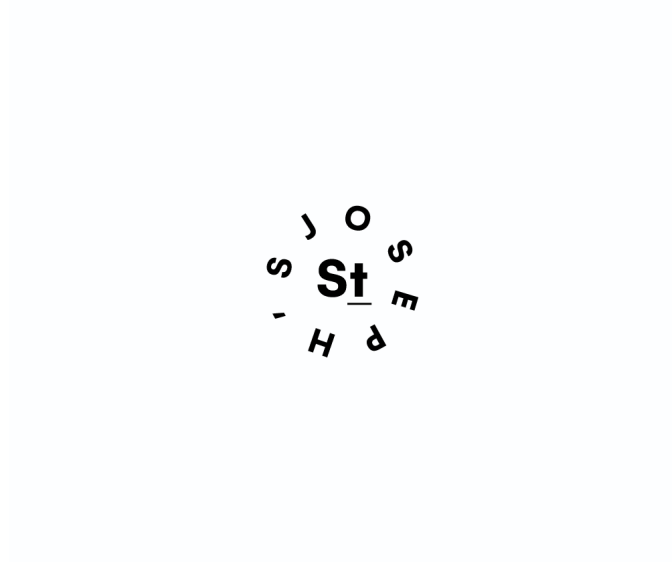
'Circular Text Design'



Logo design two took its inspiration from contemporary designs that I had found whilst researching. This is another example of a concentric design that I came up with. The idea of employing a circle shape within the logo is to once again show the 'community' aspect of St Joe's. This design was created by creating an ellipse shape and utilising the 'type on a path tool'. This allowed me to create the word 'Joseph's' in a circular style. The word 'Joseph's' worked well in the logo as it formed a full circle around the outside without leaving large gaps in between letters. The St abbreviation also fitted nicely within the boundaries of the circle creating an appealing overall design.

The colour choice for this particular design was relatively simple. I created variations of both white text on a desaturated black background and black text on a desaturated white background. I felt that both of these colour combinations represented a contemporary design, something I had hoped to create with this design.

# ‘Circular Text Design’



## Logo Reflection:

Despite overall thinking that this logo was a well resolved design, the logo didn't feel quite right. During the initial Microsoft Teams meeting we had discussed with the team from Sailortown Regeneration that we could work with the name 'St Joe's' as well as the full name of 'St Joseph's'. When I redesigned this logo with the shorter text it felt as though it left too much white space. Although at times this can be a good thing, the logo didn't feel complete. The other slight quirk that became obvious with the shorter text option was the apostrophe. This didn't seem to integrate well in to the logo and despite mocking up an example without the apostrophe I did not feel overly confident proceeding without an important part of the name.

As such, I felt that this logo was promising, but not enough to progress to the initial pitch for review.

# Logo Design Three

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## 'St Joe's Stencil Design'



As a part of our project we had been given a large quantity of different historical artefacts about the building. Whether this be newspaper articles, photographs from the past or photographs of particular points of interest throughout the building. For this design I decided to utilise one of the particular artefacts that was provided. This artefact was an old St Joe's emblem that was found within the Church. The logo incorporates the S, T and J in to a unique, combined design. My idea with this was to create a digitised version of the logo. I felt that this was a great way to integrate the buildings past into its future through creating a digital version. To create, this I sketched around the image then uploaded this outline to photoshop. There I was able to adjust the stroke width of the lines until I was happy with the overall outcome. In creating this design I decided to omit some of the details found in the original, namely the designs that sat outside of the 'S', 'T' and 'J'. This was to avoid overcomplicating the design.

The colour choice for this particular design was relatively simple. I chose again to lean on the nautical theme that I previously explored. This included the use of the dark blue (navy) colour displayed above. I also created versions with the logo in black on a white background and the inverse.

## ‘St Joe’s Stencil Design’



### Logo Reflection:

I felt that this idea overall was a well resolved one however, I felt that when it was digitised it didn't look as good as I had originally envisaged. I felt that the design looked quite historic and didn't quite have the feel of a contemporary forward facing logo. This combined with the fact that I felt other designs were better executed meant that I decided to take other designs forward, leaving this one as a concept.

# Logo Design Four

‘Sailortown Tram Lines Design’



**Out of all of the designs that I created, I believe that Logo 4 was my favourite design.**

For this design I spent time researching different event space logos and logos for regeneration. I had come across a few good ideas for logo inspiration and used this alongside knowledge I'd accrued in my own St Joe's research as well as time spent exploring St Joe's and the surrounding area. This logos inspiration stems from the Tram lines that are situated on the road St Joe's is situated on, Princes Dock Street. These tram lines have stood the test of time and as such are some of the only remaining tram lines in Belfast.

Given the heritage of these tram lines I thought I would try to incorporate these into a logo design for St Joe's. To create this design I started with two horizontal and two vertical lines. I combined the horizontal and vertical lines together at a central point to create in affect was a large plus shape. The idea with the lines meeting in the centre was that it would form a central 'square' on intersection. This idea was to place St Joe's in the centre of the design with the tram lines heading out being used to signify the reach that St Joe's has even beyond the area of Sailortown. This idea has a close tie to the history of Sailortown too as the tram lines represented the movement of raw materials between Black Mountain and the docks area, in a mirror of this the lines within the logo represent the movement of Sailortown residents North to other places when the area was redeveloped and people were forced to move. The lines in the logo therefore represent the movement of people away from Sailortown, yet the connection that they still have to the area.

# ‘St Joe’s Tram Lines Design’ in use

## Logo Variations:

Original Logo. Blue Circle, white tower and blue text.



Example logos in a variety of colours. I felt that this design suited a variety of colours as well as the intended yellow colour. As such I felt that it would be useful to mockup the design with a few different colours in order to illustrate this.





Bus Stop Poster Example:



# ‘St Joe’s Tram Lines Design’ creation

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## Creating this logo

This logo is designed with text on opposing sides of the lines. I felt that this was the best layout for the design. The text used features to lines of text on the bottom right. The top line reads Joe’s in the same bold font as the ‘St’ on the left side, whilst the lower line is in a lighter version of the same font. This lighter text says: ‘Sailortown’ which will help to situate St Joe’s for those viewing it for the first time. The intention with this text is also so that it will be dynamic meaning that should Sailortown Regeneration wish to have other text it can be changed. This could be changed to ‘events’ for an events specific logo.

The colour chosen for this design was a bright yellow colour. This was chosen with the intention of representing the old lantern that shone from the tower of St Joe’s. This light was seen as a beacon of hope for sailors heading in and out of Belfast. It was often the last thing sailors saw when leaving home and the first thing that they saw when they returned. In this way it was considered a comfort for those who saw it. As a result it felt fitting that this logo be included in this design. I also created the logos in a variety of other colours. This was to show the versatility of the logo and its potential to be created into specific logos where the colour could represent a different aspects of St Joe’s such as the events of community sides.

## Logo Reflection:

Overall, I was really happy with this logo design the strong ties that it had to St Joe’s and it and I chose to present this logo in my initial pitch to be reviewed by Adrian.



# Logo Design Five

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‘Concentric Building Design’



Logo design five was conceptualised following my first in-person visit to St Joe's. It was there that I began to understand St Joe's place as a pillar of the community. Having listened to a presentation by Terry McKeown, she had talked of how St Joe's had been an integral part of the the Sailortown area for over a century.

My inspiration for this logo came from the idea of 'community'. When I thought of community I felt the idea of a circle encapsulated this. Starting from the initial circle my idea was to take one of my photographs of St Joe's and integrate it into the circle.

During my research I discovered a multitude of logos that incorporated 'negative space' into their designs. Negative space "Negative space, also known as white space, refers to the unmarked areas of the page. Collectively, it is the margins and the gaps between text blocks and images. White space is as much a part of a composition as the titles, words and pictures." (Wong, 2011) Having been inspired by these designs I felt that this could work well for the St Joe's logo.

To achieve this logo, I created an outline of St Joe's main tower section. I selected this part of the building given it is easily recognisable and is visible from locations outside of Sailortown. Using the outline I was able to combine it with the circle shape I had created. I then proceeded to subtract the tower from the circle. This meant that the tower shape fitted within the confines of the circle. Being in to the circle icon was also a nod to its place as a part of the Sailortown community. The circle used was a dark blue (navy) colour. This colour came from where St Joe's is situated. Being a stones through from Clarendon Dock and within Sailortown, St Joe's history has long been intertwined with that of the Docks area in Belfast. This connection to the dock and people of Sailortown gave me the idea of a nautical colour theme for this logo.

# ‘Concentric Building Design’ in use

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Logo Variations:



**St Joseph's**  
Sailortown



**St Joseph's**  
Sailortown

Billboard Sign:



## Logo Reflection:

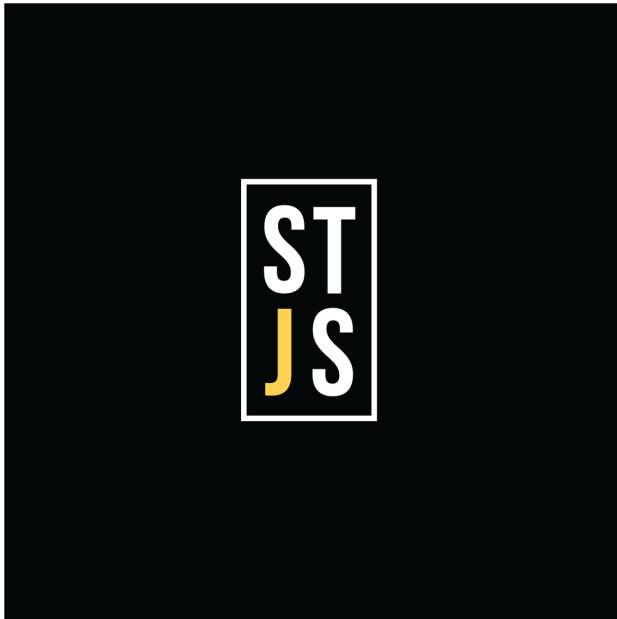
Overall I was happy with how this logo turned out. I was satisfied that I had managed to create the initial idea that I had at the beginning. I felt that the logo displayed well in both colours options and was able to articulate the idea of community well.

However, one thing I did notice following the completion of this logo was that the window shape within the tower didn't look quite right. Despite carefully tracing around the window shape, I believe the shape looked slightly 'off' due to the angle the photo was taken at. This issue is solved in the white circle and blue background version as the window shapes are omitted.

I liked the design of this logo and its ability to sit as both an icon and a logo with text. As such, I chose I chose to present this logo in my initial pitch to be reviewed by Adrian.

# Logo Design Six

## 'Old Belfast Street Sign Design'



As we had discussed in the first client meeting the idea with the brand development was to create something that spoke to the past, yet looked forward to the future. With this design I took inspiration from the old Belfast street signs. These black tiled signs are a sign, literally of Belfast's history and as such hold historic significance. Whilst exploring Sailortown I noticed that the street that is perpendicular to Princes Dock Street, Short Street still has one of these signs on the side of American bar. As such, I felt it could be interesting to integrate this type of street sign into a design for St Joe's.

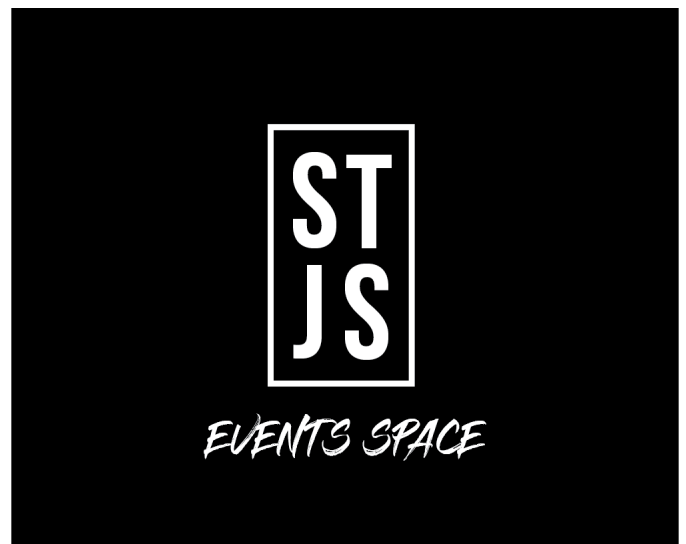
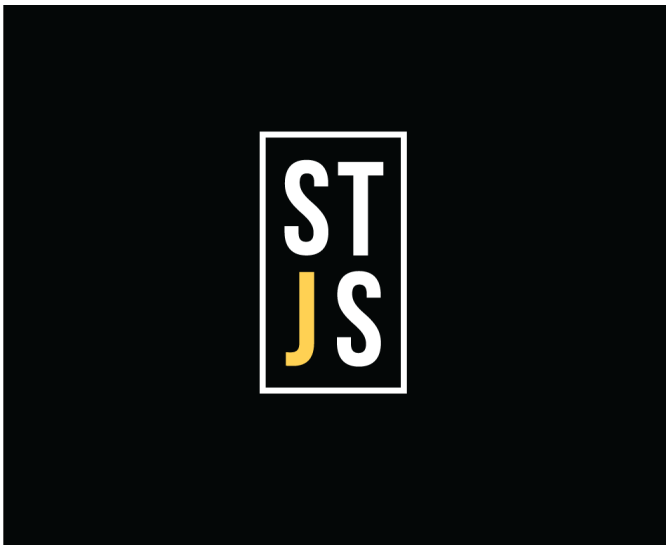
The old street signs are characterised by their black background and white sans-serif font. This creates a striking and easily recognisable design. The street signs themselves are composed of individual black tiles and to replicate this I began by trying to create the black tile shapes in Illustrator. After trying a few different techniques I decided to park the idea of the authentic tiled design due to the outputs not looking as good in a digital design. I did however choose to keep the black background design and sans-serif font. Whilst adopting a look that paid tribute to the past, I also wanted to create a unique and forward looking design. As such, I changed the layout that would usually be expected on an old Belfast street sign. Instead of the usual horizontal rectangle style I decided to re-imagine this in a vertical rectangle style. I also decided to employ an abbreviation of St Joe's to give it more of a contemporary feel. I felt that the large sans serif font looked striking when paired with the black background and white inner rectangle surround.

This logo was originally designed with an exclusively black on white colour scheme. I decided towards the conclusion of the design phase to alter this slightly to include the same yellow colour mentioned in logo design 4. I felt that including this colour that was representative of St Joe's past was an important nod to the heritage of the building and a distinguishing feature. In the same way, the yellow colour acts as a distinguishing feature in the logo. The yellow colour placed on the 'J' helps it to stand out among the other letters whilst creating an interesting and thought provoking element for the viewer.

# 'Old Belfast Street Sign Design' in use

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## Logo Variations:





Billboard Sign:



## Logo Review:

Following the completion of this logo, I was pleased with the final outcome of the design. Despite having deviated slightly from the design language of the Belfast Street Sign, I felt that the logo managed to capture some of the essence of the sign. I was also happy to be able to integrate some of the history of St Joe's into the design with the implementation of the yellow colour. I feel that this served well as a focal point for the logo too.

One particular aspect of the design that I was unsure on was the use of the abbreviation instead of 'St Joe's' the word. Whilst being a simple design, I worried that it may not be immediately obvious what the logo was for.

Despite this, I felt the logo was resolved well and I decided to select it to present to Adrian for review prior to the initial pitch meeting.

# Selecting Designs for review

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Following the completion of these initial designs we were asked by Adrian to whittle down our designs to a selection of three for review prior to our meeting with the community partner.

As I have noted in the previous section, in the end I settled on the following designs:

- Logo Design four, 'The Tram Lines Design',
- Logo design five, The 'St Joe's Concentric Building Design',
- Logo design six, 'The Old Belfast Street Sign Design.'

I felt that these logos were the strongest out of my creations both in the aspect of their ties to St Joe's past and their execution. Following this selection I set about creating a series of mock-ups for each. This would include digital and social media , print, merchandise and font and colour guidelines. These mock-ups I felt showed the designs in a diverse range of scenarios and allow the community partner to get good understanding of how and where their logo and branding could be used.

# Design Review With Adrian

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Thursday, 17th December

In class we had a review of our top three designs with Adrian, our module co-ordinator. This allowed us to receive some feedback on our designs and also some assistance in whittling down each of our designs to a single design that we would pitch. This feedback was constructive and helped us to refine our ideas with Adrian's expertise. This ensured that we had the best possible iterations of our designs ready to pitch at the initial pitch meeting. With further guidance from him, I decided upon my 'Tram Lines' design which would receive a couple of refinements prior to being shared with the client in the initial pitch meeting. I had an idea going into this review session that this would be the design I chose. It was however helpful to talk this out with Adrian at the review session.

## Key Takeaways:

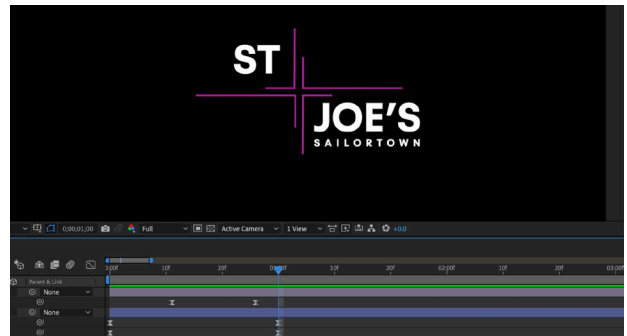
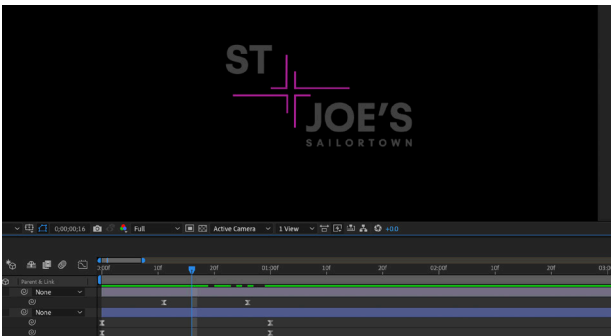
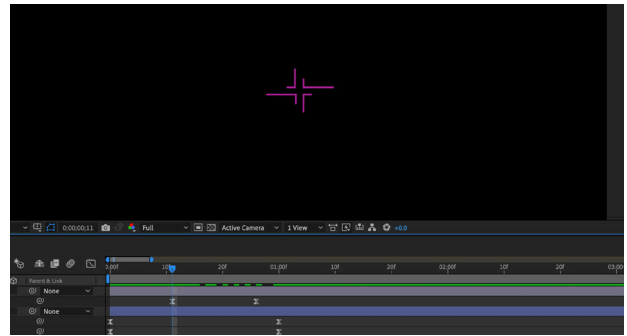
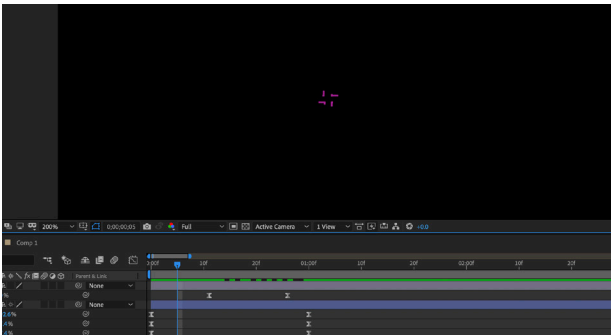
My key takeaways and adjustments from this session were to decide on one piece of anchor text that would sit below the word 'Joe's' on the lower left side of the logo. Going into this meeting I had displayed a variety of different options for anchor text in order to show the versatility and potential that the logo had. However, as Adrian had pointed out it was best to select one piece of anchor text so that the pitch deck was coherent and followed the same layout throughout. As a result of this I decided to select 'Sailortown' as the anchor text. I felt that this made sense given St Joe's prominent and historic place in this area. This would also mean that perspective viewers of the logo would know exactly where St Joe's was situated just through observing the logo.

The other piece of feedback received was to create a GIF design. This was to show the team at Sailortown Regeneration the possibilities of the logo in a dynamic sense. Following this feedback I spent some time conceptualising what a dynamic version of my logo could entail. Eventually I decided on a simple animation that would see the 'tram lines' animate out from the centre of the logo with the text fading in gradually too. Although a simple design, I felt that it mimicked the movement of Sailortown residents to other areas when redevelopments began but the connection that they still had to the area and St Joe's. This too also symbolises the reach of St Joe's outside of the area.

# Actioning Feedback

## Creating the Animation

To create this animation I imported my logo design into Adobe After Effects. From there, I was able to select the 'tram lines' and animate them out as trim paths. I applied the easy ease effect on the keyframes in order to ensure the motion was fluid. Creating the gradual text fade was relatively simple. I selected the text layers and added an opacity keyframe at the beginning of 0%. I then added another opacity keyframe at the end where the line animation finished of 100%, this completing the text opacity fade.



In order to best display these GIFs I created a short 30 second video. This was compiled of a combination of videos that I had taken over the course of a few visits to St Joe's. This would then be shown to the Sailortown Regeneration team on a tablet with alongside Ethan and Mark's GIFs.



**06  
INITIAL  
PITCH**

# Initial Pitch Meeting With Sailortown Regeneration

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## Meeting Information

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Sailortown Regeneration Group Offices, Belfast

Time - 1:00pm (GMT)

Those in attendance: Maeve O'Connor,  
Terry McKeown, Claire Mulrone, Ethan Hill,  
Mark Crooks and Matthew Caves

In this initial pitch meeting Myself, Ethan and Mark each took turns to present our designs to Terry and Maeve from the Sailortown Regeneration Group.

In preparation for the meeting we had our pitch Deck printed in colour at a size of A3. We each took around ten minutes to thoroughly explain our concepts. This meeting was valuable as it was a chance for us to show our work and for Terry and Maeve to be able to explore the different elements of our designs.

The assets that I presented to the client as a part of our pitch deck can be seen in the following pages.

# Initial Pitch Deck

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Following our pre meeting review with Adrian we decided as a group to create a uniform layout for our designs. This would ensure that the document felt cohesive throughout.

On our first page we wanted to create a striking yet functional cover that would display our logos in a large format. This also functioned as a mock-up too as it showed Terry and Maeve what our logos would look like in a printed format.

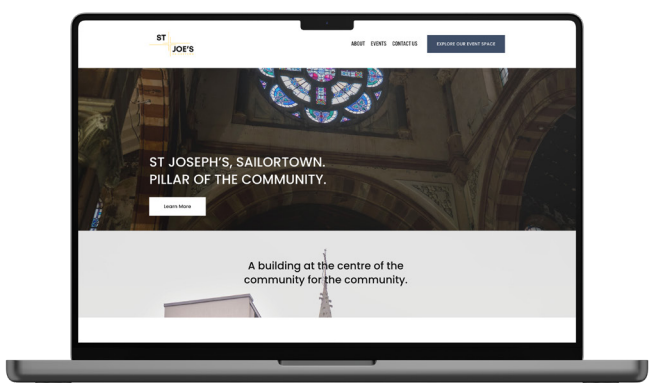




In order to show off the full potential of the logo I displayed the design four times, each with a different colour option. This allowed our community partners to see how my logo could be tailored to fit their colour preferences.

Whilst presenting this section of the pitch I explained the thought process behind the logo design and the historical influence that played a significant role in the end result.

Terry and Maeve responded positively to this logo design, stating how they appreciated it's link to the history of Sailortown and St Joe's.



A selection of web and social mock-ups show how the logo could be presented across various digital platforms.



I presented a selection of different merchandise options to the team from Sailortown Regeneration. This selection represents what I felt would be the most appropriate for their use case.



A selection of print mock-ups that show how the logo could be presented across various printed formats.



#FFFFFF

RGB: 255 | 255 | 255

#000000

RGB: 0 | 0 | 0

#FFD153

RGB: 255 | 209 | 83

HEADING FONT

**GLACIAL INDIFFERENCE BOLD**

**St Joseph's**

SUBHEADING AND BODY TEXT FONT

GLACIAL INDIFFERENCE REGULAR

St Joseph's

## **Typography and Colour**

My proposed colour palette and font selection for perspective St Joe's brand guidelines. This includes the yellow colour referenced in my initial designs pertaining to the history of St Joe's and its lantern.

# Initial Pitch Feedback

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## Initial Pitch Meeting Notes

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As part of our pitch we received feedback, from Sailortown Regeneration, on each of our designs as presented.

The feedback given was extremely positive and aspects across the portfolio of elements presented were selected to be integrated into the revised pitch deck.

In particular, the attributes chosen were Ethan's St Joe's window icon, the text and colour pallet from my design and the Squarespace website layout from Mark. Alongside these suggested changes, we were also tasked with updating and creating a variety of mock-ups beyond those originally presented. A list of the revisions to the pitch can be seen below.

- Mock-up Water Bottle
- Mock-up Billboard
- Mock-up Pencils and Rubbers
- Mock-up of a Large PVC Banner
- Mockup of a Black and White T-Shirt and Mug
- Mock-up Pop Up Advertisements
- Mock-Up Staff Polo Shirts & Merch Complimenting the New Pallet
- Mock-up Flyers
- Mock-up Tote Bags
- Update to the Logo Colours
- Mock-up of Bus Shelter Poster
- Update Business Card
- Update to Lanyard Mock-up
- Create a selection of New Poster Mock-ups
- Update the Website template to include the update colours
- Update the Logo Colours

Towards the end of the meeting we discussed when the revised pitch deck should be returned. We agreed with Maeve and Terry that we would have the revisions completed by the beginning of the following week, the week beginning 28th, November.

In order to ensure that we completed these revisions Ethan, Mark and I spent the next day working in university. We split up the list of revisions between us in order to make the process as efficient as possible. As a result, we were able to complete all of these changes by the end of the day.



07

# REVISED PITCH

**“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”.**

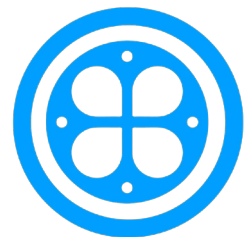
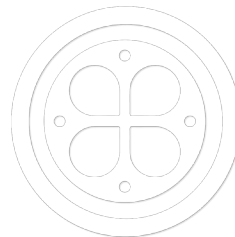
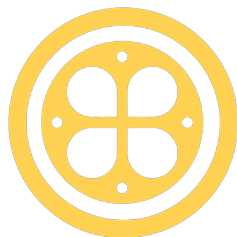
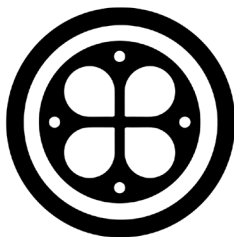
**- (SAILORTOWN REGENERATION)**

# Revised Pitch Deck

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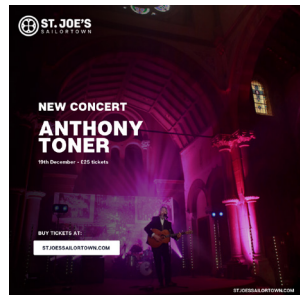
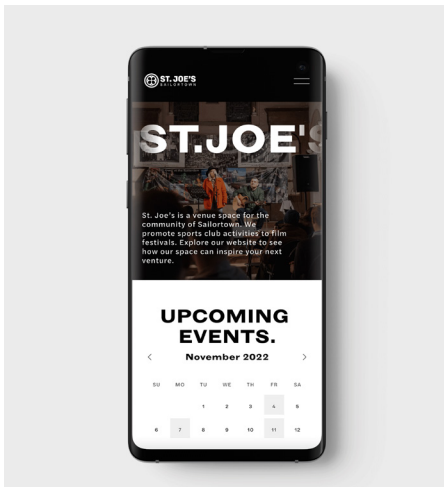
**DIGITAL**

2022

ST. JOE'S SAILORTOWN

PITCH DECK

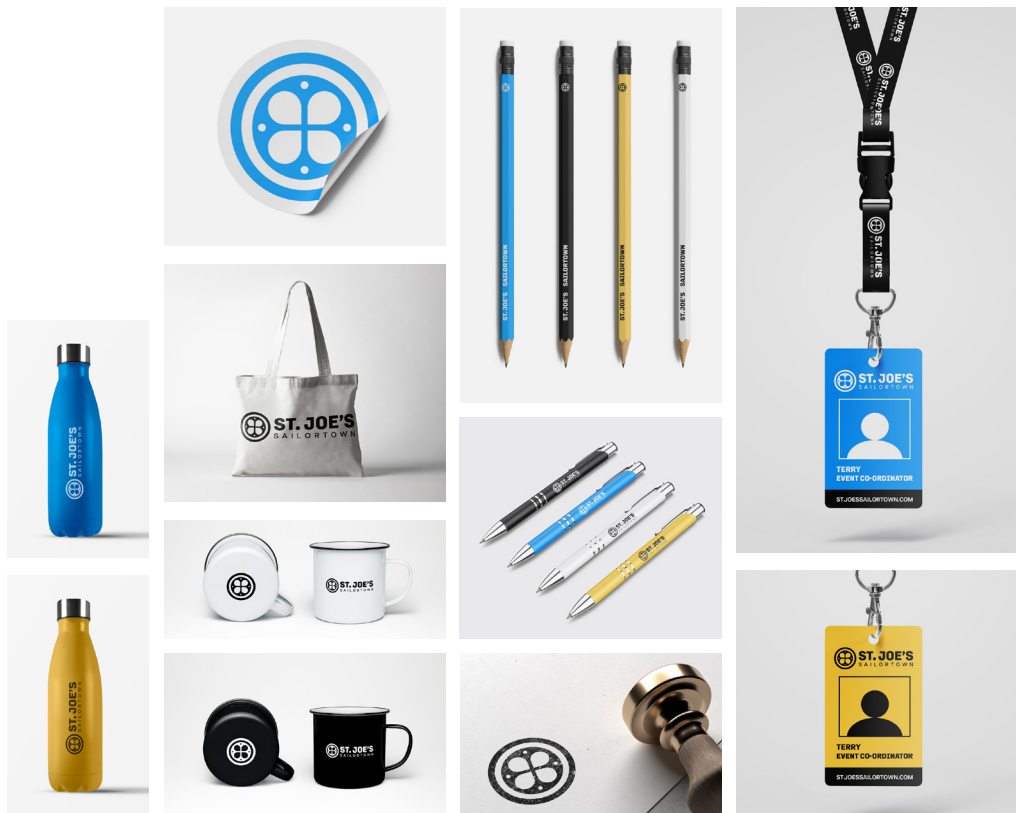
We began work on the feedback with the logo. The updates to be made were in relation to the second line of text which was to be anchored below the main 'St Joe's' text. This took the detail from my logo which had displayed Sailortown text at the same width as St Joe's text. This also included mocking up the logo in the additional yellow colour concept from my proposal into the colour palette.



In order to show the client team the revised look of the website, we created both desktop and mobile mock ups. We felt that this would be beneficial, in allowing Sailortown Regeneration see how this would look for potential viewers.

Alongside this, we created an array of social tiles, which illustrated how the updated branding would look across social media platforms, such as Facebook and Instagram.

# PRINT



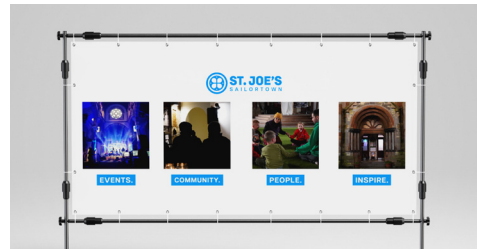
During the pitch meeting, the community partner expressed interest in a number of forms of merchandise to be mocked up. This included stickers, pencils, pens, ID cards and lanyards, ink stamps and also water bottles, tote bag and travel mug for which I created the mock ups.



Our community partner also showed great interest, in the implementation of the logo onto t-shirts. In revising our pitch deck we also added a polo shirt mock ups in line with what had been requested.



In our initial pitch meeting with the Sailortown Regeneration, we discussed the importance of printed material and how it can still play an important part in Sailortown Regeneration's marketing. This was particularly in relation to business cards and pull up banners. As a result of this we created a series of mock-ups showing the potential of the logo and branding when used in a print media capacity.



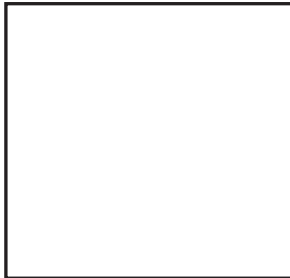
One aspect of the original pitch deck that, drew particular praise, was the outdoor 3d logo mock-up. This mock-up was reintroduced with the updated logo in the revised pitch deck.



HEADING FONT  
**MARGIN MVB**  
ST. JOE'S  
LATO - MEDIUM  
SAILORTOWN



#000000



#FFFFFF



#009FFF



#FFD153

## FONT + COLOUR

2022

ST. JOE'S SAILORTOWN

PITCH DECK

In order to reflect the community partner's desires and feedback, we created a colour palette that included the yellow that I had pitched. The fonts remained the same as the original, with the anchored text under the 'St Joe's' title being integrated as detailed in my proposal.

# Delivering the Pitch Deck

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As we had completed the changes ahead of schedule we thought it would be beneficial to provide Terry and Maeve with a printed version as soon as possible. As such, I delivered a printed colour version of the revised pitch deck to Terry and Maeve on Friday, 2nd of December. I briefly talked them through the key amendments made and asking for any further feedback should they have it after further review.



Myself and Maeve from Sailortown Regeneration Group with the revised version of our pitch deck



# 08 WEBSITE



# Website

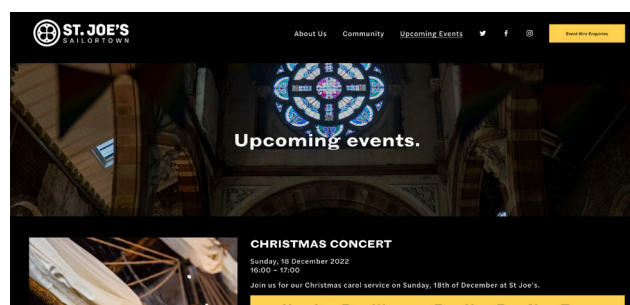
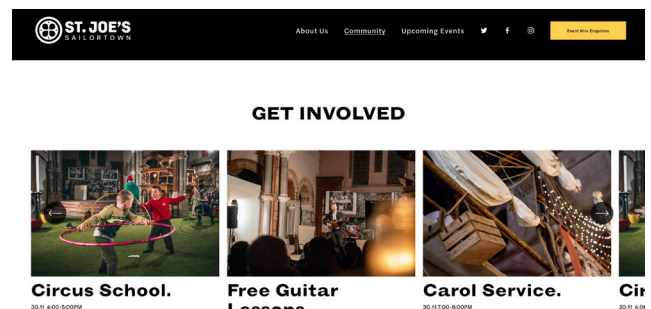
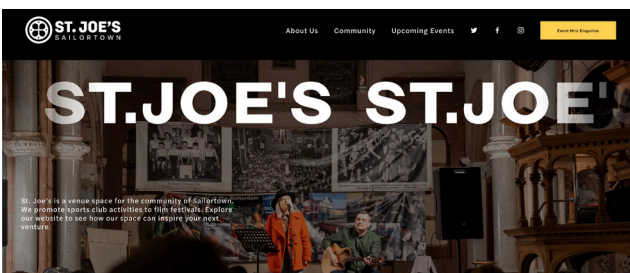
## Background

The original goal of the St Joe's website was to be able to allow people to have access to information about St Joe's. Our ambition was to marry the need for clean and effective functionality with the groups desire for a contemporary look and feel.

Originally the website was to include a booking function for events as described in the project specification. As the website requirements were discussed further, it became clear that this function was not in fact required. Having consulted further with the group, we concluded with them, that an event hire inquiry form would be more appropriate to meet this need.

During our first meeting, the Sailortown Regeneration advised that their existing website was hosted through Squarespace.com. As a result, we decided that it would be most appropriate to build the St Joe's website through Squarespace. This was to ensure that their websites were kept in the one place and that there was no need to learn additional skills with the introduction of a different platform.

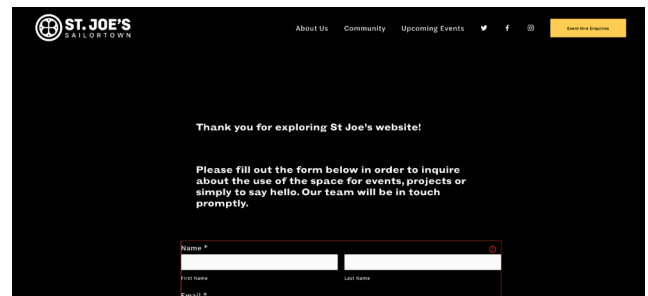
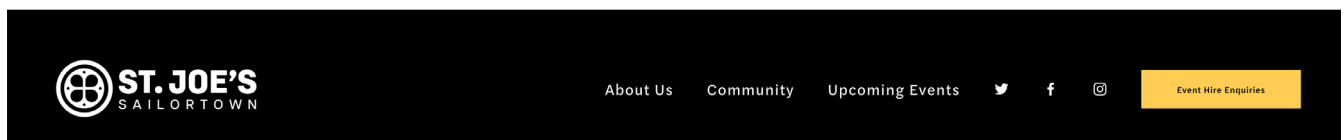
The theme selected for this project was "Nolan". This design was chosen as part of the feedback from the community partner in the initial pitch meeting. Our design was built from this theme.



## My Role Within The Website Design

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In the delivery of the website I was responsible for delivering much of the site navigation (which included ensuring associated social media accounts were linked), the imagery and the integration of the colour pallets from the brand guidelines. Another component of the website that I was responsible for was the 'event hire enquiry form.'



## Choosing the website plan

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As part of the project we spent some time considering the Squarespace subscription plan that would best suit the needs of St Joe's. In our pitch deck we provided some advice on the plans that we think would be best suited to the community partners use case. An extract of our advice is as below:

**“Squarespace offers an array of options for subscriptions for site plans. Looking at the options provided personal or business plan look to cover your current needs well. The Commerce Basic and Commerce Advanced have further options for ecommerce and other shop features. As there is currently no shop functionality on the website it is probably best sticking with either the Personal or Business plan and upgrading in future if shop functionality is required.”**

The full set of “Website how-to guides can be viewed in the following section.

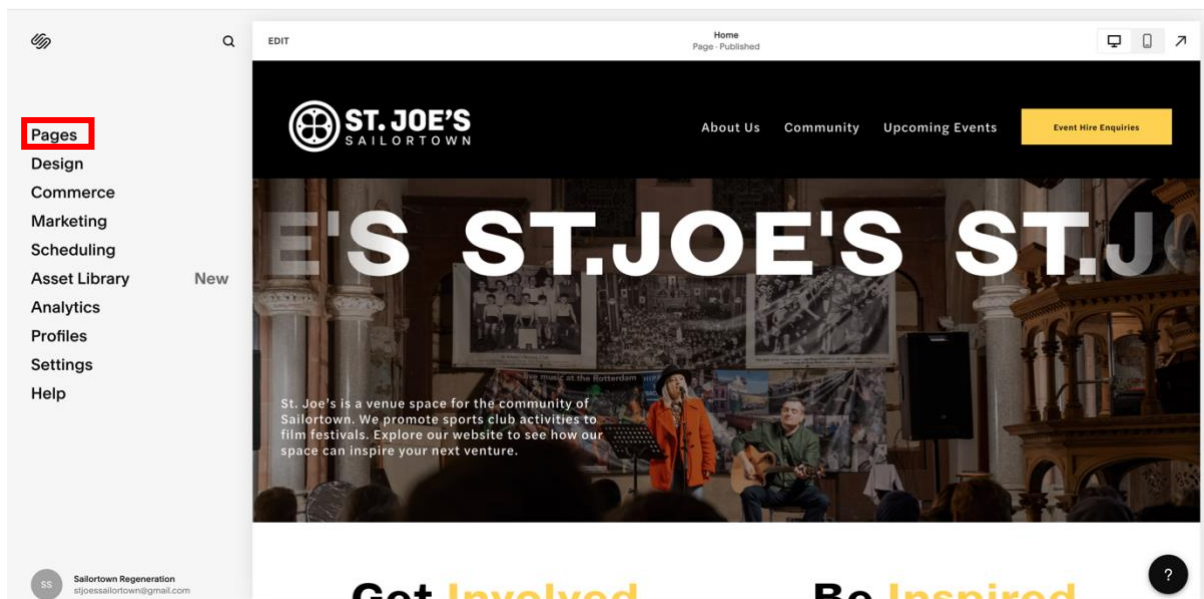
# Website How-to-Guides

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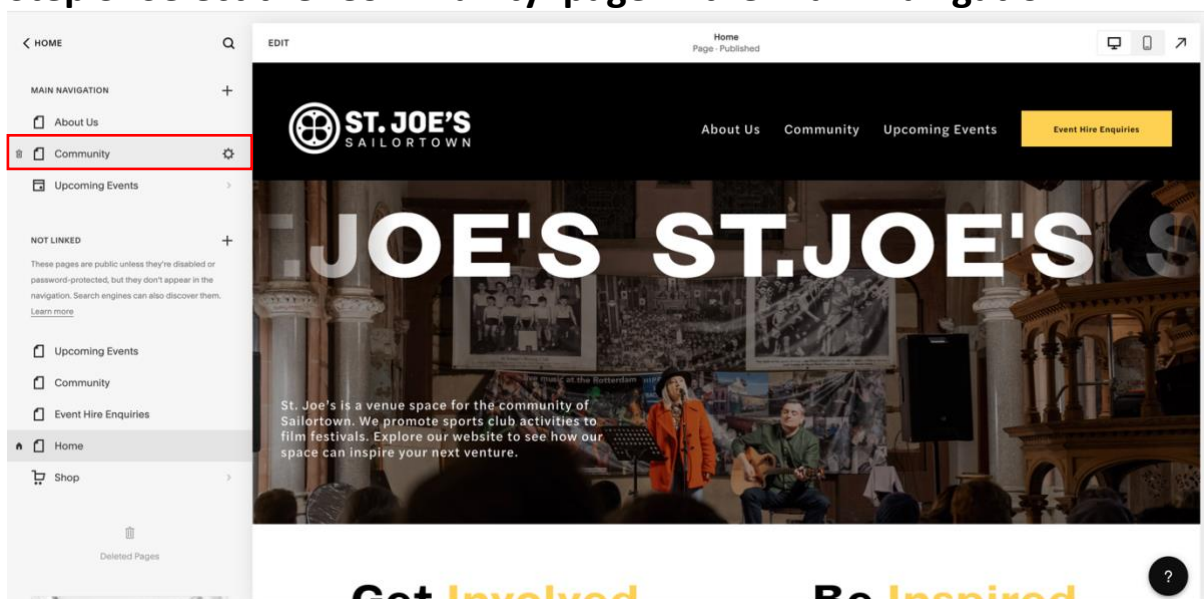
## How to guide: Updating the Community section of the website

**Step 1: Log onto Squarespace and locate the StJoe's Sailortown website. (This should have the URL: [www.stjoessailortown.org](http://www.stjoessailortown.org)) below it.**

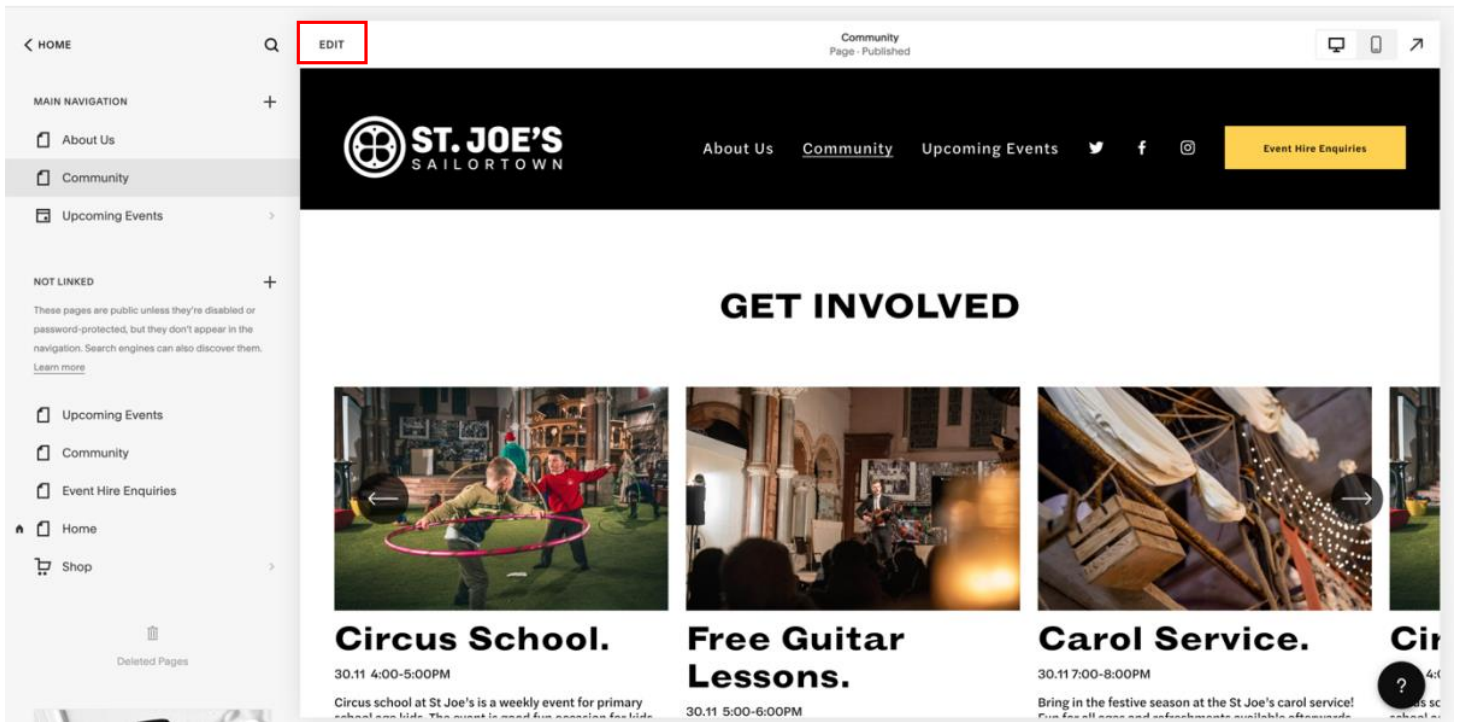
**Step 2: Using the sidebar select the 'Pages' section.**



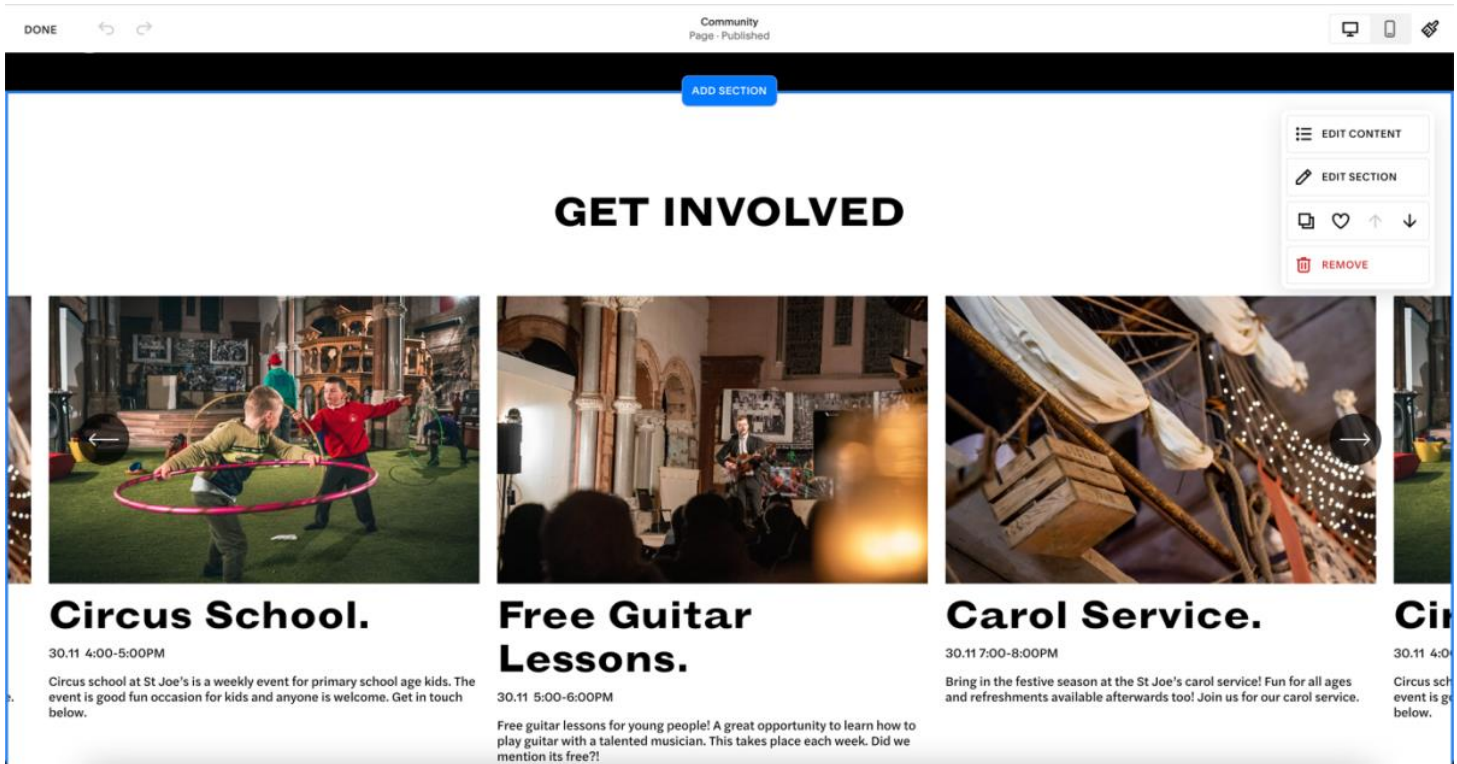
**Step 3: Select the 'Community' page in the Main Navigation**



**This will bring you to the following page:**

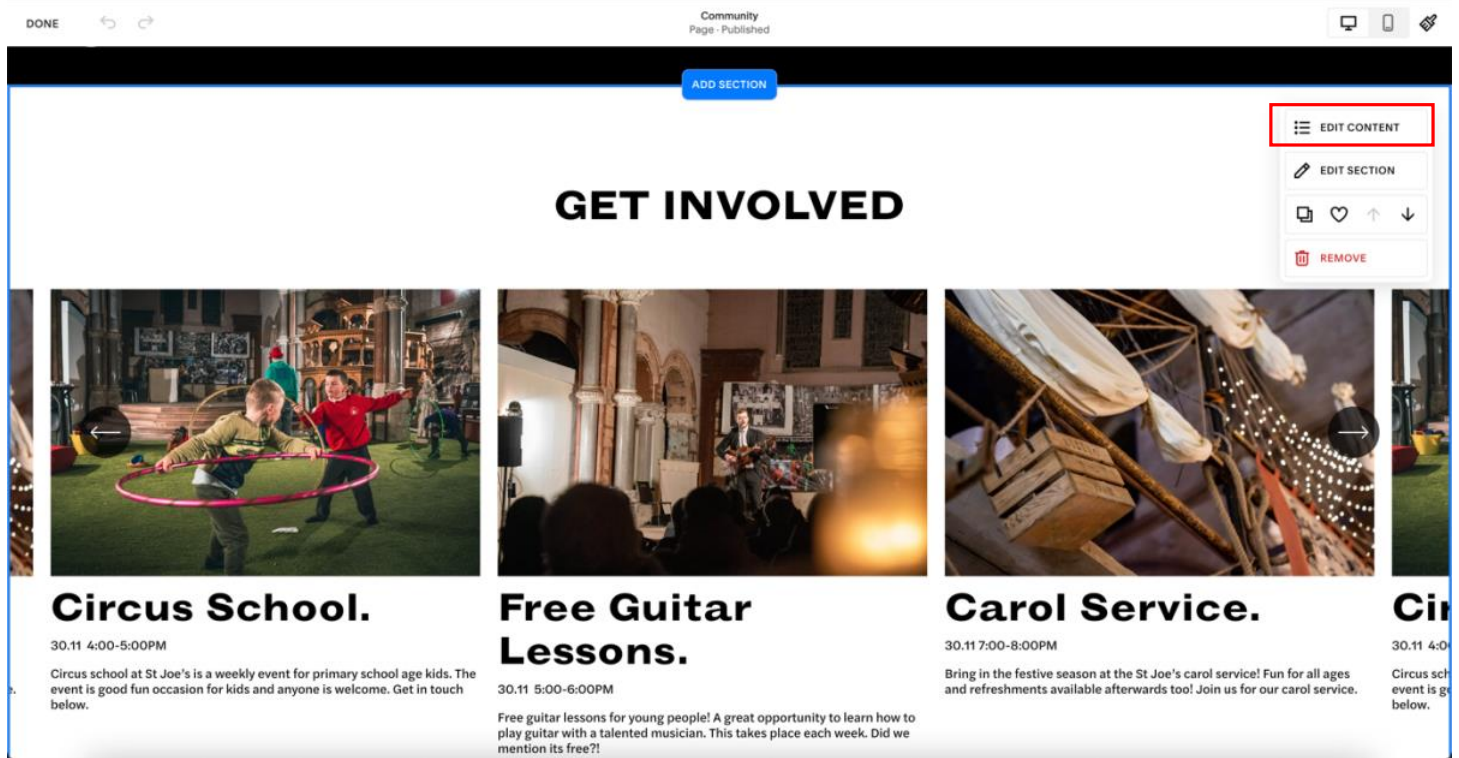


Select the 'Edit' button in the top left of the page. Selecting this will hide the sidebar and allow the page to go full-width (as seen below). This will also allow the page to be edited.



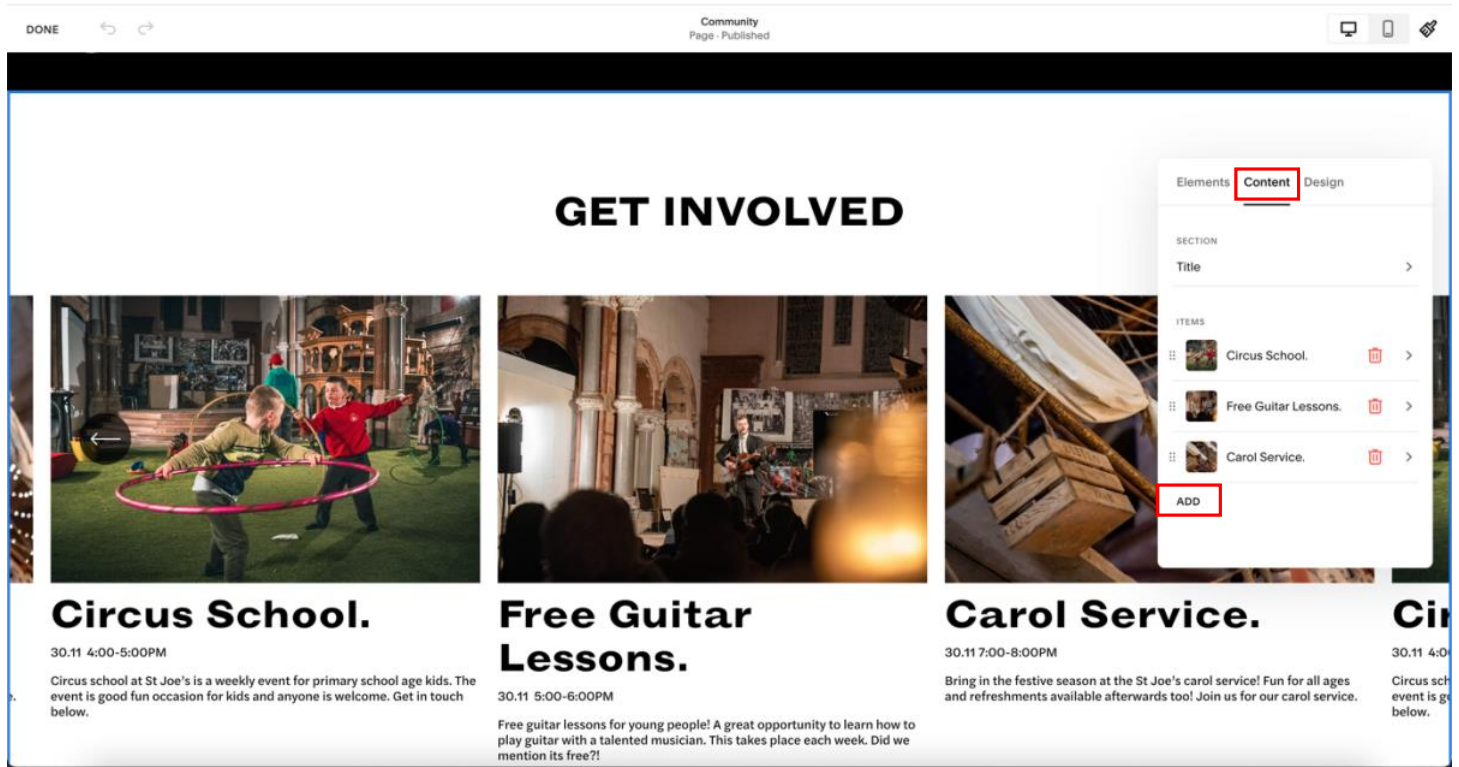
## Step 4: Adding an event/ editing content

When the edit button has been selected and the site is in 'editing mode' click your cursor in the middle section of the page around the 'GET INVOLVED' title. This will bring up a menu on the right side of the page as seen below. To add an event or to edit content of an existing event select the 'Edit Content' button.



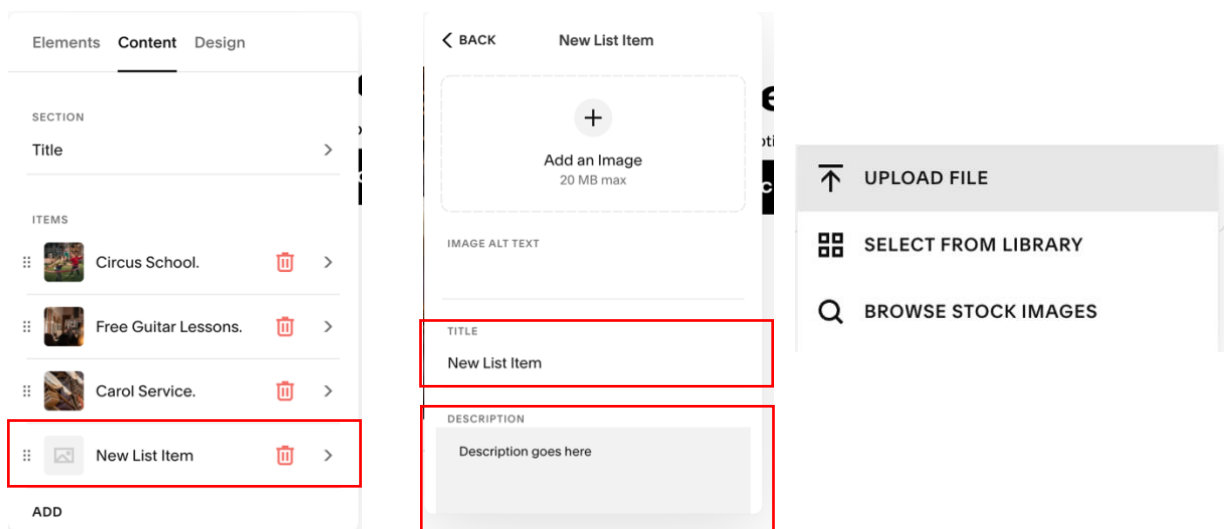
The screenshot shows a website editor interface. At the top, there's a navigation bar with 'DONE', navigation arrows, 'Community Page - Published', and device icons. Below this is a blue 'ADD SECTION' button. The main content area features a large 'GET INVOLVED' title. To the right, a menu is open with 'EDIT CONTENT' highlighted in a red box. Below the title are three event cards: 'Circus School.', 'Free Guitar Lessons.', and 'Carol Service.'. Each card includes a date and time, a title, and a short description. The 'Circus School.' card is for 30.11 4:00-5:00PM. The 'Free Guitar Lessons.' card is for 30.11 5:00-6:00PM. The 'Carol Service.' card is for 30.11 7:00-8:00PM.

Selecting this will reveal a new menu as shown below. Select the 'Content' button to reveal the 'Items' (Current events that are on the site.) In order to add an event, select the add button.



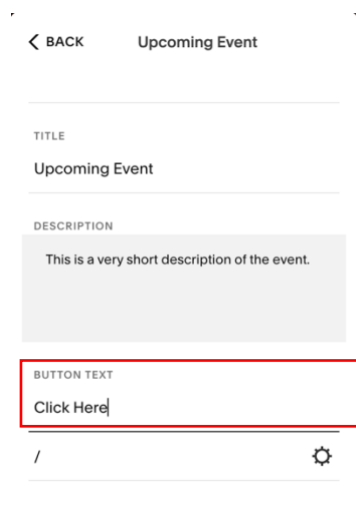
This screenshot shows the same website editor interface as the previous one, but with a different menu open. The 'EDIT CONTENT' menu is closed, and a new 'Content' menu is open on the right. This menu has tabs for 'Elements', 'Content', and 'Design', with 'Content' selected and highlighted in a red box. Under the 'SECTION' tab, there's a 'Title' field with a right-pointing arrow. Under the 'ITEMS' tab, there are three items listed: 'Circus School.', 'Free Guitar Lessons.', and 'Carol Service.'. Each item has a trash icon and a right-pointing arrow. At the bottom of the items list, there is a red 'ADD' button. The background content of the page, including the 'GET INVOLVED' title and the three event cards, remains the same as in the previous screenshot.

Once the 'Add' button has been selected the below options will for adding your new event. The new event will appear named as 'New List Item' below the currently included events. As seen in the below left image. To add details to this 'New List Item', select it as highlighted below using your cursor. Clicking this will reveal the menu seen in the below middle image. Here it is possible to add an image. This is done by selecting the 'Add and Image' box. This will reveal the menu as seen in the below right image where you can upload an image from your computer, select an image that is already on the website or browse the Square Space gallery of both premium and free stock images. To give the event a title, click the 'New List Item' box as highlighted below. This will allow you to type in the name of the event. To add a description of the event, click the 'Description goes here' box. *We recommend a short bio as this section is moving and as such a short description will be easier to read than one that is longer.*



***\*There is an option to add a button to each event. This is automatically added. However, we recommend removing the button.***

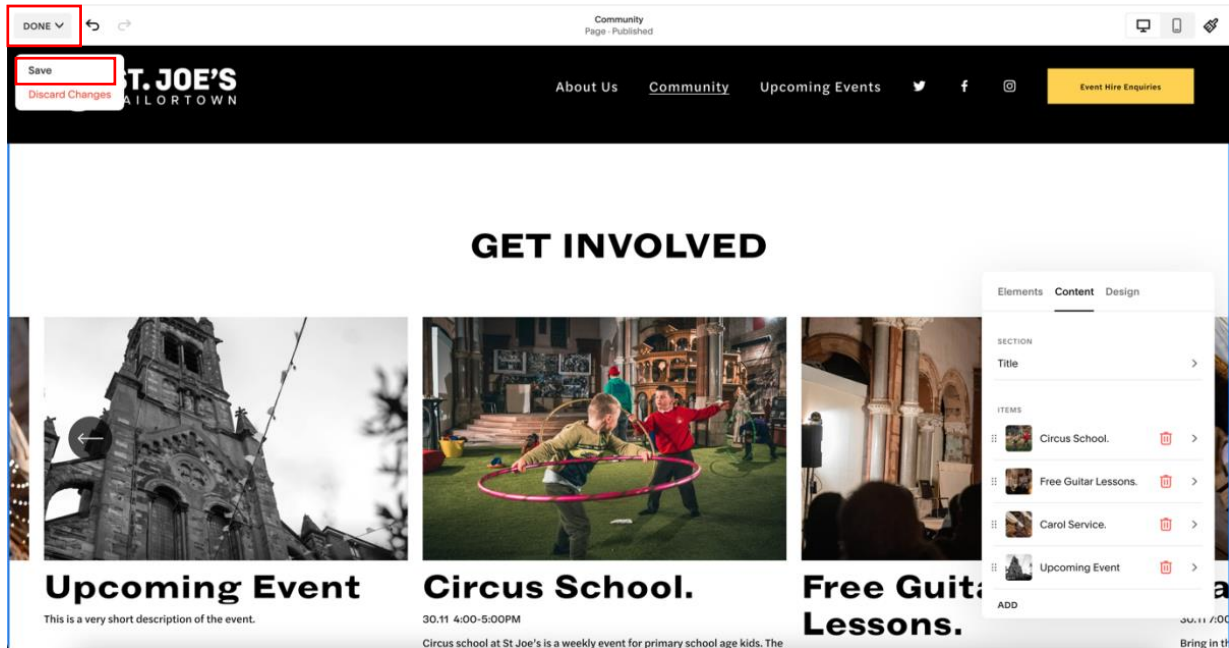
**To do this: Select the 'Button Text' section as seen below and remove the pre-entered text 'Click Here'. This will ensure that the button does not appear.**





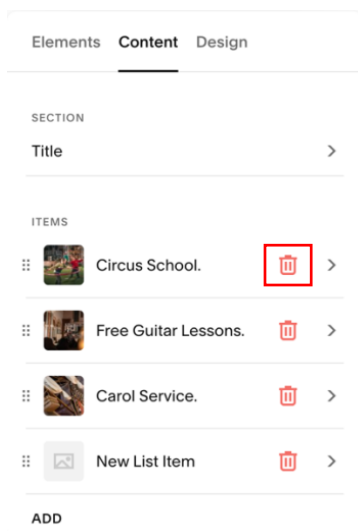
## STEP CONTINUED BELOW

Once the details have been added, select the 'Back' button. This will return you to the list of events as seen below. Once finished, press the 'Done' button in the upper left corner of the page. This will reveal a drop down with the options 'Save' and 'Discard Changes'. Select the 'Save' button to ensure that the event is saved.'



## Step 5: Deleting events

To delete an event, navigate to the below menu. Select the 'Bin' icon on the event that you wish to remove. This will immediately remove the event.



To ensure that this is saved, complete the above previous step for saving the changes.

**This process is:** *“Once finished, press the ‘Done’ button in the upper left corner of the page. This will reveal a drop down with the options ‘Save’ and ‘Discard Changes’.* Select the ‘Save’ button to ensure that the event is saved.”- **A visual example of this can be seen above.**

**This marks the end of the process for creating an event on the website.**

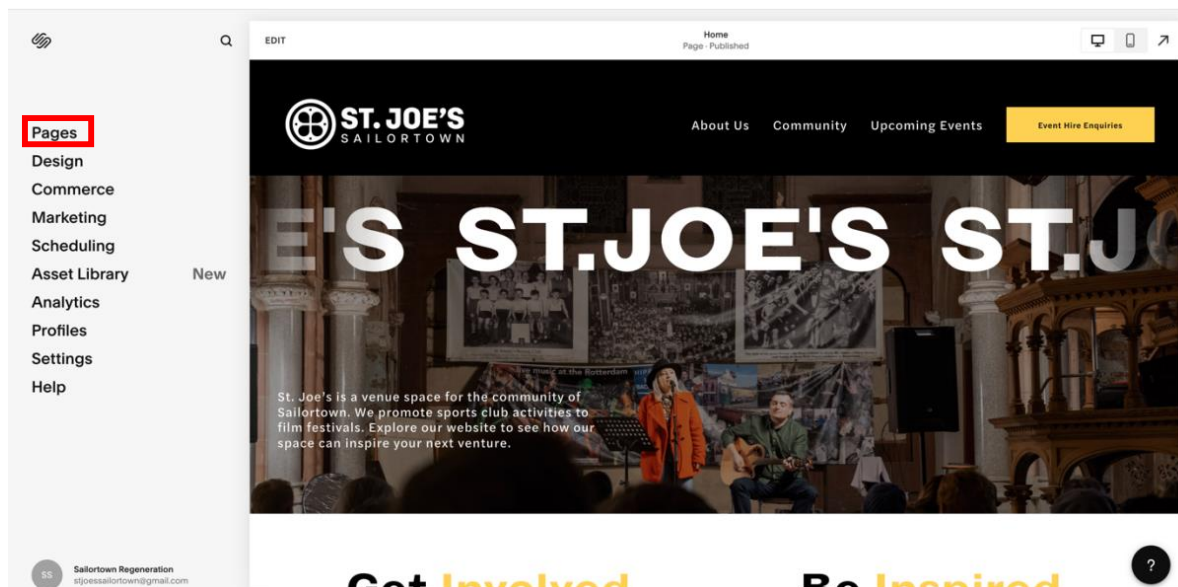
Here are some pieces of best practise:

This section was created to house the Community events that take place at St Joe’s. As such, we have added in the recurring events that take place each week. This is to give those visiting the website an idea of what events are on a regular basis. As such, we would recommend keeping this section for recurring events only. This would be for events such as Guitar Lessons and Circus School. We suggest one off events should be added to the ‘Upcoming Events’ section. (This is only a suggestion however, so feel free to add any events in this section.)

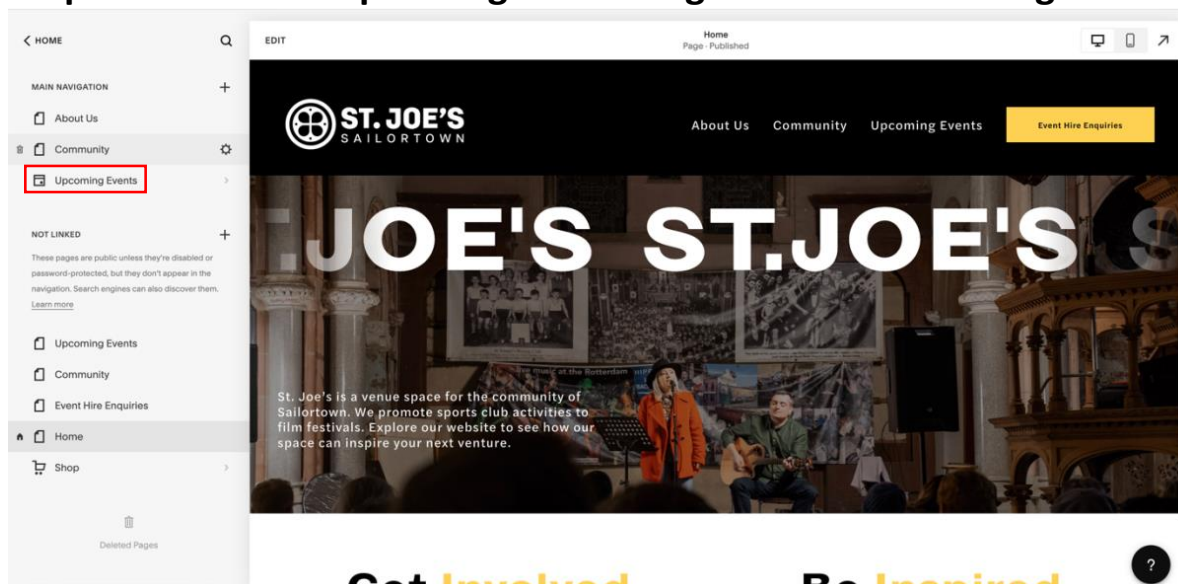
## How to guide: Updating the 'Upcoming Events' page of the website

**Step 1: Log onto Squarespace and locate the StJoe's Sailortown website. (This should have the URL: [www.stjoessailortown.org](http://www.stjoessailortown.org)) below it.**

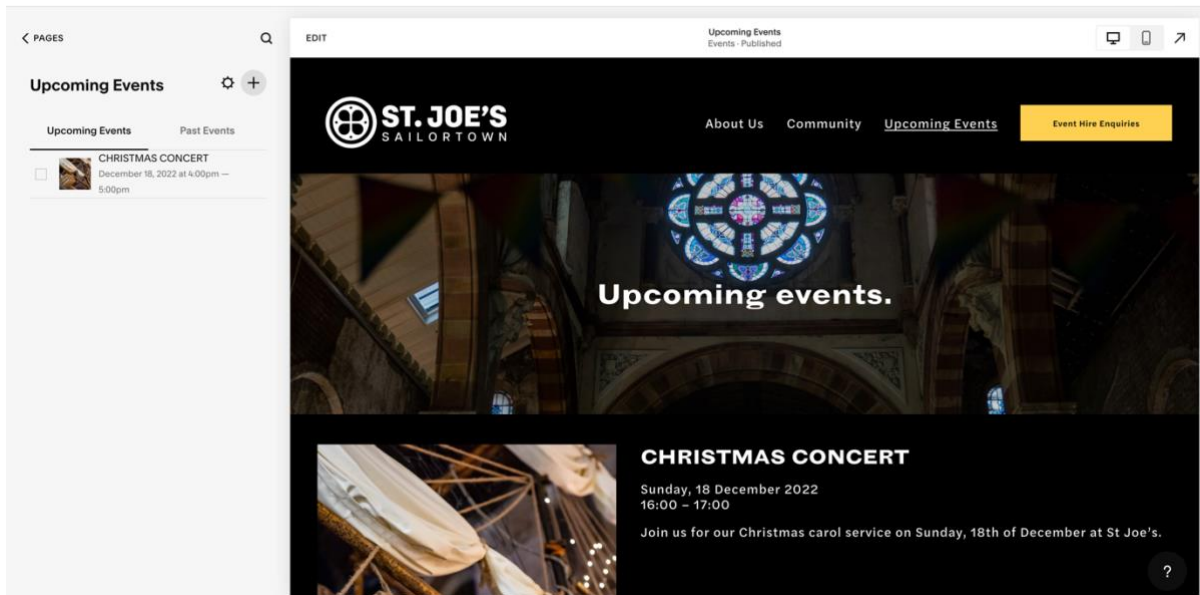
**Step 2: Using the sidebar select the 'Pages' section.**



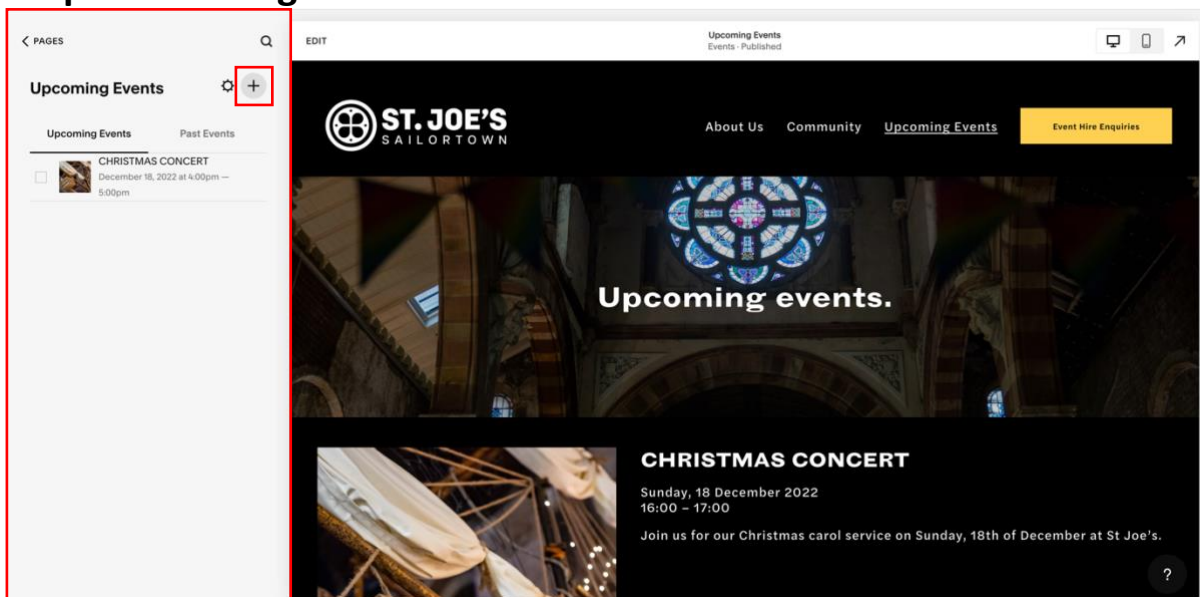
**Step 3: Select the 'Upcoming Events Page' in the Main Navigation**



**This will bring you to the following page:**



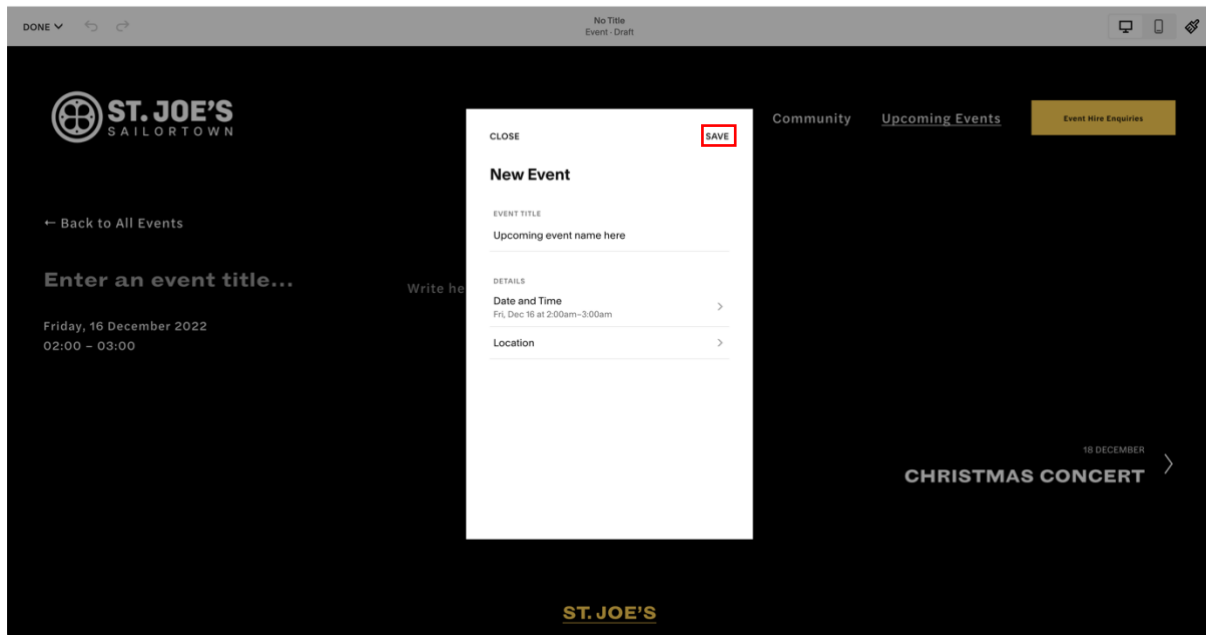
## Step 4: Creating an event



To create an event... Select the '+' button in the upcoming Events section on the left side of the page.

## Step 5: Entering Event Details

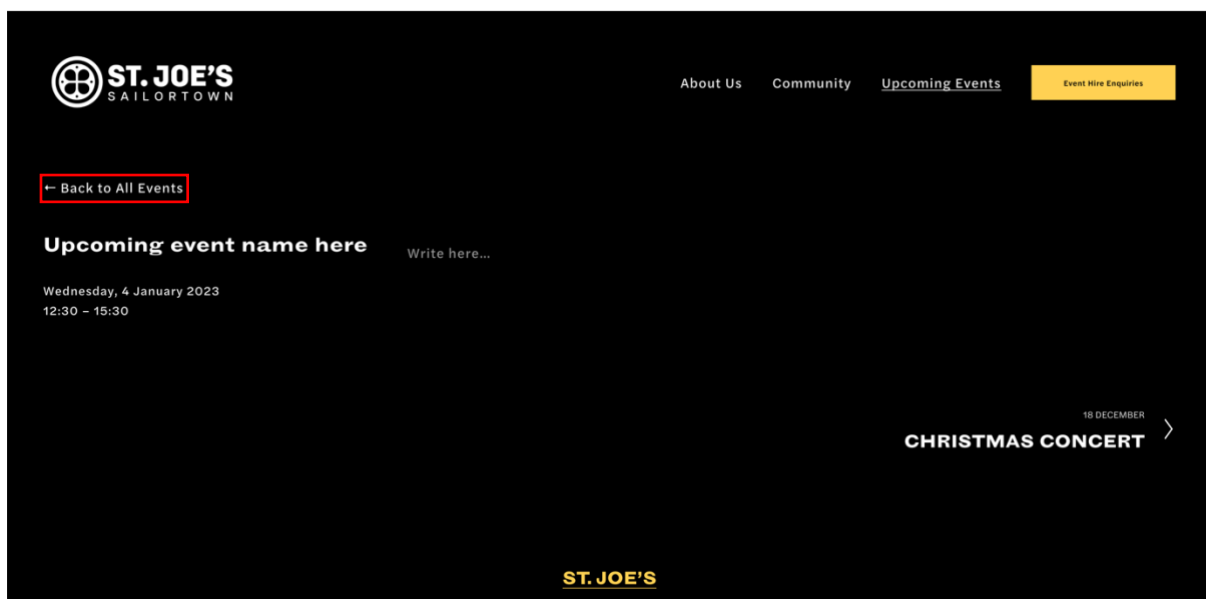
A pop-up box will appear as shown below. Enter the time, date, and location (if needed - not necessary)



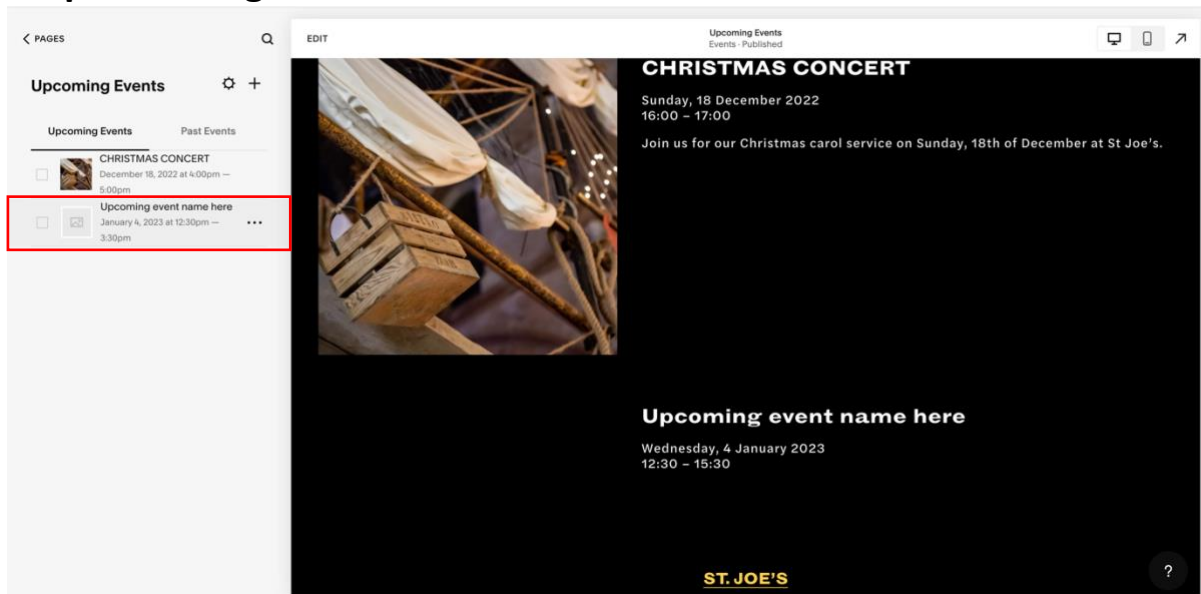
Once the event details are added press 'Save'

### Step 6: Event is created

Your event is now created. Now press the 'Back to All Events' button as outlined below:

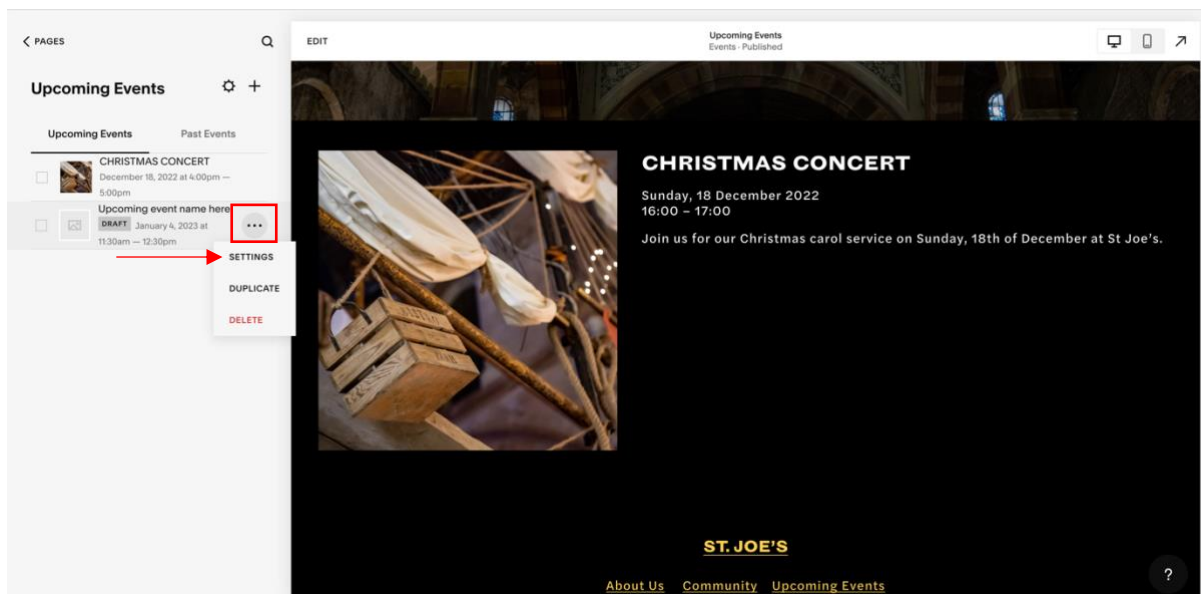


## Step 7: Adding extra details



The event will now be located in the left column of the 'Upcoming Events' page. The next instructions will outline how to add photos and additional information to the event.

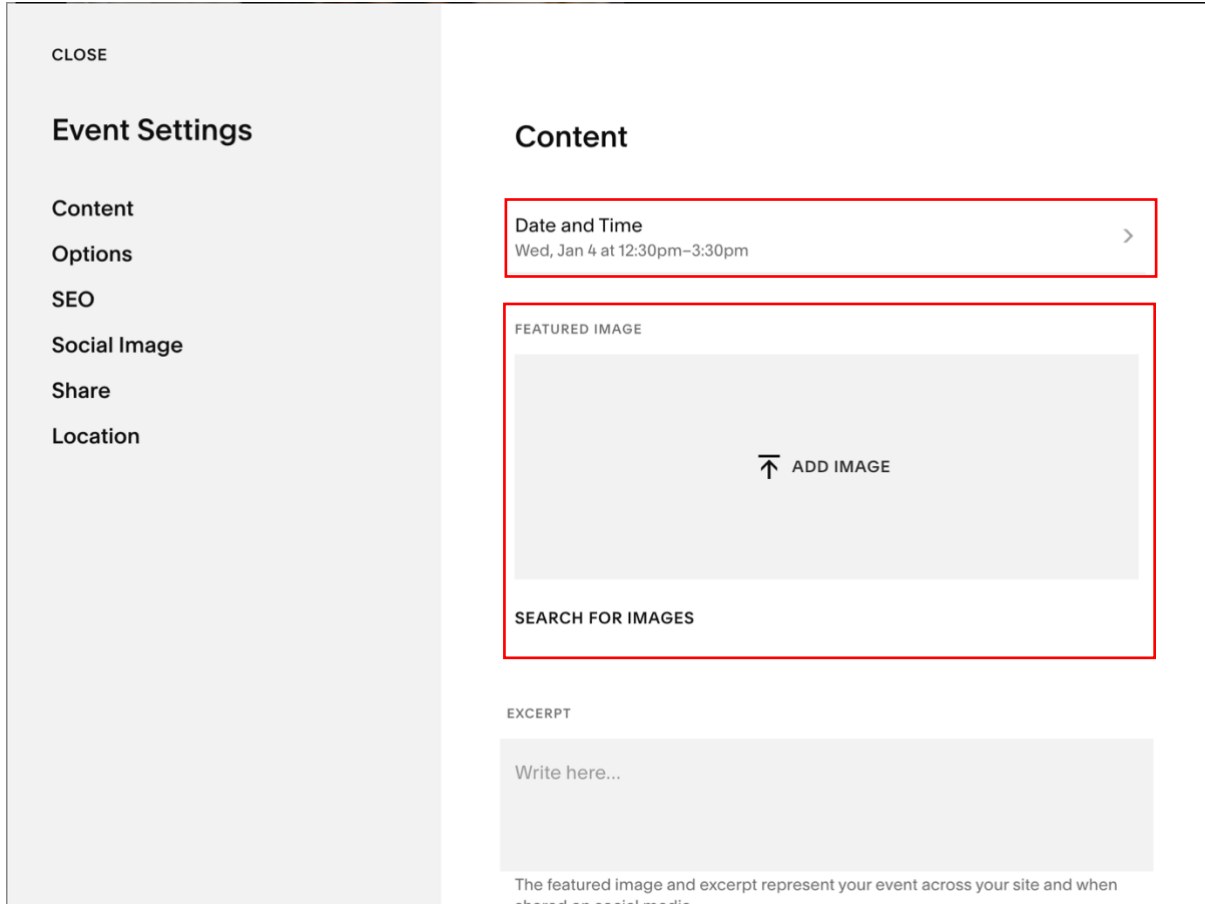
## Step 8: Select 3 dots icon in order to reveal the short drop-down list.



Following this, select settings from the drop-down list.

## Step 9: Add in the desired content

The below dialogue box will appear providing many different options. Here you will be able to adjust the date and time (if needed) but selecting the Date and Time section.



By selecting the Add Image section your computer documents window will open. This will allow you to upload photos relating to the event.

When you hover your cursor over the 'Search For Images' text. This will be underlined and will open up a window where you can select images used elsewhere on the site or browse Squarespace's catalogue of both free and premium stock images.

**See below an example image in the 'Add Image section'**

SAVE CANCEL

## Event Settings

Content

Options

SEO

Social Image

Share

Location

## Content

### Content

#### Date and Time

Wed, Jan 4 at 12:30pm-3:30pm



#### FEATURED IMAGE

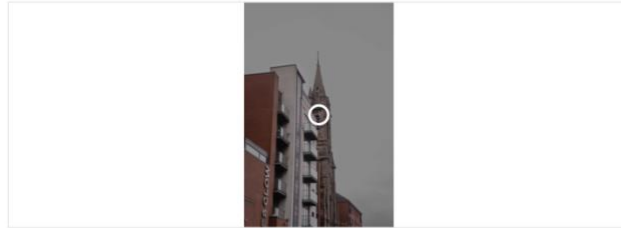


IMAGE EDITOR

REMOVE IMAGE

#### EXCERPT

Write here...

The featured image and excerpt represent your event across your site and when shared on social media.



## Step 10: Publishing settings

There are various possibilities when it comes to publishing events. The event can be a Draft (not live or visible on website), Needs Review (similar to 'Draft' – cannot be seen on the website) – These are good options if you would like to test out what an event would look like or even for preparing events ahead of time. It is important that these events are switched to 'Published' once ready to ensure that they appear on the site.

'Published' means that the event is live on the site and can be viewed by those visiting the page.

'Scheduled' will allow events to be scheduled ahead of time. This will allow an event to become visible at a time of your choosing. This is done through the calendar below. The time of release can also be decided using a slider as shown below

The screenshot displays the 'Status' settings for a post. At the top, there is a '< BACK' button and the title 'Status'. Below this, the 'OPTIONS' section lists four choices, each with a checkbox:

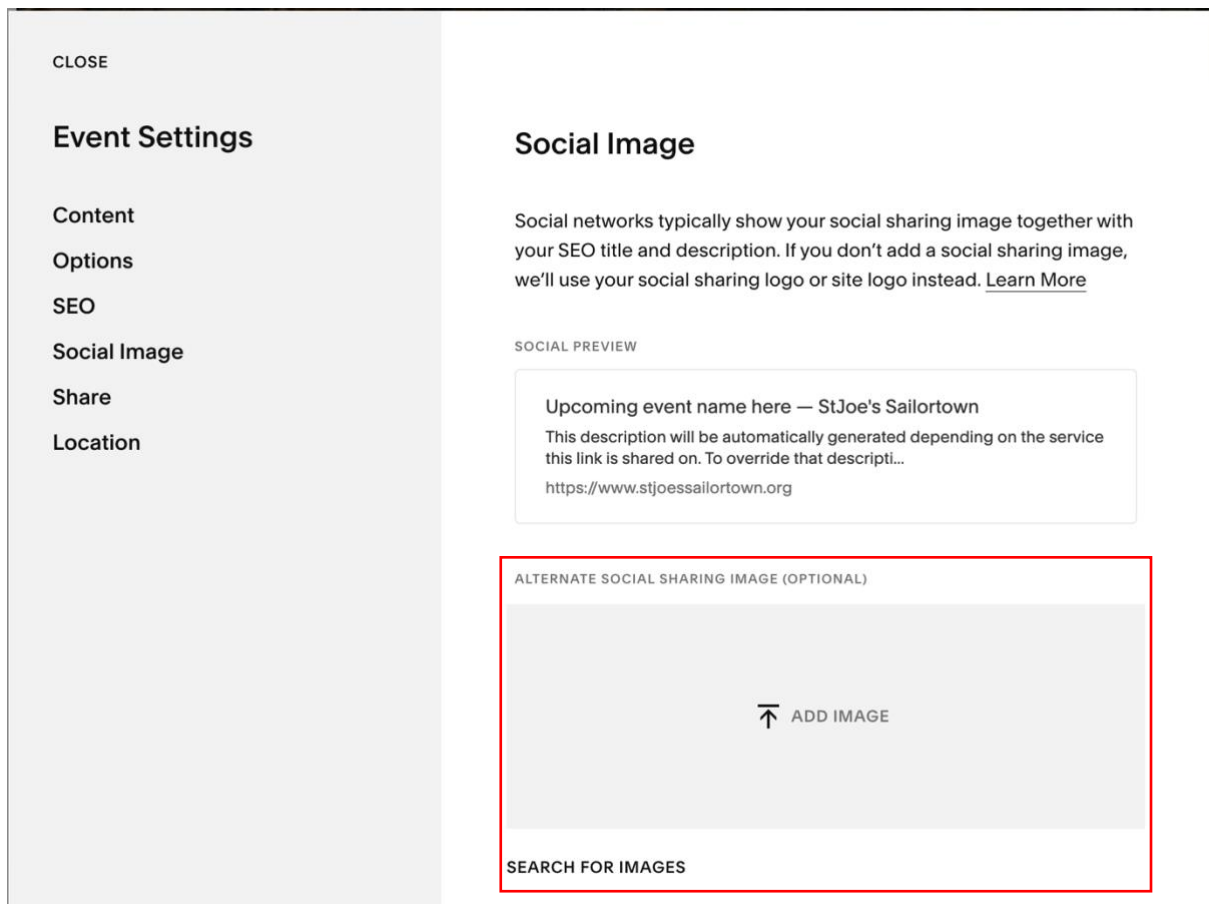
- Draft**: Save this post to edit later.
- Needs Review**: Add this post to the review queue.
- Published**: Published on Dec 16, 2022 at 1:41am.
- Scheduled**: Publish this post at a set date and time.

Below the options is a 'PUBLISHED' section featuring a calendar for 'December 2022'. The calendar shows days of the week (S, M, T, W, T, F, S) and dates from 27 to 24. The date '16' is highlighted with a grey circle. To the right of the calendar are navigation arrows '<' and '>'. At the bottom of the interface, there is a 'Time' label on the left and '3:49 PM' on the right, with a horizontal slider bar between them.

## Step 11: Social Images (If needed)

It is possible to add in an image for integration on social media. This is not necessary for adding events but may be used if linking an event to social media. As mentioned in Step 9, the instructions for adding images here is as follows: **“By selecting the Add Image section your computer documents window will open. This will allow you to upload photos relating to the event.**

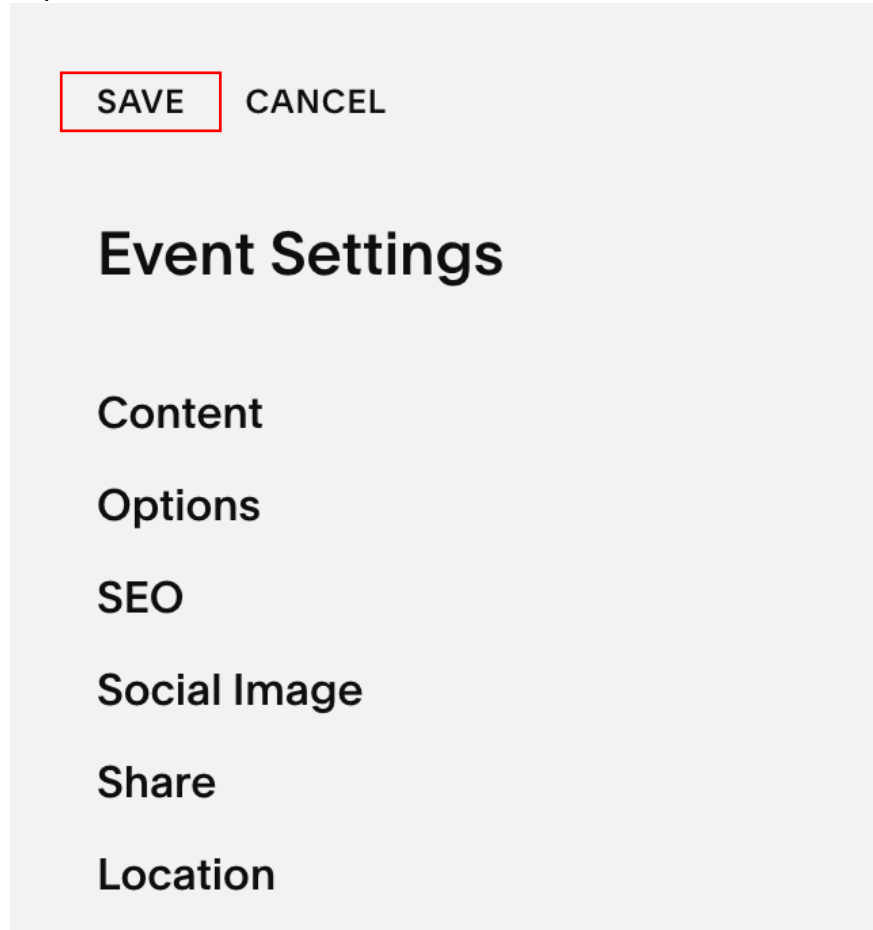
**When you hover your cursor over the ‘Search For Images’ text. This will be underlined and will open up a window where you can select images used elsewhere on the site or browse Squarespace’s catalogue of both free and premium stock images.”**



The screenshot shows a settings panel for 'Social Image'. On the left is a sidebar with 'Event Settings' selected, and other options like 'Content', 'Options', 'SEO', 'Social Image', 'Share', and 'Location'. The main area is titled 'Social Image' and contains a description: 'Social networks typically show your social sharing image together with your SEO title and description. If you don't add a social sharing image, we'll use your social sharing logo or site logo instead. [Learn More](#)'. Below this is a 'SOCIAL PREVIEW' section showing a sample of how the event name 'StJoe's Sailortown' and a description will appear on social media, along with the URL 'https://www.stjoessailortown.org'. At the bottom, there is a section for 'ALTERNATE SOCIAL SHARING IMAGE (OPTIONAL)' which is currently empty and contains an 'ADD IMAGE' button with an upward arrow icon. A red box highlights this 'ADD IMAGE' button and the 'SEARCH FOR IMAGES' text below it.

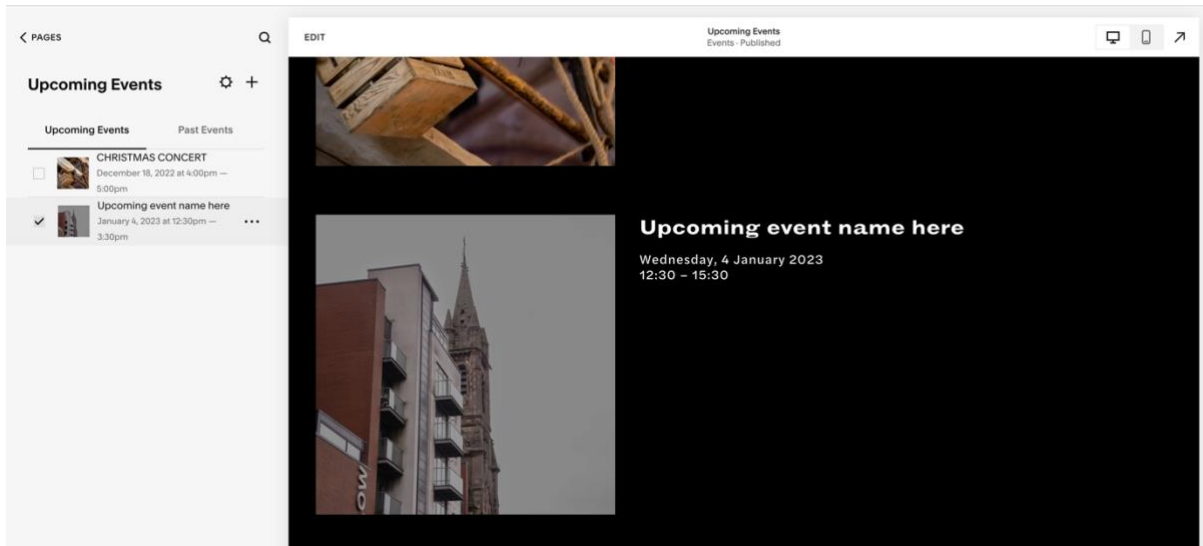
## Step 12: Saving Changes

Once finished adding content or changing the event status (Draft, Needs Review, Published or Scheduled) 'Save' and 'Cancel' buttons will appear to the left of the window. It is imperative that the 'Save' button is selected here to ensure that all changes are actioned.



## Step 13: Event Has Been Created

Once these steps have been actioned, the event should appear in the upcoming events section on the left sidebar and in the upcoming events section on the main page. This can be seen below:



**This marks the end of the process for creating an event on the website.**

Here are some pieces of best practise:


Once the date and time of the event have passed the event will be moved to the 'Past Events' section located beside the 'Upcoming Events' section. We recommend deleting past events from the past events section as we found that having 'Past Events' impacted the scaling of the website.

The process for removing 'Past Events' is as follows:

Navigate to the 'Past Events' section. Select the event by using the tick box to the left side of the event. Then select the 'Delete' button in the lower right. This will display a dialogue box which will say: "Delete 1 selected items?" "This action cannot be undone." and will provide both delete and cancel options. When ready, select 'Delete' and the event will be removed.

Upcoming Events

Past Events

 **Upcoming event name here**  
**DRAFT** December 15, 2022 at ...  
11:30am — 12:30pm

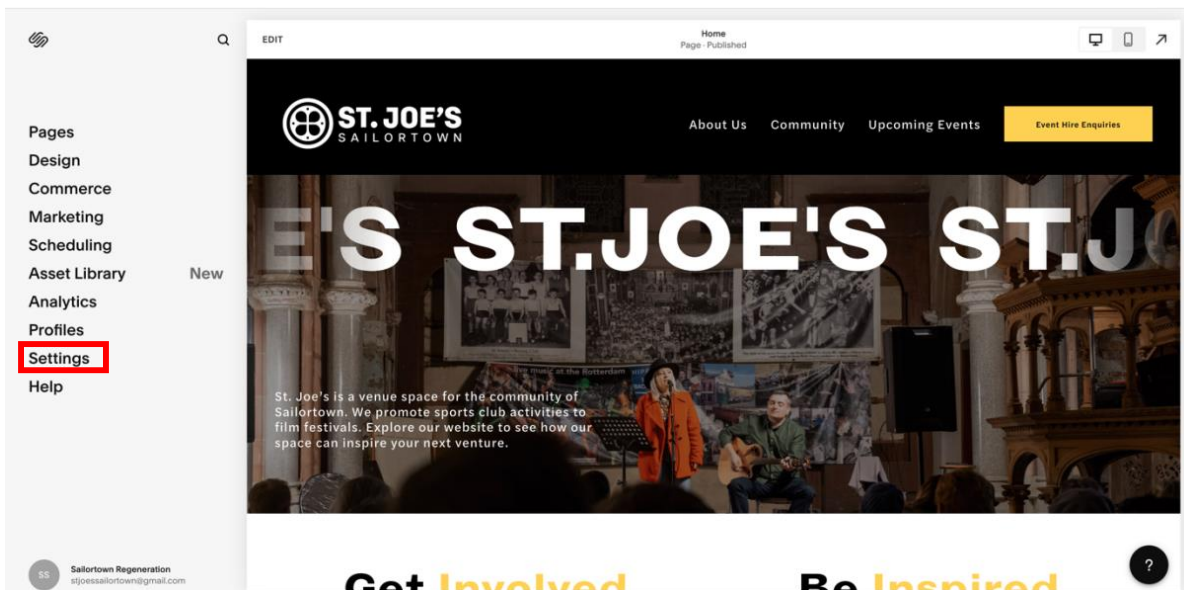
DESELECT

DELETE

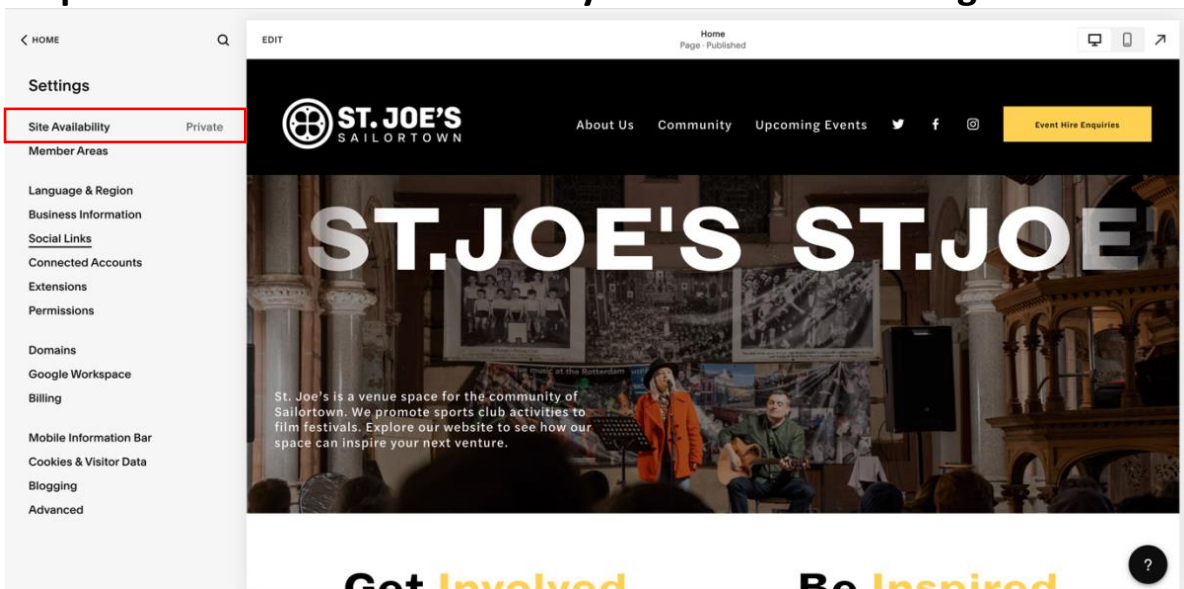
## How to guide: Putting the website live

**Step 1: Log onto Squarespace and locate the StJoe's Sailortown website. (This should have the URL: [www.stjoessailortown.org](http://www.stjoessailortown.org)) below it.**

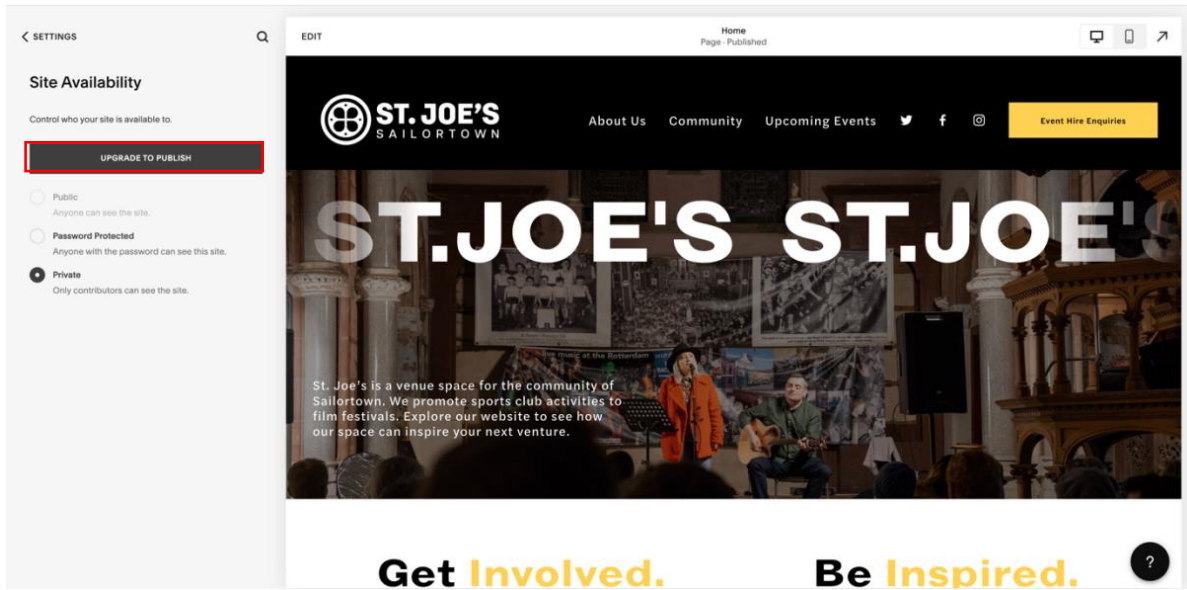
**Step 2: Using the sidebar select the 'Settings' section.**



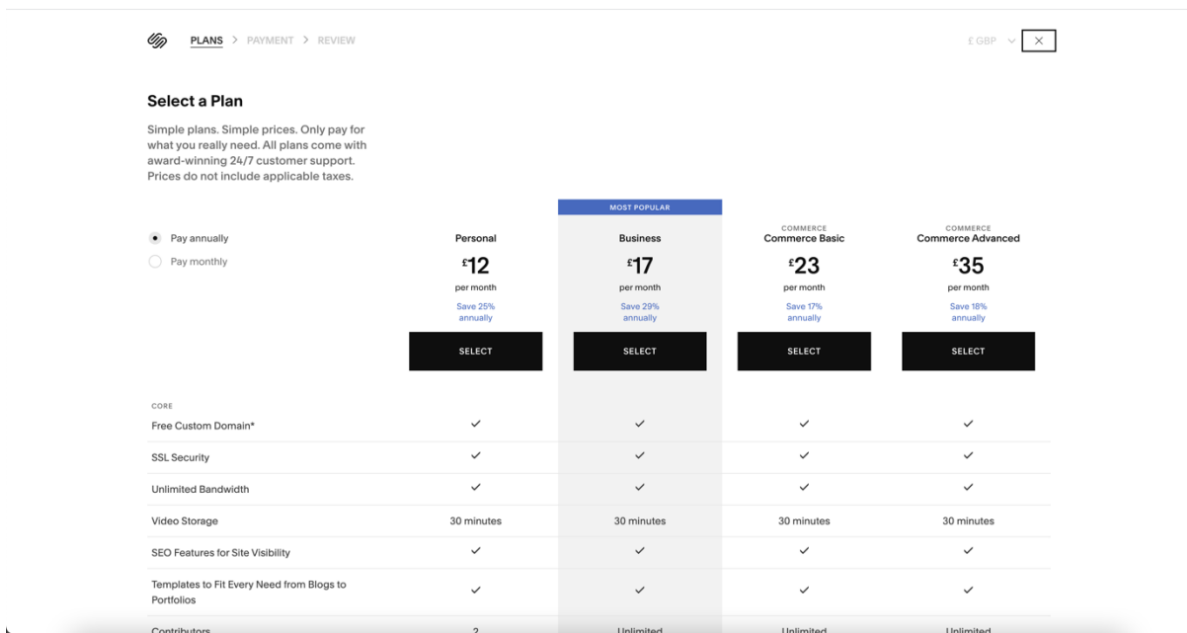
**Step 3: Select the 'Site Availability' button in the settings section.**



**This will reveal the following section:**



Select the 'Upgrade to Publish' button in the top left of the page. Selecting this will take you to the list of available site subscription plans. This can be seen below.



## Step 4: Selecting a plan for the website

Squarespace offers an array of options for subscriptions for site plans. Looking at the options provided personal or business plan look to cover your current needs well. The Commerce Basic and Commerce Advanced have further options for ecommerce and other shop features. As there is currently no shop functionality on the website it is probably best sticking with either the Personal or Business plan and upgrading in future if shop functionality is required.

**Select a Plan**

Simple plans. Simple prices. Only pay for what you really need. All plans come with award-winning 24/7 customer support. Prices do not include applicable taxes.

Pay annually  
 Pay monthly

	Personal	Business (MOST POPULAR)	COMMERCE Commerce Basic	COMMERCE Commerce Advanced
Price	£12 per month Save 25% annually	£17 per month Save 29% annually	£23 per month Save 17% annually	£35 per month Save 18% annually
SELECT	SELECT	SELECT	SELECT	SELECT
CORE				
Free Custom Domain*	✓	✓	✓	✓
SSL Security	✓	✓	✓	✓
Unlimited Bandwidth	✓	✓	✓	✓
Video Storage	30 minutes	30 minutes	30 minutes	30 minutes
SEO Features for Site Visibility	✓	✓	✓	✓
Templates to Fit Every Need from Blogs to Portfolios	✓	✓	✓	✓
Contributors	2	Unlimited	Unlimited	Unlimited

Selecting a subscription option will bring you to a payment screen as seen below.

**Review order**

You can change your plan or billing cycle later. No questions asked.

**YOUR CART**

Website - Business  
Pay £204.00 annually + applicable taxes

**PAYMENT**

[Redacted Payment Method] [EDIT](#)

**Promo Code** [Add Code](#)

**By clicking confirm, you agree that:**  
To ensure uninterrupted service, your subscription will be set to continuous auto-renewal payments of £204.00 per year (plus applicable taxes), with your next payment due on Dec 16, 2023. This means you authorize us to take this amount from your account each year. You can cancel your subscription or disable auto-renewal at any time from your Billing panel, or by contacting Customer Care. Cancel within 14 days for a full refund. You also agree to our [Terms of Service](#) and confirm that you have read and understood our [Privacy Policy](#).

[←](#) [CONFIRM PAYMENT](#)

**Order summary**

Website - Business Annual payment	£204.00
Subtotal	£204.00
Free Domain	- £16.00
VAT (20% GB)	£37.60
<b>Due today</b>	<b>£225.60</b>

SSL ENCRYPTED PAYMENT  
14-DAY MONEY BACK GUARANTEE



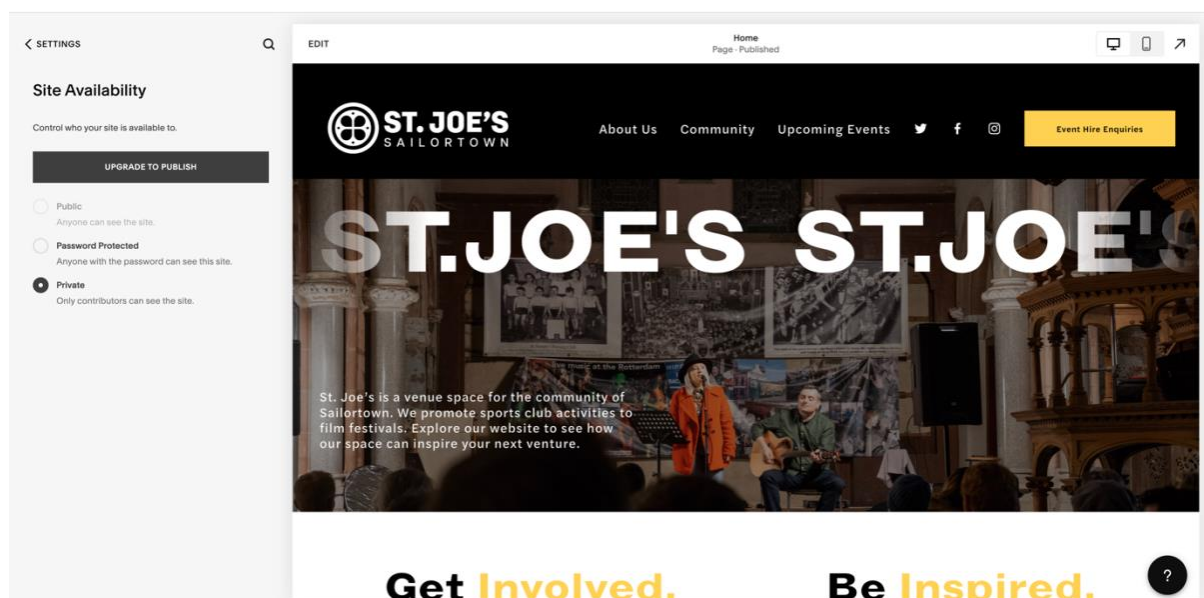
Following this, enter payment details for the subscription. Once processed there should be a payment confirmation message appear on the screen and a follow up email. Once completed this will allow the site to be pushed live.

## Step 5: Putting the site live

To put the site live online. (visible for all) Begin by **repeating Steps 2 & 3.**

This will bring you to the below screen.

Once there, the previously faded out 'Public' option should be able to be selected. Select this and there should be a prompt to save the changes to ensure the site is public.



It is likely that there will be a short time frame when the site is not yet live (after 'Public' has been suggested and saved) . This shouldn't be for too long. Check the site through a web browser eg. Chrome, Edge or Firefox every few hours to see if it has gone live. The site should go live on through this link: [www.stjoessailortown.org](http://www.stjoessailortown.org)

Leave up to 48 hours to allow for the website to go live (although, it shouldn't take this long). If the site is not live at this point, check Squarespace and the above screen to ensure the 'Public' option is selected. If it is selected and the site is not visible, it is advisable to seek assistance.

**This marks the end of the how-to guide.**

# 09 VIDEO



# Video Production

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## Background

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Within the project, I was very heavily involved in the creation and capture of video content as well as the editing and production of the final product. I took the lead on arranging the interview with Sailortown Regeneration and ensured that we had access to the equipment that we required for the filming days.

The intention of this video was to tell the story of St Joe's to people visiting the website. The short film (of about 5 minutes in duration) was in the style of an "About Us" documentary. The core element of this was an interview with Terry from Sailortown Regeneration. This was punctuated with "B-roll" video footage showing events and archive photograph content that mirrored the themes being referenced in the dialogue of the interview.

The film allows those viewing the website to get a flavour of the history, atmosphere and future ambitions of St Joe's.

## Practicalities

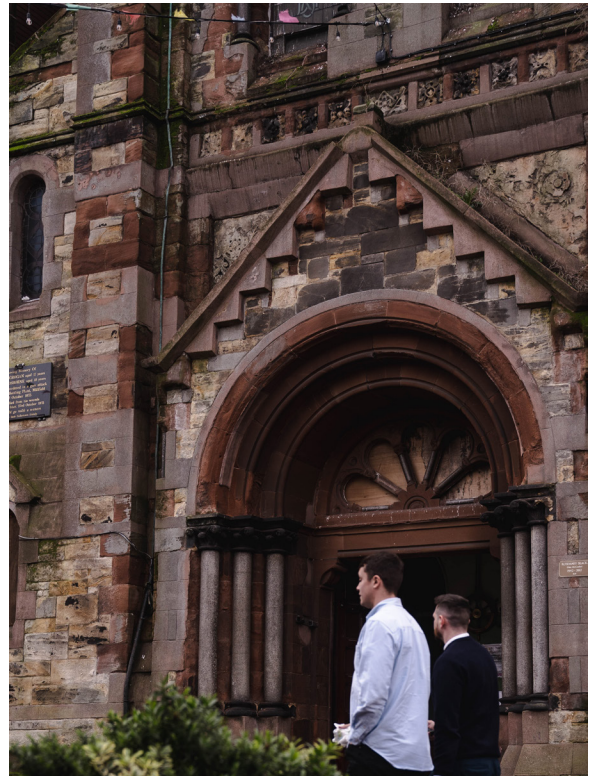
---

The filming of the 'About Us' video took place on a number of different days. This was by design as it would allow us to visit St Joe's on different occasions in order to capture the wide array of events and activities that take place there. This would also allow us to be able to experience the area in different weather conditions. Due to the time of year that we were creating the project the weather could at times be rainy or overcast. Visiting St Joe's on multiple separate occasions allowed us to have the best chance of good weather. This is important as places often look their best when the weather is good.

The first chance that I had to explore St Joe's was on the 4th of November. This was as part of a field trip being put on for the University of Ulster Belfast sociology students and for us the Interactive Media Students. This was a great event as it allowed me to gain knowledge on St Joe's and the wider Sailortown area through the presentation that Terry gave. I was also able to carry out a reconnaissance of the building and local area whilst capturing photographs and videos that could be used in a social media or web context. This day proved valuable as it allowed me to plan ahead the practicalities of shooting the interview scene, the different potential angles for B Roll and build up in my head a rough narrative that the video make take.

# St Joe's visit 04.11

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## Filming Days

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Including the field trip, reconnaissance day there were three filming days overall. These took place on the following days:

**Friday 18th November 2022 | Filming of Acoustic Night taking place at St Joe's.**  
7:20pm - 10:30pm

**Wednesday 23rd November 2022 | Filming of Circus School and Guitar Lessons**  
4:30pm - 6:00pm

**Wednesday 7th December 2022 | Filming of Interview, B Roll and Circus School**  
2:30pm - 4:30pm

## Video Editing

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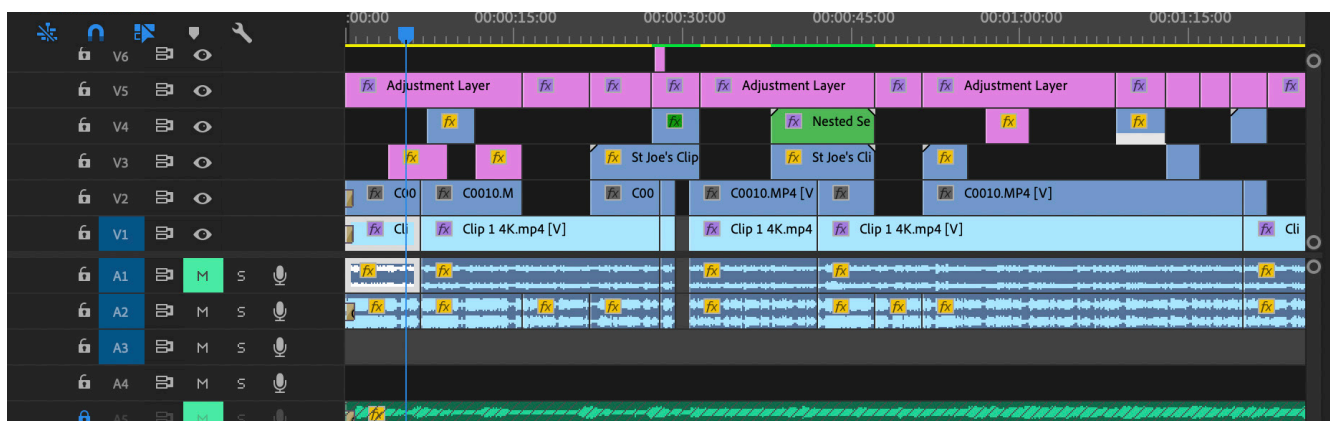
In the project I took full responsibility for the editing of the “About Us” video. Following the initial meeting with Sailortown I began conceptualising what a video for St Joe’s could look like. Initially I felt that a relatively short promotional video could be the best outcome for the project. However, with time we were able to learn more about St Joe’s and its important history. With this, it became apparent that a different outcome would better convey this important story.

I believe that as a group we felt incorporating an interview with Terry or Maeve into the video would be imperative. Terry and Maeve are extremely knowledgeable about St Joe’s and their passion for the building is evident. With this in mind we decided to create a “Mini Documentary” of sorts which would tell the story of St Joe’s past, present community activities and events and its aims for the future.

The editing of the video took around 15 hours in total and was dispersed over the course of one week. In order to aid the editing process I had reviewed footage after each filming day to build up an idea of what “B Roll” that we had. This meant that when it came to editing the final video that I was not beginning from a standing start.

# Video Editing

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It was decided amongst the team that the video would feature an upbeat tone yet not move too quickly. To do this, I spent time listening to a variety of different sound tracks in order to find one with an appropriate BPM and an upbeat feeling.

The edit was intended to be as unobtrusive as possible in order to ensure that the message of the interview was central. I carefully selected clips that I felt complimented the narrative and key words in order to best tell the communities story and the passion invested in its journey.

# Video Refinements

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Once the first draft of the 'About Us' video had been completed, I immediately uploaded it to Basecamp so that Ethan, Mark, Adrian and Claire could view it. This allowed them the opportunity to see it outside of class hours and to provide feedback that I could begin work on promptly.

Both Ethan and Mark provided valuable feedback regarding the video, suggesting where clips could be shortened, colours adjusted or different clips selected. They also helped in pointing out any discrepancies that I may have missed.

Prior to the next class I actioned these changes and had a version ready to show to Ethan, Mark and Adrian.

Feedback on the video was very positive with only a few minor tweaks suggested. These were the addition of a "Lower Thirds" title to introduce Terry, the inclusion of the Sailortown logo in the upper right corner of the video and the addition of more "B Roll" in the longer interview clips.

Each of these were actioned by the end of the class and can be seen in the screenshots above.

# 10 BRAND GUIDELINES





# Brand Guidelines



# CONTENTS

- 3 Goals
- 5 Identity
- 9 Photography
- 11 Colour
- 13 Fonts

03.

GOALS

# ABOUT

St. Joe's Sailortown is a new community space that showcases events and runs extra-circular activity.

St. Joe's exists for the people for Sailortown as it remains the heart of the Sailortown community.

These are the design guidelines for St. Joe's, Sailortown. This will be used to help keep the St. Joe's brand consistent and improve the longevity of its image.

05.

IDENTITY

# LOGO MISUSE

To ensure the St. Joe's logo always looks its best, we need to follow the brand guidelines. The logo is a combination of a simple and modern wordmark with the icon. It represents a historical iconic feature of the venue. The primary logo is black. This creates a striking bold aesthetic. Use the St. Joe's 'S' as a guide to maintain the correct space around the logo.



## PRIMARY LOGOS



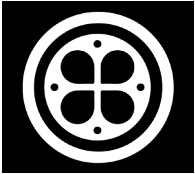
## SECONDARY LOGOS



# ICON

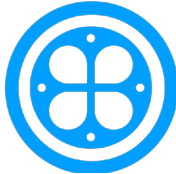
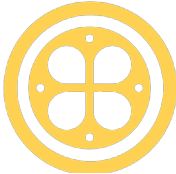
The St. Joe's icon can be used where our St. Joe's brand has already been established.

The icon can exist without the wordmark but the wordmark should never exist without the icon.



# PRIMARY ICONS

Black and white is our primary colourway. It can be used on black, white and non-duotoned photography



# SECONDARY ICONS

The secondary icons can be used for photography backgrounds and promotional content.

# LOGO MISUSE

To keep the St. Joe's brand professional there are a few key points necessary to maintain a great standard.

**Don't** modify transparency



**Don't** modify transform or distort in anyway - e.g. skew, rotate,



**Don't** apply outlines / shadows



**Don't** alter any elements - e.g. The icon and don't change the colour unless its the St. Joe's colours



**Don't** modify or contain within a shape



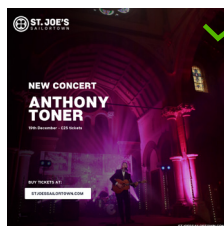


09.

PHOTOGRAPHY

# LOGO USE IN PHOTOGRAPHY

When using the St. Joe's logo on black and white images the primary logos should be used. For graphics and coloured photography use primary or secondary logos with the highest contrast e.g. the white logo will compliment dark backgrounds. For lighter backgrounds, the primary black logo can be used or the secondary coloured logos.



11.

COLOUR

# BRAND COLOURS

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St. Joe's has 4 main colours. This is the St. Joe's theme.

Primary - Antique Gold

#FFD153  
R255 G209 B83  
C0 M19 Y75 K0

Secondary - Sailortown Blue

#009FFF  
R0 G159 B255  
C71 M30 Y0 K0

Black

#000000  
R0 G0 B0  
C0 M0 Y0 K100

White

#ffffff  
R255 G255 B255  
C0 M0 Y0 K0

13.

# 13. FONTS

LOGO FONT

# Heavy

## TYPOGRAPHY

- Margin MVB & Articulat CF is St. Joe's logo font.
- Monotype Grotesque Extended is the website heading font.
- Halyard Text is the website paragraph font.

# MARGIN MVB

Medium

# ARTICULAT CF

WEBSITE FONTS

# MONOTYPE GROTESQUE

# HALYARD

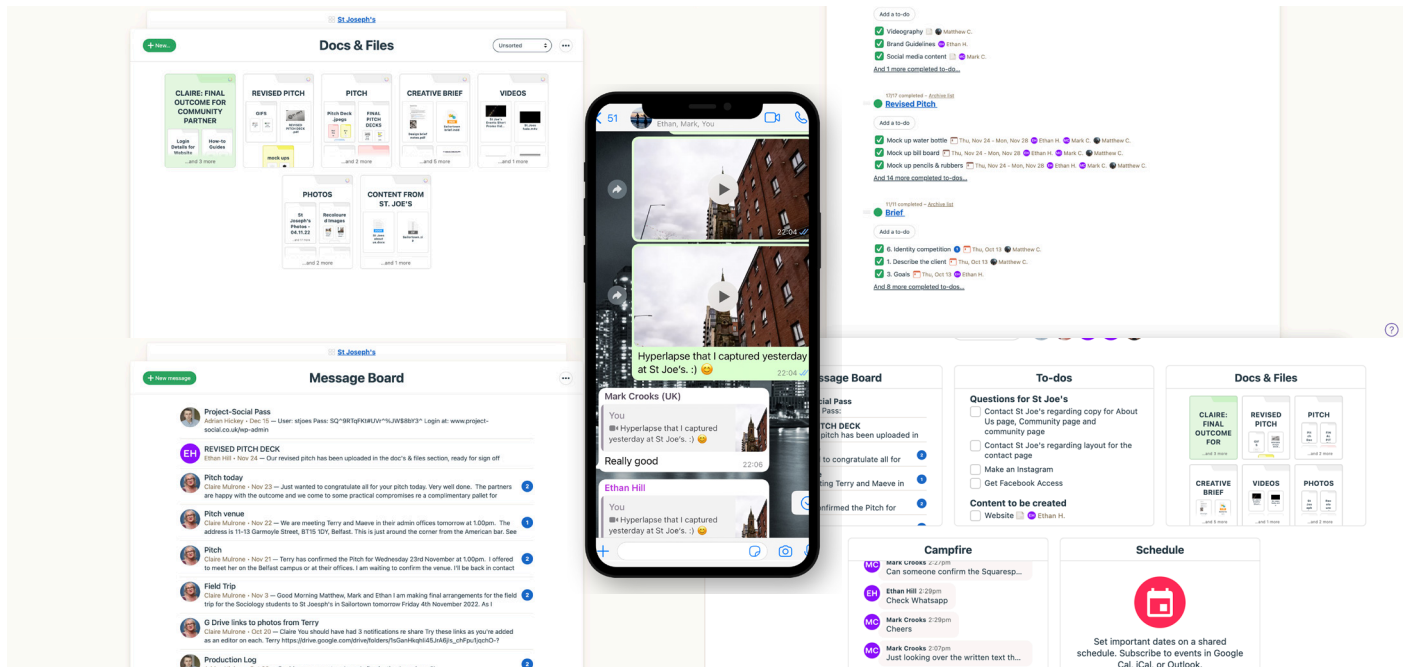


# 11 PROJECT MANAGEMENT

**“WE FOUND THEM VERY PROFESSIONAL AND ALSO GREAT AT ENGAGING WITH VARIOUS GROUPS ATTENDING DIFFERENT ACTIVITIES WITHIN THE SPACE.”**

**- (SAILORTOWN REGENERATION)**

# Project Management



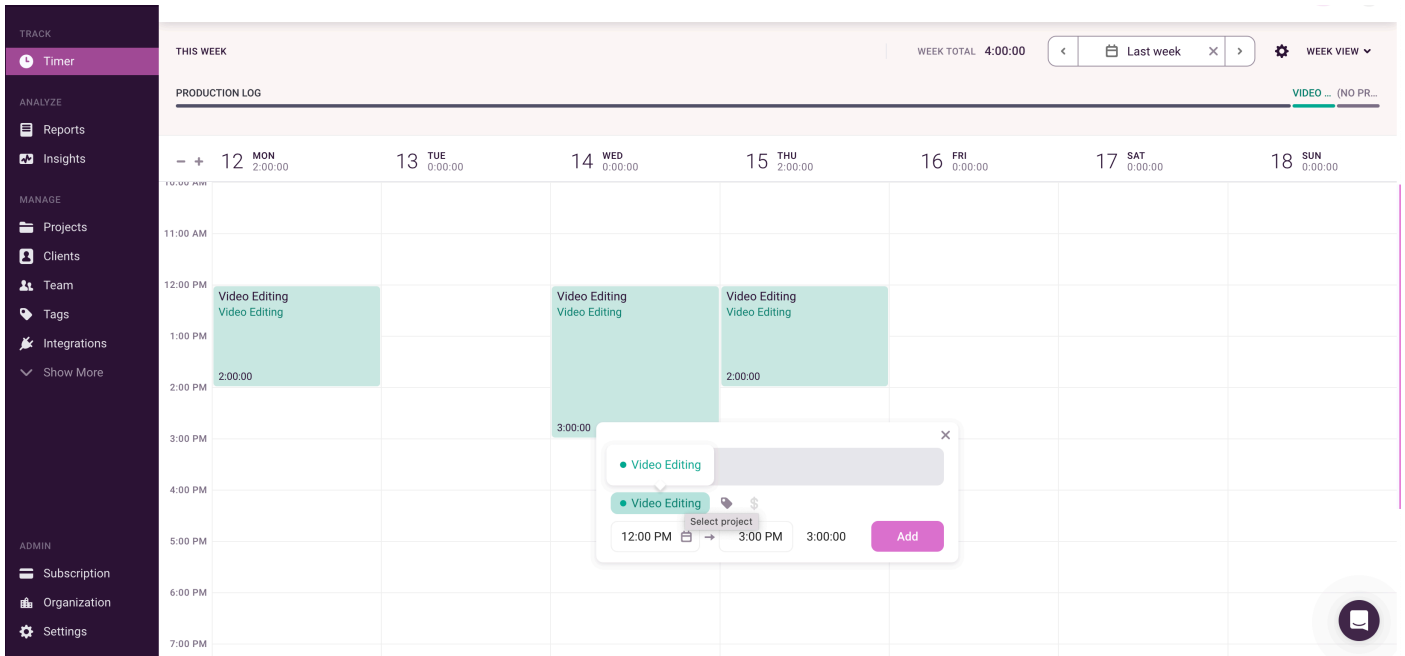
I feel that Ethan, Mark, and I created a very strong team. We have an array of different skills and experience, and this allowed us a width of content knowledge. With good collaboration we were able to share our skills and also pull together to overcome any project challenges. We particularly drew on Ethan's graphic abilities, my skills on text style, colour palette and video content and Marks website design knowledge.

We have been close friends throughout our course and this made the necessary collaborations quite straightforward. The logistics of serving a client team based in Belfast, mean we had planning and travel time together which reinforced our links with a common goal of creating very high quality content in all mediums.

We made use of Basecamp collaboration software throughout the delivery of the project. There are a number of excellent features within the software and we made particular use of "Campfire" which is an inbuilt chat function and the "To-Do" list which recorded actions and helped us to capture actions needed and to record those completed. This helped greatly with the programming of our project and with maintaining the quality of our outputs.

Throughout the project we communicated via WhatsApp. This complimented Basecamp well as it allowed us to call as a group and send in brief messages with questions we had or for arranging to meet to work on the project.





In order to keep track of the time spent on the various aspects of this project, I employed the use of Toggl Track. Toggl track is software that is available both online through a web browser and through an app.

Using a combination of both of these the web browser and app I kept track of the time I spent on the project. Toggl was particularly useful as it allowed me to retrospectively add in time spent working. This was useful because it was not always possible to begin tracking work, especially when working on aspects of the project that were outside of the uni room such as filming or client meetings.

A man with dark hair and glasses is shown in profile, looking through the viewfinder of a camera. He is wearing a dark jacket with a logo on the left chest that says "canter". The background is a plain, light-colored wall. The overall lighting is soft and focused on the man and his camera.

# 12 SELF EVALUATION

**“WE FOUND THEM VERY PROFESSIONAL AND ALSO GREAT AT ENGAGING WITH VARIOUS GROUPS ATTENDING DIFFERENT ACTIVITIES WITHIN THE SPACE.”**

**- (SAILORTOWN REGENERATION)**

# Self Evaluation

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This assignment for Interactivity for Social Enterprise has been an enjoyable task and one which I feel I have contributed strongly to in terms of time and my skills. In doing so, I have been able to further develop my skills in delivering for a community project. The skills that I have learnt on placement have been invaluable and I have not only used these but significantly extended them.

The brief was extensive and to deliver we had to work well as a team. I was able to develop my skills of communication and project management and we worked efficiently and effectively as a group. It was very encouraging to see the collaboration that we created, with each of the team members being able to use their strongest skills. We also learnt about the importance of good client relationships and time management.

It was very helpful to see how our logos were reviewed and refined. I was delighted that my text and colour pallet contributions were taken forward. The basis of how the community partner selected the final logo elements I felt was an important learning point for me. I found it beneficial to see this process and to understand how this may take place in a creative agency setting. This knowledge is something I will carry forward into future projects and work opportunities.

I was also very pleased to make a significant contribution on the video content creation and editing and again my skills were stretched and enhanced.

This piece of work has refined my understanding of working with a client team, the skills needed to work as a team and the importance of good communication and time management in delivering a quality product.



# 13 REFLECTION

“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.”

- (SAILORTOWN REGENERATION)

# Reflection

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It has been fantastic to be involved in the St Joe's Sailortown project. I have enjoyed taking part in this exciting community initiative and the feeling that as a team we have made a tangible contribution to moving the ambitions of Sailortown Regeneration forward.

Working alongside Ethan and Mark has been a pleasure. Having known them since the beginning of the course we each understood each other very well and our respective skillsets. Communication between us flowed easily and we knew we could rely on our team to deliver.

When we identified this project as the opportunity we would like to work on as a team, it was on the basis that we could shine our collective skillsets onto the task. It was very satisfying to see this coming to fruition in bringing a strong offering to our client group.

It was great to see Ethan and Mark using their portfolio of skills and I was delighted to bring a significant contribution in text, colour pallet and perhaps most particularly in my video content creation and editing.

While as a group we had year out experiences in various settings, it was very enjoyable and inspiring to work in a community-based client setting with the focus being clearly being on creating regeneration benefits in the area.

It was great to work with a focused client group and it is clear from the feedback that they enjoyed working with us, they valued our professionalism and that they were impressed with the outputs created. The project had a feeling of partnership between these groups. We received solid and well considered feedback and felt encouraged and supported in the positive engagement and the client clear satisfaction in what was being created.

In summary, I am enormously proud of the quality of the deliverables we created for St Joe's Sailortown and in how we gelled both as a project team and with our client group. Our skills of design, review and improvement were developed and improved as was our communication with our client. It was sensational to see our clients brief being refined and delivered to create our final submission which was very highly regarded. It was great to deliver for this client and the community it represents. We even managed to get enjoy some of the events and atmosphere that underpins St Joe's along the way!



# 14 BIBLIOGRAPHY

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GERARD CROGAN aged 52 years  
THOMAS OSBORN aged 58 years  
Who were murdered in a gas attack  
on Garry's Landing Pier, Belfast  
2nd October 1972  
Thomas died from his wounds  
three weeks later 23rd October 1972  
R.I. May they go with a peaceful  
soul to their eternal rest.

In Loving Memory Of  
CLARE HUGHES  
aged 46 years  
PAULA STONG  
aged 61 years  
Died on Halloween night 1972  
as a result of a car bomb  
at Betty's Bar, Ship Street  
Belfast. Children: Tr, Anne, Gail M.

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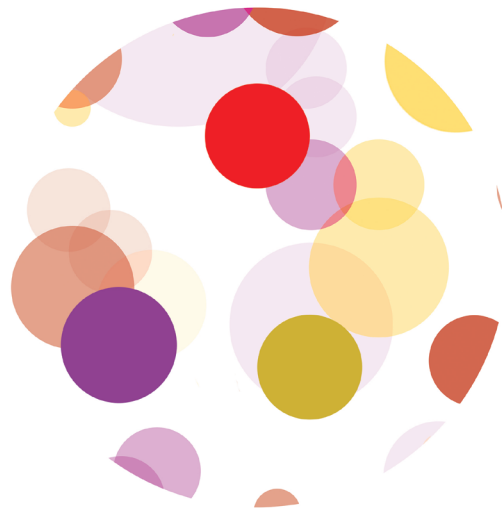


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