



Mark Crooks  
Production Log  
MED 526  
B00785817

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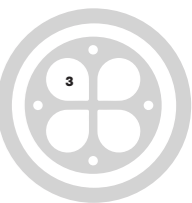
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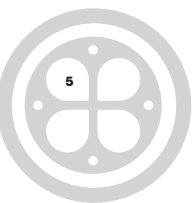
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# 01

## Intro



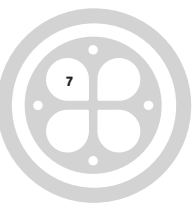
# Introduction



This production log is a collection the work that went into creating a brand identity for St. Joe's event space. It will show the creative process of how a desolate historical venue became a community hub, hosting many popular events. This is part of the MED526 - Interactivity for Social Enterprise.

Included in this production log is a time-line of work, showcasing the progression of ideas and how the final product came into existence. The deliverables include social media content, a website, brand guidelines, a logo and motion graphics. Originally, St. Joe's was under the name St. Joseph's Regeneration project. The purpose of the project is to give St. Joe's its own identity, branding it as an event space named, 'St. Joe's Sailortown'.

All work provided is work I have done myself. There is also additional collaborative work included as the project involved a team effort. Furthermore, the work was approved and reviewed by our project managers, Adrian and Claire.



# MEET THE TEAM

**ETHAN HILL**



- Website design
- Graphic design
- Photography

**MARK CROOKS**



- Motion graphics
- Creative writing
- Photography

**MATTHEW CAVES**



- Videography
- Video editing
- Photography

# THE PROJECT

## St Joseph's

### Project Specification:

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

PROJECT  
SOCIAL



### Skills Required:

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

(Project social – real world connected learning, 2022)

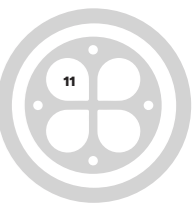
**MC** **Untitled**  
Mark Crooks • Oct 3 — I'm here

**EH** **Hi**  
Ethan Hill • Sep 29 — 1

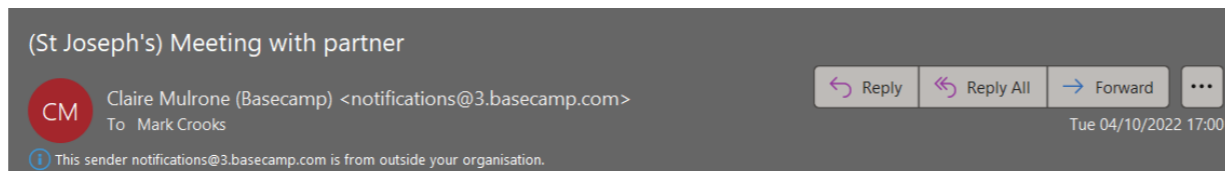
**Untitled**  
Matthew Caves • Sep 29 — Good evening! Believe I now have access to Basecamp. Have a great evening, all. 1  
Matthew

(Basecamp, 2022)

Our first introduction to St. Joseph's church was during week one. The coloured image at the top was the clientele brief. Having looked at all of the possible projects, we were drawn to St. Joseph's as we felt our team could provide for them everything they needed. It gave us creative freedom to create something new and innovative for them. As a collective team, we covered every skill and, from the beginning, we had many ideas of what we wanted to create for them. We were inspired by the building and were supportive of their mission. It was an opportunity to provide for a community and we were all enthusiastic to get involved.



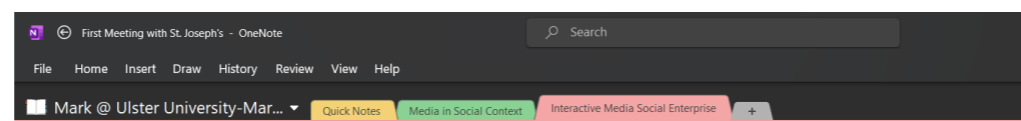
## EMAILS ARRANGING OUR FIRST MEETING



Ethan, Mark and Matthew  
I have been in contact with your partner twice and had offered to meet this week on Thursday. Unfortunately they have informed me that there has been a bereavement in the organisation and they will be attending the funeral on Thursday. This will delay our meeting but I hope to get this meeting in ASAP.  
As I have worked with the organisation for many years I am happy to sit down with you on thursday in class and take you through the work we have been collaborating on. Apologies for the delay.  
Claire

Our first client meeting was delayed for bereavement reasons. This meant there was a delay before we could meet the client and have a discussion about what they would like and what we could offer them. This did set us behind one week, meaning we were pressured to make our first deadline of the brief. However, our team worked efficiently and productive. This set the tone for the team and allowed us to collaborate and rely on each other to complete every task for the project.

# MEETING THE CLIENT



### First Meeting with St. Joseph's

Monday, October 10, 2022 11:09 AM

#### Useful notes:

- Currently used for a community spaced, film space, new pulpit for DJ or bingo.
- Venue hire as source of income.
- Sailortown regeneration website tells a story
- They currently have ownership of a domain name: [Stjoesailertown.com](http://Stjoesailertown.com)
- St. Joseph website showcases what we do. Showing events and how to book it. Keep it simple.
- Respecting the space and the fact it's a church. It's not a business to produce money, but rather a shared space they want to be self-sustaining.
- Photo gallery available.
- Media content for PR. We need to show the church in use.
- Old stencils of the church. There are letters.

#### Branding logo:

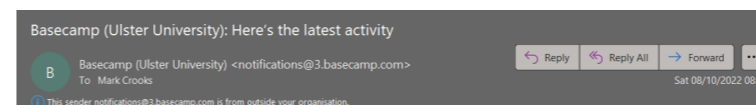
- Keep history
- STJ are old stencils for logo
- Keep it simple
- Modern and active

#### Upcoming events:

- Circus - Wed
- Choir - Tues
- Martial arts - TBA

#### Initial ideas:

- Hyper lapse social media
- Motion art on buildings
- Develop merch
- Promotional video



### Ulster University Here's the latest activity across everything

Since 7am on Friday, October 07

#### St Joseph's

#### A message was posted



Claire M. posted [Meeting with Partner](#)  
Good morning Ethan, Mark and Matthew I have arranged a meeting with Terry and Maeve from St Joseph's for Monday 10th at 11.00am. I will forward you a Teams invite to your Ulster email address. Please accept the invite. I look forward to seeing you all then. Have a great weekend. Claire

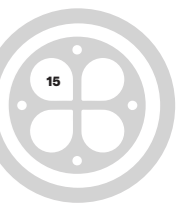


Matthew with Maeve at Sailortown offices

We had our first client meeting on Microsoft teams. Although Terry had technical difficulties with her camera, we were able to speak with both Maeve and Terry to get a better understanding of their mission and their vision. Our project manager Claire, mediated the meeting. She asked important questions about what the client wanted and was able to inform them what was realistic in what we could offer. This was the beginning of our work with St. Joseph's.

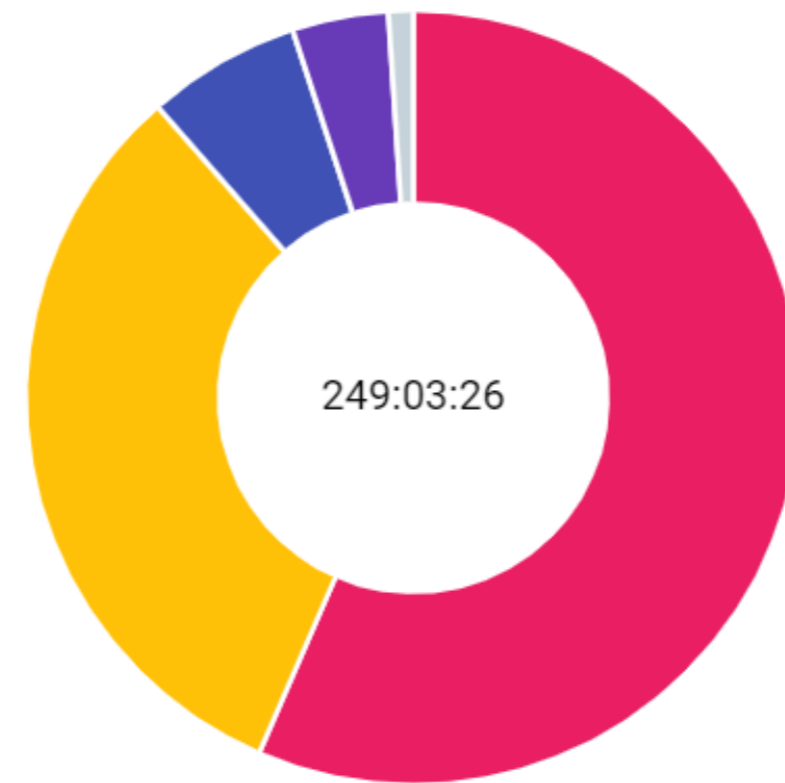
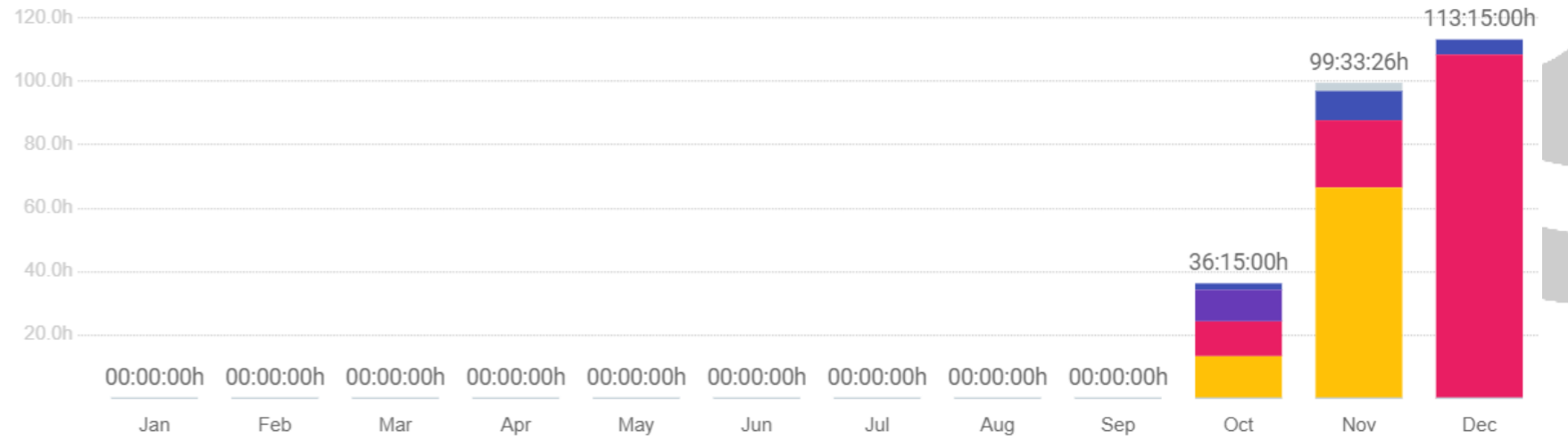
# 02

**BRIEF**





# PROJECT TIME-LINE



(COING, 2022)

This graph shows the hours I spent working on the project. It is divided into sections showing how I divided my time across the various sections of the project. A large portion of my time was spent on preparing for the pitch. This included the various drafts and sketches of different logo designs. This process was long and continuous as I exerted most of my creative ideas into creating the best aesthetic for St. Joe's. This project was detail orientated, which required long hours and late nights.

The time-line on the left was our first draft as of when we initially planned on completing each deliverable. This included submission deadlines and an order of what deliverables were most important to have finished. The rough time-line allowed us to map out when we were available to produce our own photography and videography of the venue itself. It was important we produced our own content as we could ensure high quality and the best outcome. However, it was difficult to stick with the specific dates we had planned as other variables played a factor on whether we could make our initial deadline. This may have included part time work schedules, the venue opening hours and dates and times of St. Joseph's events.

Production log	140:45:00		56.51%
Pitch	79:45:00		32.02%
St. Joes Events Space	16:00:00		6.42%
Brief	10:00:00		4.02%
Without project	02:33:26		1.03%

# BENCHMARKING

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and causal spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting key community services and local volunteer - led activities while also offering the wider public, community and business sectors a state of the art exhibition and meeting space, a place where everybody in the community, local and visitor, could feel 'at home.'
	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
Look and Feel	Retina (HD Ready)	Not evident	High quality	All HD quality content
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Hero image	Hero image	Moving slide show on front page, showing location and facilities
	Body text font	Sans serif	San serif	San serif
	Logo placement	Horizontal top left	Horizontal top left	Top middle of header
Technical	Book Online	No - get quote online	Yes	No - Enquiry form for each space provided with details for each room.
	Content management system	No CMS	Squarespace	WordPress 6.0.2
Navigation	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Primary Menu Format	Side bar reveal	Links in nav bar	Full width drop down
	Primary Menu Position	Top left	Responsive reveals a menu icon in the top right corner	Top left
	Means of getting to top of page	Scroll	Scroll	Jump to top of page button
	Sitemap	None	Footer	Footer
	Breadcrumbs	None	None	None
	Contact Us	Yes	Yes	In the nav bar
	No. of clicks to Contact Us	One	One	One
Content	Explanation of Service	None	Home page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	None	Yes	Twitter and Facebook
	FAQ Section	None	None	None
	Privacy Policy	None	None	Link in footer
Search	Search	None	None	None
	Type of Search button			
Functionality	Email subscription	None	Yes	Yes
	Load Time	3.4 sec	2.7 sec	3 sec
	Multilingual	None	None	No
	No. Languages other than English	0	0	0
Accessibility	How many font types	2	3	3
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link Underlining	0	No	Yes
	Hyperlinks change colour if visited	0	No	No
Overall score		41%	67%	70%

## THE PURPOSE OF BENCH MARKING

Benchmarking is looking and analysing other organisations that excel at event planning and hosting community spaces. The team researched three individual organisations to compare and evaluate to contrast on what is a good example of what St. Joe's can do.

## DEACON HALL

Deacon hall is a church hall in Northern Ireland. You can enquire about booking on their website. I chose this venue as it was a church building used for events outside of church activities. It is also based in Northern Ireland. These factors make it comparable to what St. Joseph's want for their organisation. What I learned from benchmarking this organisation was seeing the potential of what St. Joseph's could be. There is a gap in the market for St. Joseph's to fill. There are very few places that can offer an unique venue space. Church buildings are historically beautiful architectures. There is a great potential for non church related events to use a church building for its structure and interior design. Deacon Hall does not model what St. Joseph's should be. It does, however, show what St. Joseph's could do to establish themselves as a unique venue.

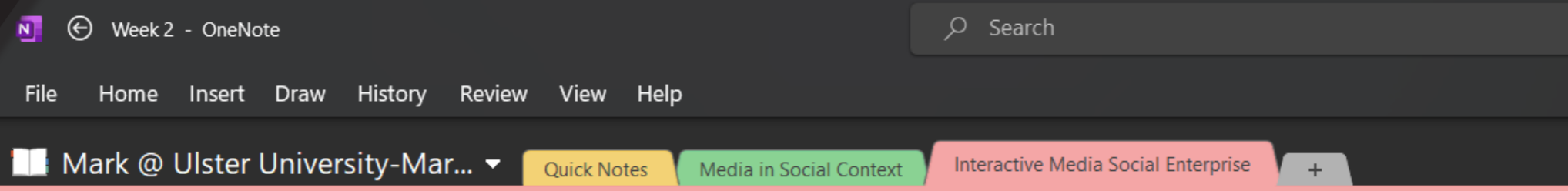
## AMP GALLERY

AMP Gallery is one of four venues that Maverick project manage. One of which is an old abandon church building that they re-purposed and restored. This beautiful church building is available to hire for weddings and other non church related events, through the Maverick Project. This is an example potential for St. Joseph's. Their website is modern and contemporary , showing off the style and potential of how the venue space can be used for a variety of events.

The venue I chose to bench mark is an abandon warehouse, re-purposed as a art gallery. Although the venue space of a warehouse is different from that of a church, I thought the idea of using a venue space for an art gallery was another unique avenue that St. Joseph's could explore. Art galleries are easily managed, require little to set up and displaying art in a building that is known for its interior design compliments the event space. Maverick projects leads as a good example of how to manage re-purposed venues and shows what they could be used for.

## THE JUNCTION

The Junction was one of the examples that the staff of St. Joseph's referred to the most when describing what they wanted. The Junction was not a re-purposed building and it was not a venue that needed to be restored. It was an empty building for hire. The Junction would market towards commercial and business events. Their website is simple and functional. It became a good baseline for St. Joseph's to work from in building their own identity and purpose.



## Week 2

29 September 2022 00:50

1. Describe the client - understand the partner
2. Summary - explain what media and why you want to create it
3. Goals - what is your goal and what problem do you solve. Metrics could be measured by client feedback or views on a video etc.
4. Target audience -
5. Deliverance - what is the end product?
6. Identify competition - see comparison and differences.
7. Tone, message, style - must be inline with the brand and the context of the project
8. Timeline - map out progress
9. Budget - usually none
10. List the team - your resumé
11. Presentation - infographic

Benchmark 3 different competitors  
 Make a table to highlight comparisons  
 Write a brief summary of client  
 Summarize findings

Ethan  
 Mark  
 Matt

The brief outlines what the team knows about the client. It is important for the client to feel understood. The client should feel that their organisation is valued. The brief outlines our research and commitment to their cause. It shows we understand the assignment, giving them the confidence that our team is best suited for them.

I wrote down a list of what should be included into the brief. I then colour coded and highlighted each section of the brief to organise and distribute workload for across the team. The tasks were divided evenly and we were able to help each other in other parts too. We worked as a team to complete a task goal, rather as individuals hoping each piece would fit together.

Audience:  
 May have more than one demographic

Platform:  
 What media outlet are you using

Branding

Look/feel

Content management guidelines

Online booking

SEO and Analytics

USP's

Tone

Maintenance - WordPress will update itself

# THE BRIEF

## ST. JOSEPH'S COMMUNITY HUB

WEBSITE DESIGN BRIEF 2022 - EYDAN HILL - MATTHEW CAVES - MARK CROOKS



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A community hub made by the community for the community...

### BACKGROUND

Sallortown was Belfast's first waterfront village with over 5000 people into the small, cobblestone streets of tenanted houses between the docks and York Street. In the late 1960's the community were offered new housing in the city to enable the building of the M2 motorway. They were promised they would be able to return however this never happened. Only 4 original houses remain today. In 2000 a decision was taken to close and de-consecrate St. Joseph's church. This was the final straw. The people of Sallortown came together to fight the closure. They formed a cultural and historical committee, campaigned widely and had a three day lock-in protest.

*In 2006 they were given a 150 year lease*



### THE POTENTIAL

St. Joseph's now has a community space that can be looked for events, however there is no online presence. In this digital age it is necessary to have an online visual identity to legitimise the community enterprise.

### THE OBJECTIVE

Increase the visibility of St. Joseph's church to increase bookings. It is important to keep the heritage while giving it a new contemporary style. This creates an easy user interface for looking the venue for hire.



## Benchmarking



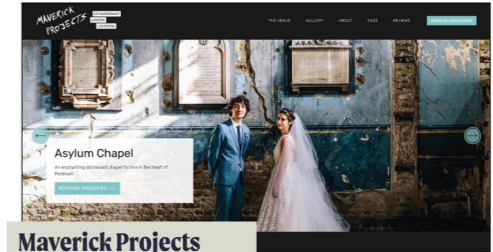
The Old Church Centre

www.theoldchurchcentre.com



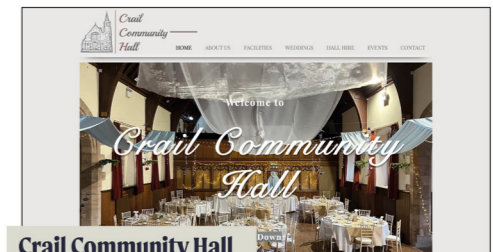
Amazing Grace

www.amazinggracedn.com



Maverick Projects

www.asylumchapel.co.uk



Crail Community Hall

www.crailcommunityhall.co.uk

## THE COMMUNITY PARTNER

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

## PROJECT SUMMARY

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

## OBJECTIVES

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

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

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

## TARGET AUDIENCE

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

### Event Organisers

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

### Community

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

### Funders

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

### Polymakers

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

## THE DELIVERABLES

### Brand Guidelines

- Logo design
- Colour palette

### Website

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

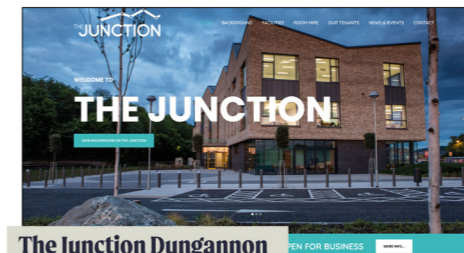
## Goals

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



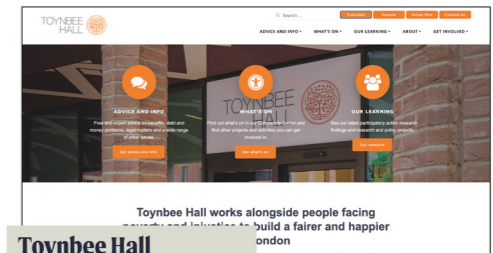
Dixon Community Hall

www.dixon-hall-community-hall.business.site



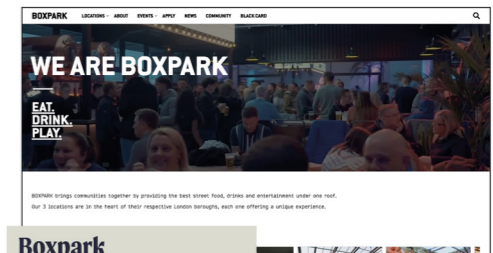
The Junction Dungannon

www.thejunctionni.org



Toynbee Hall

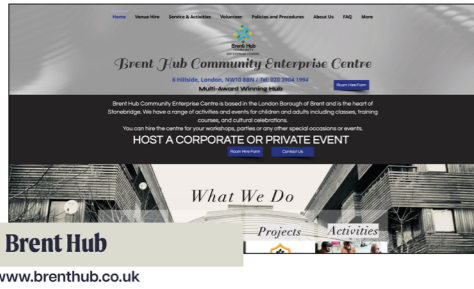
www.toynbeehall.org.uk



Boxpark

www.boxpark.co.uk





10

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 'slimy' 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 goes that it is a space used for a wide variety of events.	Yes, identifiable target audience is noted in the centre on the landing page.
	Identifiable Chief Aim	On the homepage	On the homepage	Found firstly 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.
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 4.8.0.2	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	Horizontal - Top
Content	Explanation of Service	A brief bio on the landing page with more detailed information 2 clicks away in the about section	A brief bio on the landing page with more detailed information 2 clicks away in the about section 7	A brief bio on the landing page with more detailed information 2 clicks away in the about section 7
	Evidence of outdated content	None	None	None - Facebook link is to a Facebook account with no content...
	Social Media	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)
	FAQ Section	None	Link in the footer	Link in nav bar
Search	Privacy Policy	Link in footer	Link in footer 19	Link in footer
	Search	Yes - above the nav bar	Yes - in the top right of the site on the top centre when the drop down hamburger menu is active	None
	Type of Search button	Text box	Text box	None
	Load Time (First Contactful Paint)	3.04s	1.2 s	3.1 s
Functionality	Email Subscription	Yes	Yes	Yes
	Multilingual	No	No	No
	No. Languages other than English	0	0	0
	How many font types	3	2	8
Accessibility	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No
	Link Underlining	Yes	Links are underlined when hovered over and boxes invert colours	No - Links change colour on hover
	Hyperlinks change colour if visited	No	No	No
Overall score		64%	82%	41%

11

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and casual spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting key community services and local volunteer - led activities while also offering the wider public, community and business sectors a state of the art exhibition and meeting space, a place where everybody in the community, local and visitor, could feel 'at home'.
	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
	Look and Feel	Retina (HD Ready)	Not evident	High quality
Technical	Book Online	No - get quote online	Yes	No - Enquiry form for each space provided with details for each room.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	nav icon drops down	Horizontal - Top
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
Search	Privacy Policy	None	Footer	None
	Search	Yes	None	None
	Type of Search button	Horizontal central	None	None
	Email Subscription	Yes	Yes	Yes
Overall score		64%	78%	52%

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and casual spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting key community services and local volunteer - led activities while also offering the wider public, community and business sectors a state of the art exhibition and meeting space, a place where everybody in the community, local and visitor, could feel 'at home'.
	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
	Look and Feel	Retina (HD Ready)	Not evident	High quality
Technical	Book Online	No - get quote online	Yes	No - Enquiry form for each space provided with details for each room.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	nav icon drops down	Horizontal - Top
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
Search	Privacy Policy	None	Footer	None
	Search	Yes	None	None
	Type of Search button	Horizontal central	None	None
	Email Subscription	Yes	Yes	Yes
Overall score		64%	78%	52%

14

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and casual spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting key community services and local volunteer - led activities while also offering the wider public, community and business sectors a state of the art exhibition and meeting space, a place where everybody in the community, local and visitor, could feel 'at home'.
	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
	Look and Feel	Retina (HD Ready)	Not evident	High quality
Technical	Book Online	No - get quote online	Yes	No - Enquiry form for each space provided with details for each room.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	nav icon drops down	Horizontal - Top
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
Search	Privacy Policy	None	Footer	None
	Search	Yes	None	None
	Type of Search button	Horizontal central	None	None
	Email Subscription	Yes	Yes	Yes
Overall score		64%	78%	52%

15

Category	Feature	The Old church centre	Amazing grace	Crail Community hall
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The website has basic functions and is styled to suit a 2010 aesthetic.
	Identifiable Target Audience	Yes	Yes, it markets with a clear objective	The style appears to tailor to an older demographic as it holds an elegant and outdated look.
	Identifiable Chief Aim	On the homepage	About us page	On the home page
	Look and Feel	Retina (HD Ready)	Decent quality	High quality
Technical	Book Online	No - must call or email	Yes	No - contact details on display to get in touch with.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	nav icon drops down	Horizontal - Top
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
Search	Privacy Policy	None	Footer	None
	Search	Yes	None	None
	Type of Search button	Horizontal central	None	None
	Email Subscription	Yes	Yes	Yes
Overall score		64%	82%	41%

12

Category	Feature	The Old church centre	Amazing grace	Crail Community hall
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The website has basic functions and is styled to suit a 2010 aesthetic.
	Identifiable Target Audience	Yes	Yes, it markets with a clear objective	The style appears to tailor to an older demographic as it holds an elegant and outdated look.
	Identifiable Chief Aim	On the homepage	About us page	On the home page
	Look and Feel	Retina (HD Ready)	Decent quality	High quality
Technical	Book Online	No - must call or email	Yes	No - contact details on display to get in touch with.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
	Navigation	Primary Menu Format	nav icon drops down	Horizontal - Top
Content	Explanation of Service	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
Search	Privacy Policy	None	Footer	None
	Search	Yes	None	None
	Type of Search button	Horizontal central	None	None
	Email Subscription	Yes	Yes	Yes
Overall score		64%	82%	41%

13

### Benchmarking Summary

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

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

### BENCHMARK RANKING

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

### BEST PRACTICE

#### BEST DESIGN

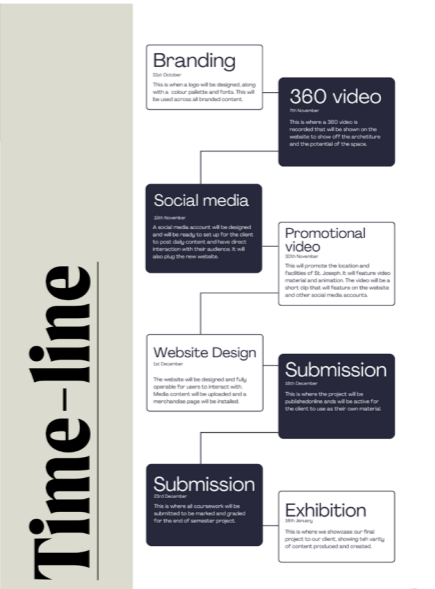
Amazing Grace London uses a range of motion graphics to improve their audience engagement. The landing page loads with an animated motion graphic that is clean and smooth in transition. Once loaded, a background video plays on loop, showing the interior and exterior design of the building. More importantly,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

#### BEST FUNCTION

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

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

16



### 360 video

This website will be designed with a 360-degree video that will be used to showcase the interior and exterior of the building. This will be used to showcase the building's features and provide a virtual tour of the building.

### TONE, MESSAGE & STYLE

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

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

### BUDGET

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

#### FORECAST SPEND

Wordpress 6.0.2

Squarespace

### TEAM

**MARK CROOKS**  
- Motion Graphics  
- Creative writing

**MATTHEW CAVES**  
- Videography  
- Photography

**ETHAN HILL**  
- Website Design  
- Graphic Design

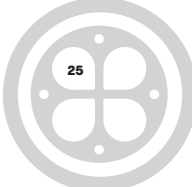
### PROJECT MANAGERS

**ADRIAN HICKEY**

**CLAIRE MULRONE**

17

18



# THE BRIEF FEEDBACK

## Design Brief Notes

### Pg. 1:

- Love the church image on

### Pg. 3:

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

### Pg 5:

- Attract local people and visitors not Tourists (although they're welcome too)
- Boxpark and Amazing grace look very good but are very commercial
- Amazing Grace made me dizzy!
- Have a look at this <https://grandjunction.org.uk/>. This is what we want to move toward (the concept that is).
- Also this one in Liverpool <https://www.theblack-e.co.uk/> (though the website looks outdated).
- Very good benchmarking analysis
- [Grab your reader's attention with a great quote from the document or use this space to emphasise a key point. To place this text box anywhere on the page, just drag it.]



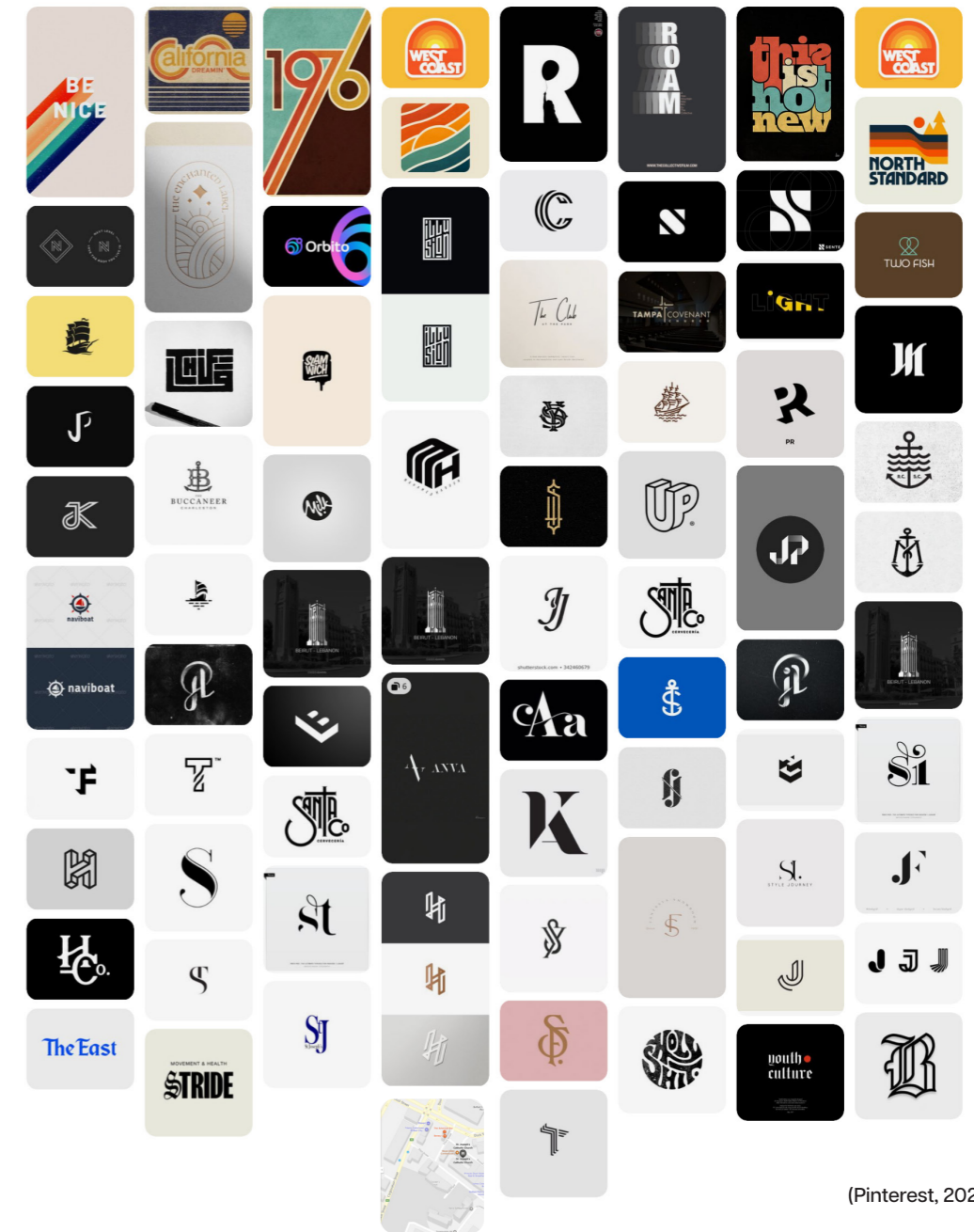
1 After the Apocalypse

St. Joseph's logo ...

E M +

More Ideas Organise To-dos

78 Pins



(Pinterest, 2022)

Most of my creative ideas came from Pinterest. It is a great platform for ideas to be shared and for inspiration to be found. I brought it to the team and had everyone make their own Pinterest account. This way, everyone could share and pin ideas. This platform was the beginning of creating a mood board that would inspire many logo designs for St. Joseph's.

COLOUR



#F2BE5C  
RGB 242, 190, 92

#736A58  
RGB 115, 106, 88

#F2AA52  
RGB 242, 170, 82

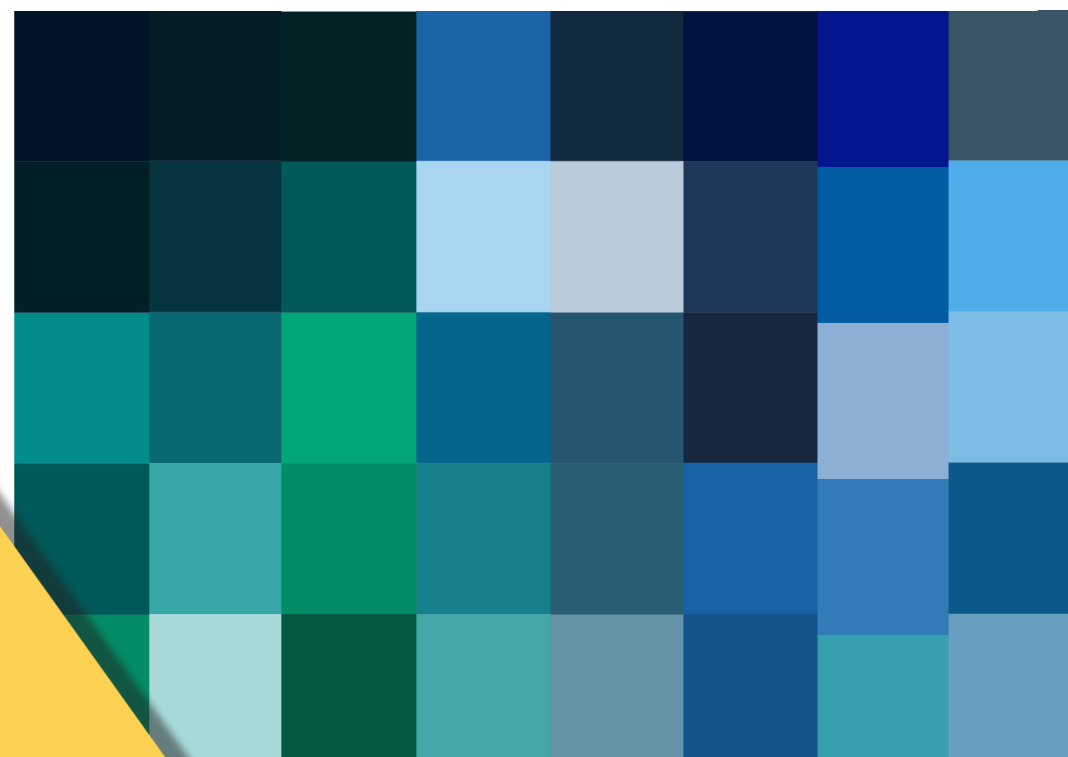


#F2DABD  
RGB 242, 218, 189

#0D0D0D  
RGB 13, 13, 13

Colour was important to when designing a fresh new branding. Originally I searched for colours of the oceans. Colours that resembled the dock, sailing and ships. Blue was a colour that was used in the regeneration project. Blue represents loyalty and trust. It is also has a professional look.

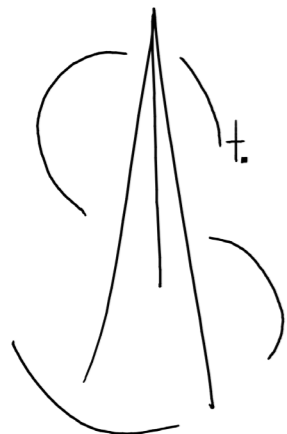
After looking through shades and variations of blue and green, I decided to take different approach. I explored other meanings and thought more about the St. Joseph's building and their story. I remembered their story about the spire. The spire would light up and be the first sight for ships coming into port. It truly was a beacon that guided them home. I then chose a variation of black and yellow. Black is a dark contrasting colour that would allow yellow to stand out more. Yellow resembles light, a guide for the surrounding community.



03

PITCH

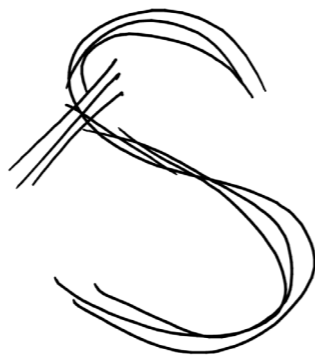
1.



This was the first sketch I drew, in an attempt to create a logo for St. Joseph's. The idea came to me in the first meeting we had with our project manager, Claire. The client was unable to meet with us due to a bereavement in the organisation. Claire, however, had worked with the organisation before and was knowledgeable enough to give us a brief introduction to who the St. Joseph's were.

It was clear that the spire was a symbol that represented the organisation. It was also an establishing feature of the building. The letter S also stood out to me as a strong representation of St. Joseph's's. The letter S, can stand for Sailortown, the name of the community. 'St' stands for saint and it is short form for street, meaning it is a place. This was important as it was the venue we were trying to promote.

2.



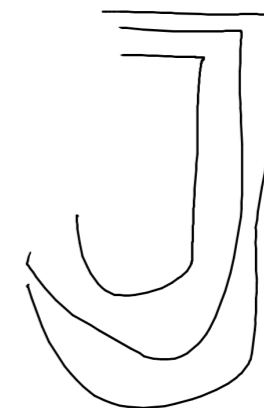
This sketch was an attempt of blending the letter S and J together. S stood for Saint while J stood for Joseph's. I chose three lines as three is often the number of strength and community.

3.



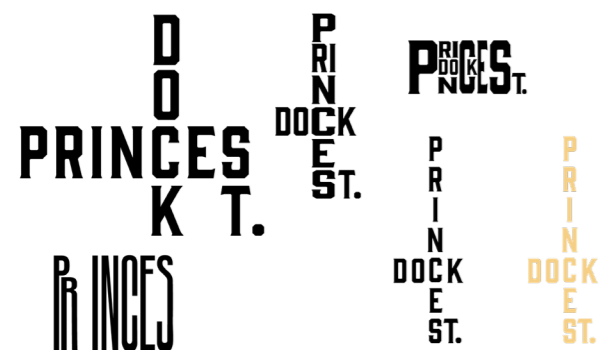
This sketch was processing a design concept that focused around typography. Font communicates a lot of meaning and can be very suggestive.

4.



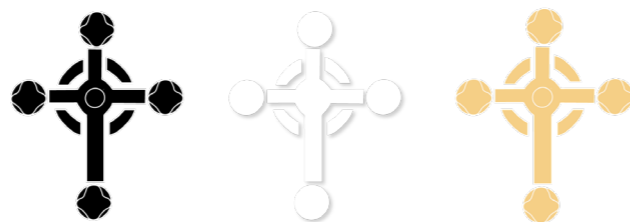
I was inspired by a modern graphic design that appeared on my Pinterest mood board. It used the lettering to form a contemporary 3 dimensional look. I did take this design further and explain further of what the logo design signifies and represents.

5.



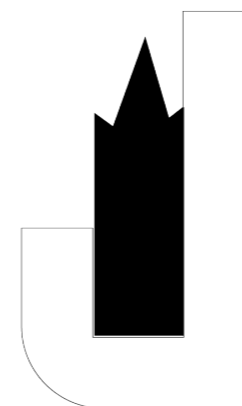
During the project, I experimented with different names for the re branding of St. Joseph's. It was important that the charity was no longer viewed as a church community. To do this, I emphasises its location. The address reflected a quality while still remembering the long history the community has with the dock workers. I used a street view picture of the building, to replicate a cross road section. I also experimented with other methods of combining the letters into a complete image.

6.



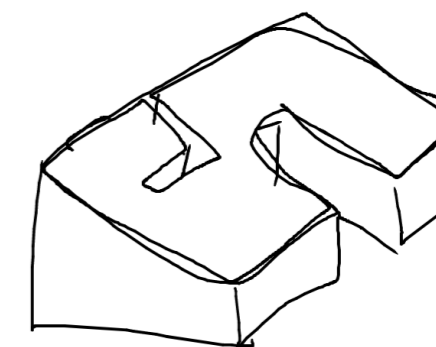
It's design was taken from a stencil from the church site itself. At the clients request, they wanted to know the potential of one their stencils becoming their new logo. I took the photo they had sent through and vectorised the image. I then imaged and traced the photo in illustrator. This allowed me to smooth out any rough edges and remove any distracting detail. I personally did not like the end result as it still represented a lot of historical values and it identified itself with Christianity. It attached St. Joseph's even further with the church and gave the organisation less opportunity to redefine itself into something new.

7.



This last concept was an experiment with the use of negative space. I had yet to include any images of the church itself into my designs. The negative space design was inspired by graphic material I had seen on Pinterest. However, I had other designs that I preferred and decided not to develop this further.

8.



I liked the idea of using different dimensions and alternative perspectives. I wanted to visually communicate that St. Joseph's had a new image and a new branding. It is modern and no longer attached to the religious history. The 3D block style transformed the letter S into a structure. This again would emphasise that we are promoting a venue space, rather than a church.



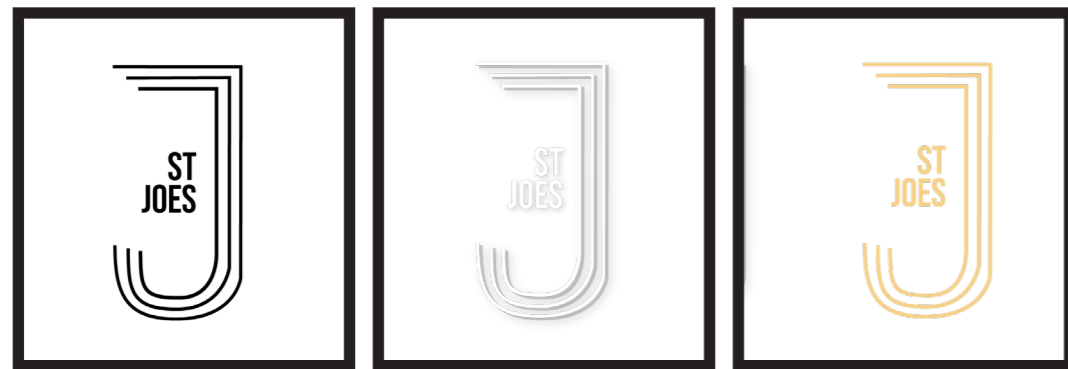
DESIGN ONE

The 'J' stands for Joseph's. It is the original name that represents a hard working and loyal community.

The rounded bend shows the promising future of Sailortown that the beloved St. Joseph's will represent.

The sharp corner alludes to strength in the community.

The three uniformed lines signify unity.



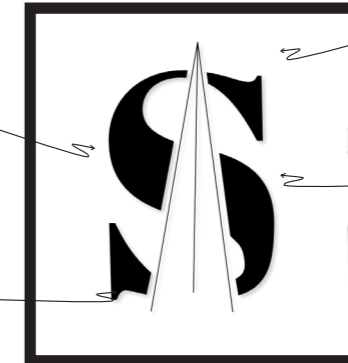
DESIGN THREE

The 'S' is in a Serif font, showing elegance and

The graphic outlines a spire the centres the logo. It resembles the spire that stands as the centre of sailortown.

The thick typeface is bold and creates a contrast against the fine graphic of the spire.

The 'S' also stands for sailortown, the community St. Joe's is in.



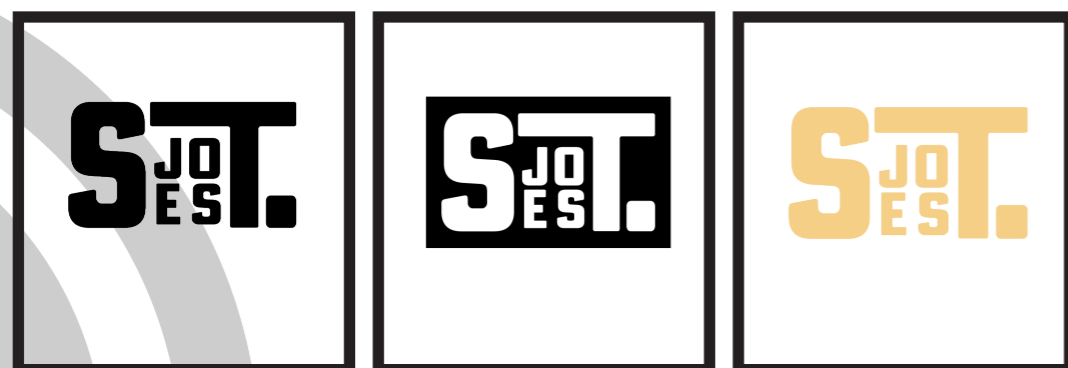
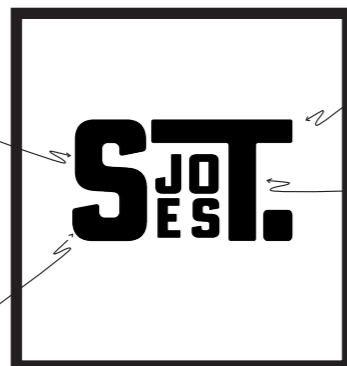
DESIGN TWO

'S' is bold to stand out. It connects to the 'T' to create the abbreviation of the word Saint. It also resembles the shortened word for 'street'. This marks St. Joe's as a location rather than a person.

Bold typography is easily recognised and legible. It also creates an image aesthetic.

The box design make the logo easy to format and layout on any print media.

The 'T' extends over the text, as to provide shelter. This resembles a structure of what St. Joe's is.



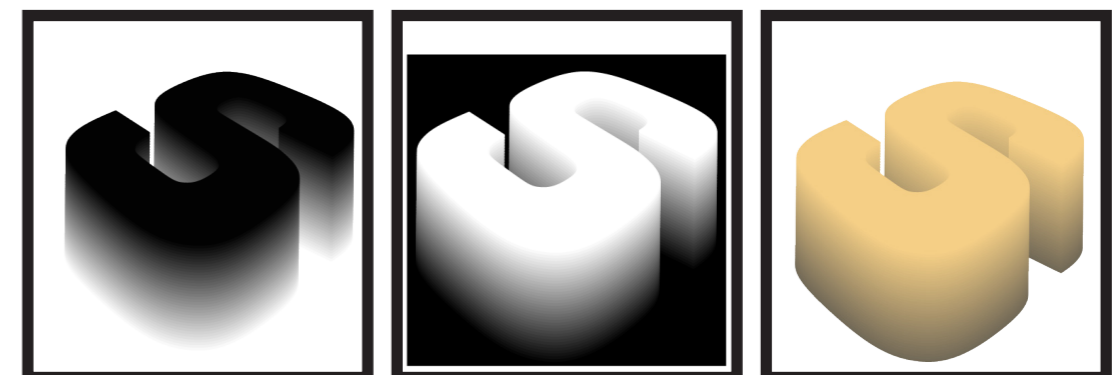
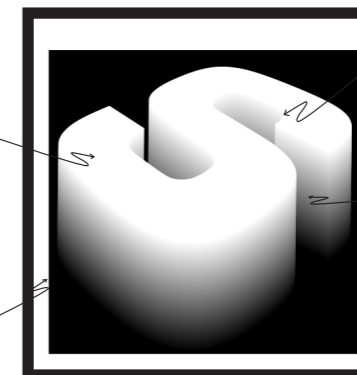
DESIGN FOUR

The 'S' represents sailortown and St. Joe's.

The 3D design takes the idea of how St. Joe's is seen in a new perspective. It has discarded the formal association with the church and creating a new identity of its own.

The font is bold and strong. It is modern and easily recognisable.

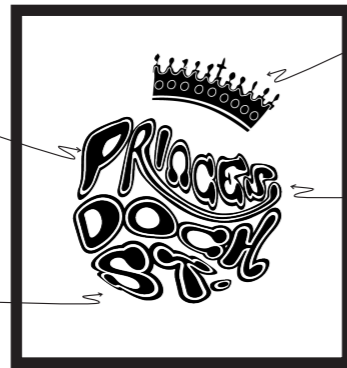
The faded blend alludes to the evolution of St. Joe's. It is continuously growing and evolving with society.



## DESIGN FIVE

The design holds the aesthetic of street art. An informal, community art that reflects meaning of that community.

The rounded, circular shape, contains the shape for ease of layout and positioning on print/digital media.



Crown is taken from stencil of church. It uses a graphic from its heritage to stand as its symbol for a new generation.

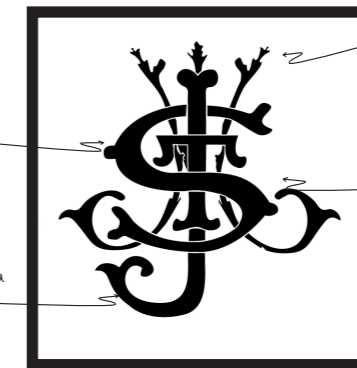
The name of venue's address



## DESIGN SEVEN

The S woven between the other letters represents Sailortown and stands for Saint. Having the letter woven between letters shows how St. Joseph's is woven into the community that is Sailortown.

The 'J' stands for Joseph's. It is the original name that represents a hard working and loyal community.



This was a stencil taken from the church itself. This design was made to show the staff of St. Joseph's what their stencil would look like as their logo. It was designing a concept of what they wanted to see.

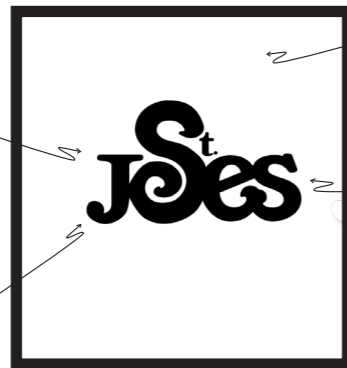
The 'T' is taken from the word, Saint. However their position of the T is centred on the 'J'. This creates the outline of a cross. This is the symbol Christian.



## DESIGN SIX

The 'J' stands for Joseph's. It is the original name that represents a hard working and loyal community.

The rounded bend shows the promising future of Sailortown that the beloved St. Joseph's will represent.



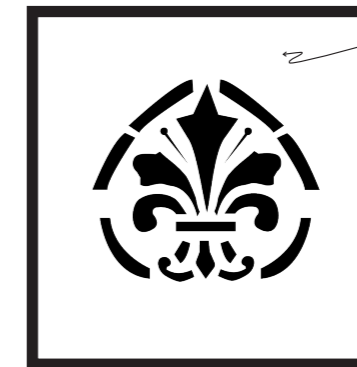
The 'S' curves into the letter, 'o' in the word Joe.

The font has a retro aesthetic. This was something that appealed to what I liked and a style seen more commonly with fashionable designs.



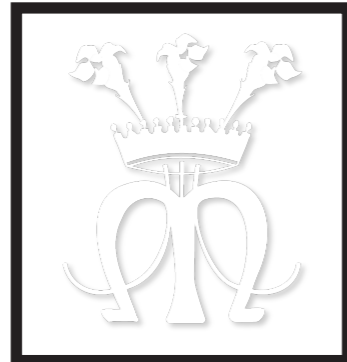
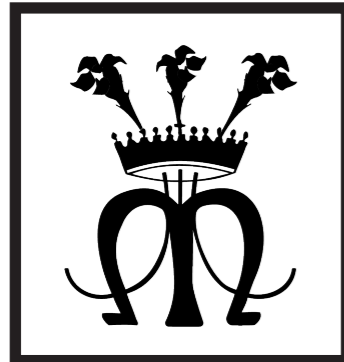
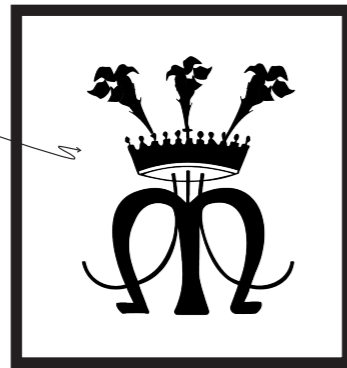
## DESIGN EIGHT

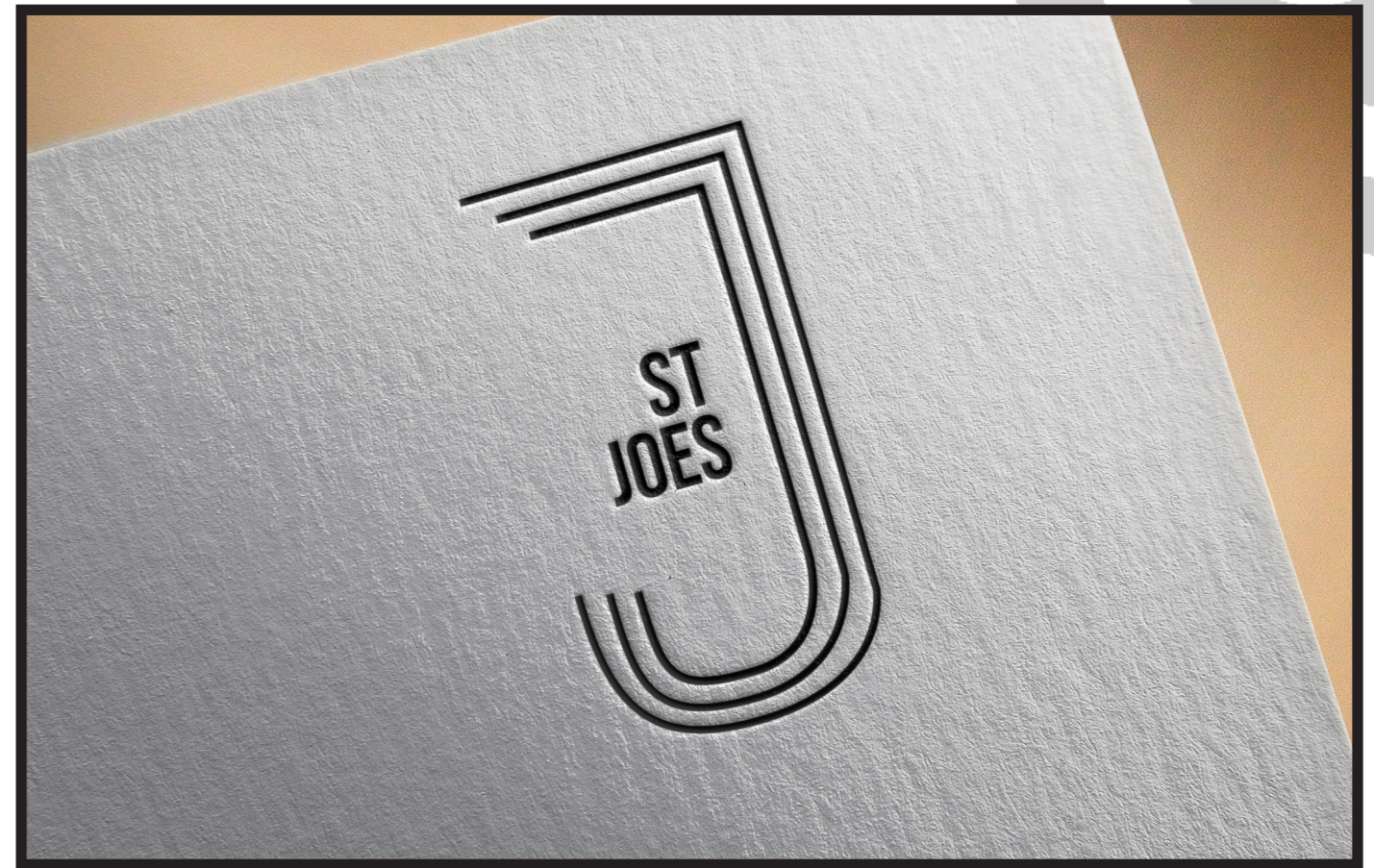
This was a stencil taken from the church itself. This design was made to show the staff of St. Joseph's what their stencil would look like as their logo. It was designing a concept of what they wanted to see.



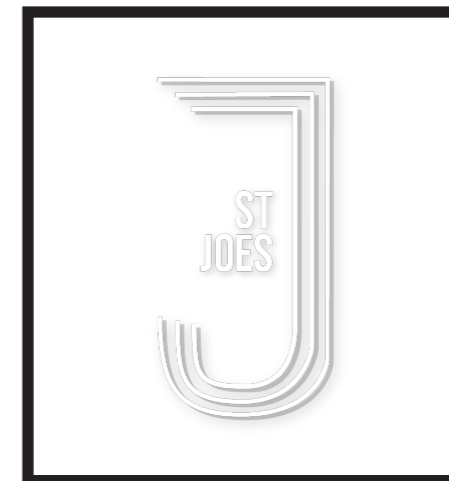
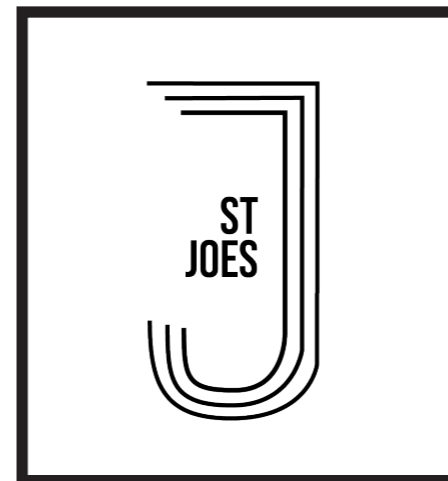
DESIGN NINE

This was a stencil taken from the church itself. This design was made to show the staff of St. Joseph's what their stencil would look like as their logo. It was designed a concept of what they wanted to see.

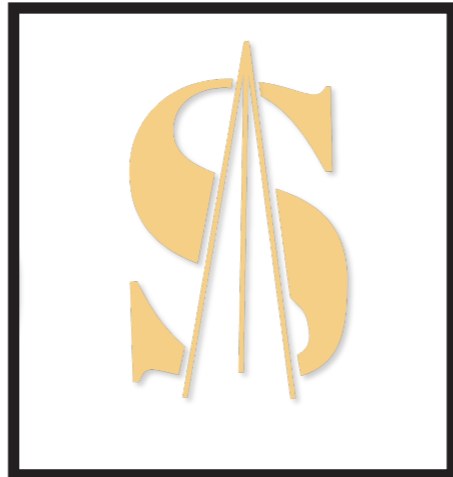
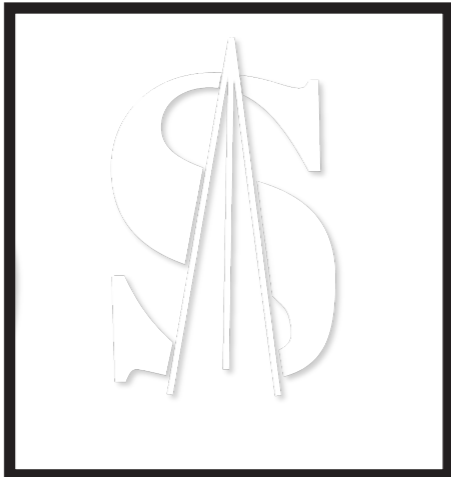
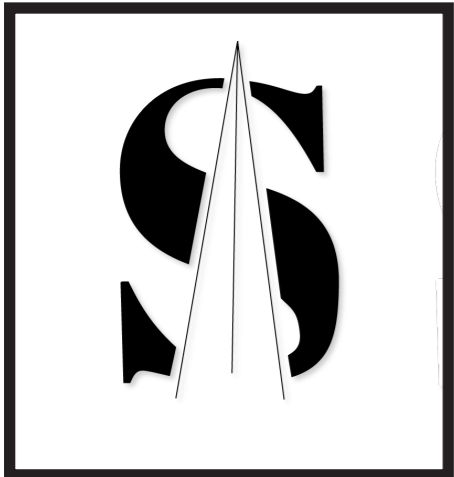




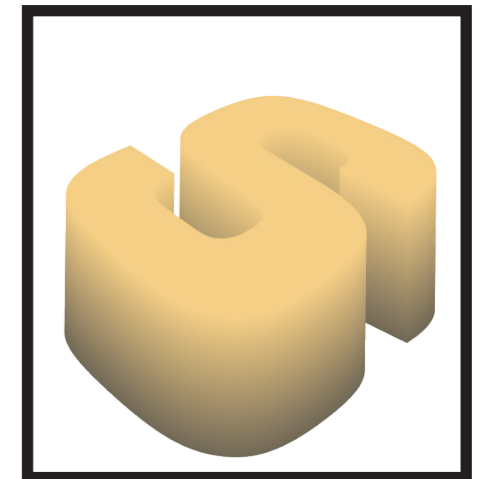
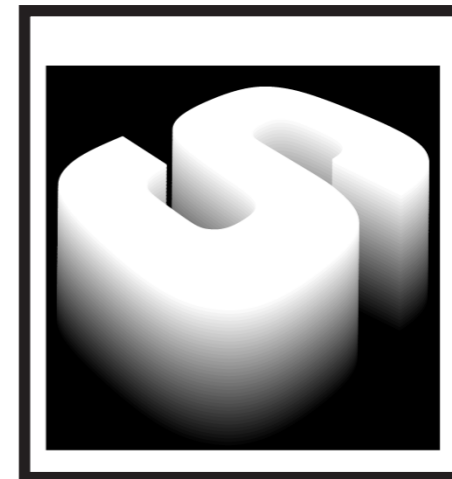
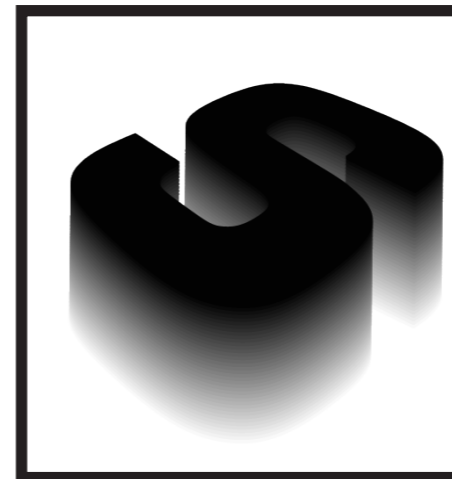
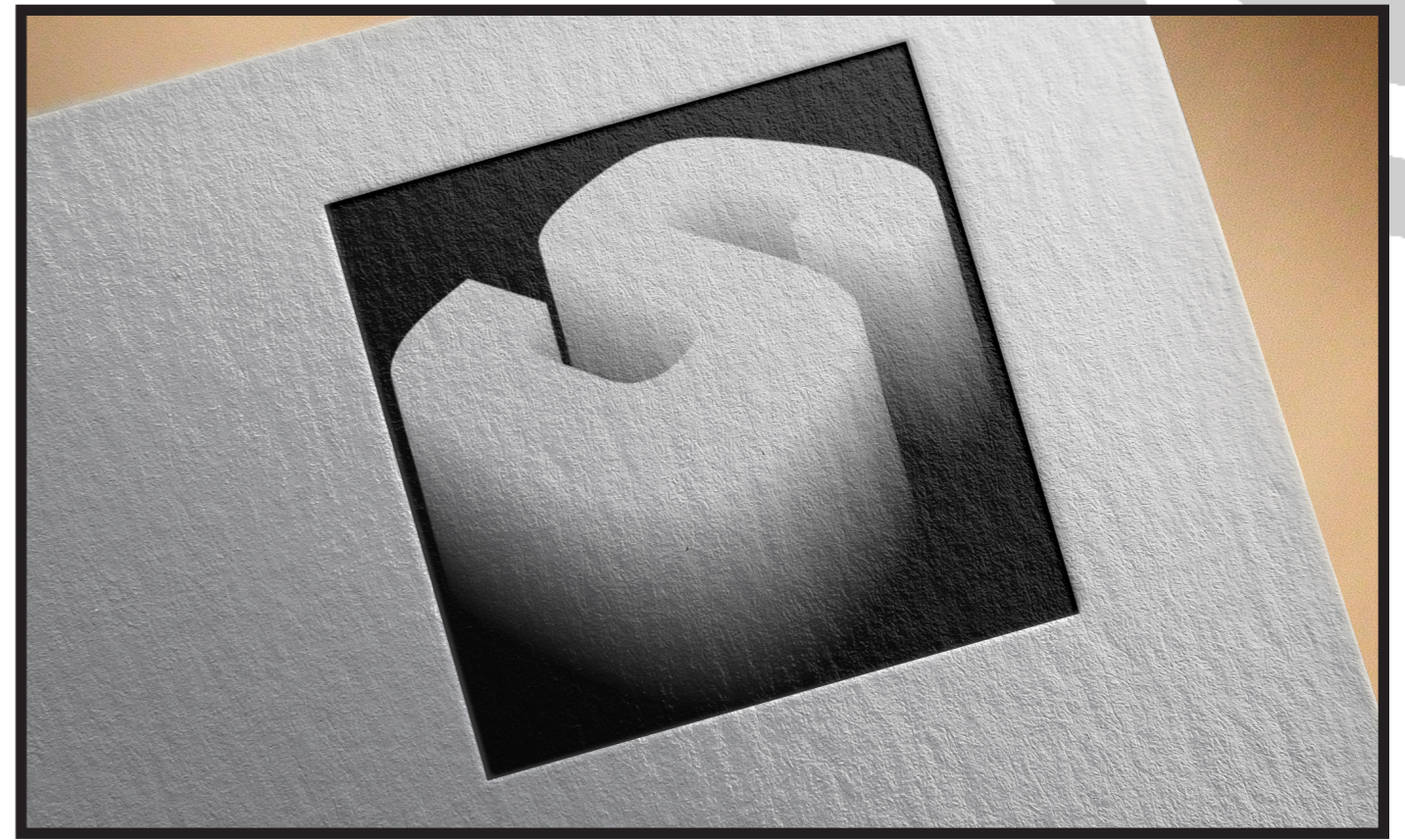
# REVISED DESIGNS



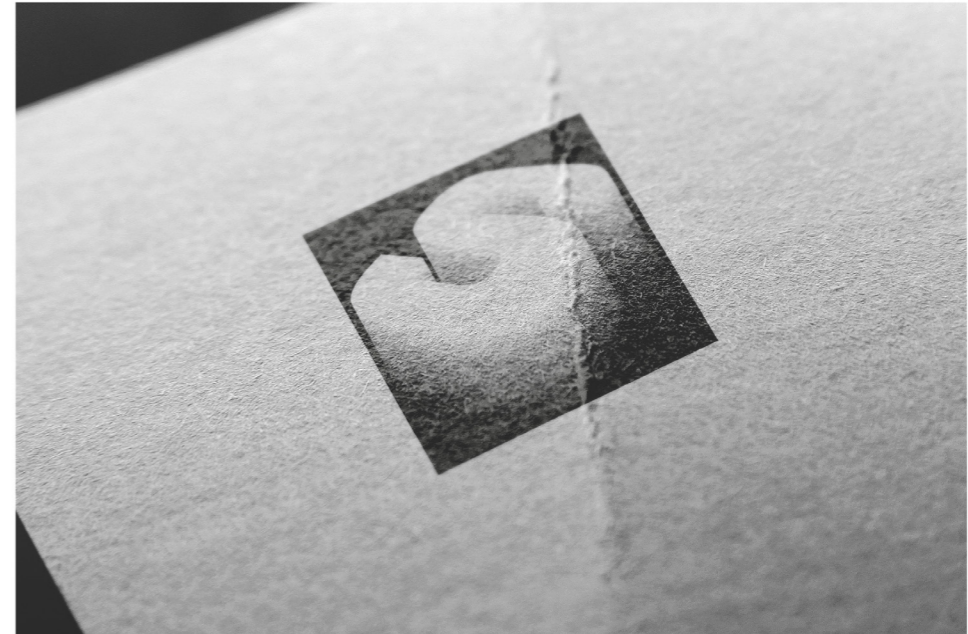
DESIGN TWO



DESIGN THREE



# PITCH DECK

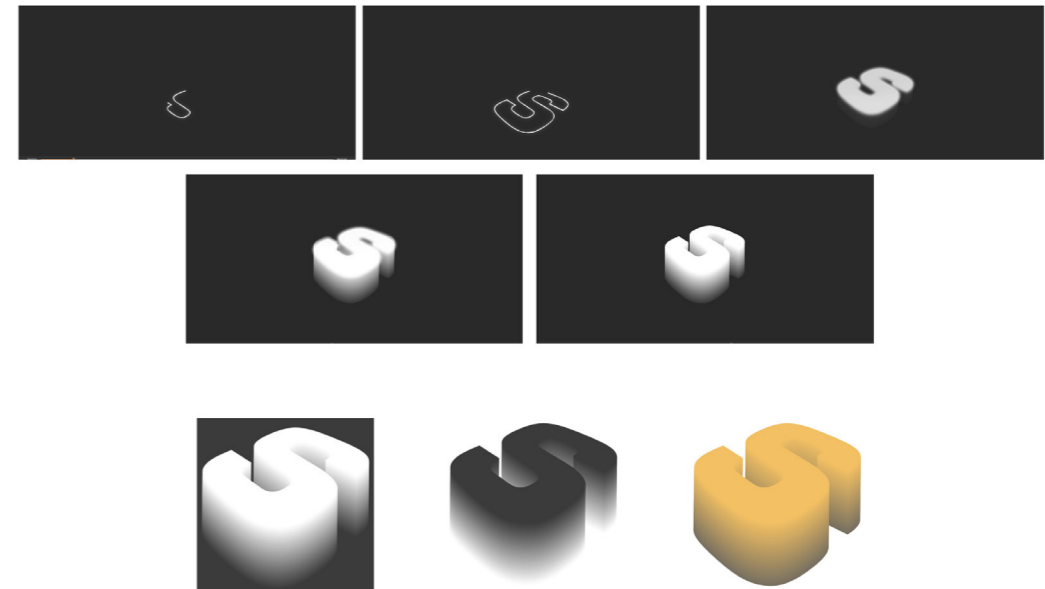


2022

ST. JOE'S EVENTS SPACE

PITCH DECK

We all had a different approach with our designs. Ethan went for a design that was safe. My design was deliberately futuristic and Matthew designs a logo with a happy medium. They did like my logo design. However, it was deemed too forward thinking for where St. Joe's are at this point in time. They believed that if they were more established in the events industry, this would be their image. It was not appropriate for where they are now.



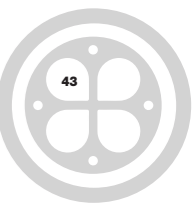
## DIGITAL

2022

ST. JOE'S EVENTS SPACE

PITCH DECK

The above is a storyboard of the logo animation I created. It began as a 2 dimensional shape, only to evolve and transform into something new. It elevated into a 3 dimensional structure. This reflects St. Joe's as they were once only seen in one perspective (a church). Now they are multi dimensional and are evolving into something new. They noe host a wide range of events for a multi purpose use.





2022 ST. JOE'S EVENTS SPACE PITCH DECK

They liked my website design and took note of the tag line, 'Be inspired'.



2022 ST. JOE'S EVENTS SPACE PITCH DECK



## PRINT

2022 ST. JOE'S EVENTS SPACE PITCH DECK

The colour choice was liked and it was suggested that the t-shirts were polo shirts for durability reasons. They also liked my reason of g-having staff wear yellow as to represent the light of a spire. Staff would be the embodiment of guidance, safety and inspiration for the community.



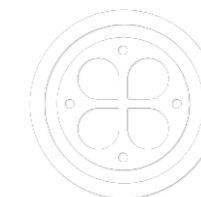
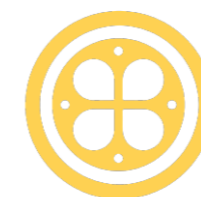
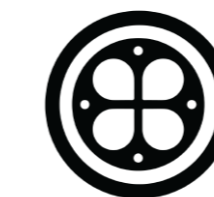
## COLOUR

2022 ST. JOE'S EVENTS SPACE PITCH DECK

# REVISED PITCH DECK

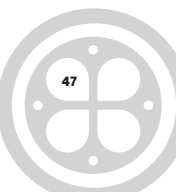


2022 ST. JOE'S SAILORTOWN PITCH DECK



DIGITAL

2022 ST. JOE'S SAILORTOWN PITCH DECK



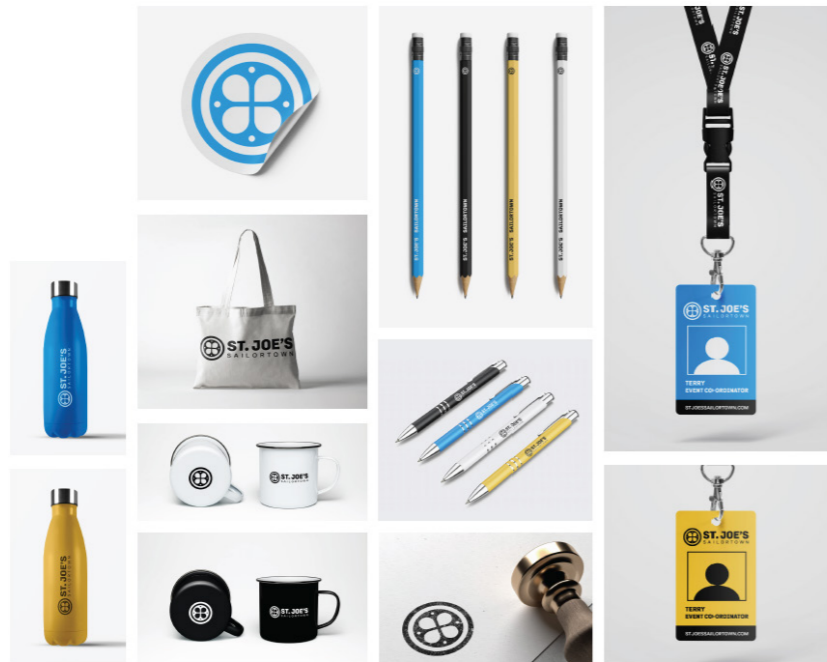




2022 ST. JOE'S SAILORTOWN PITCH DECK

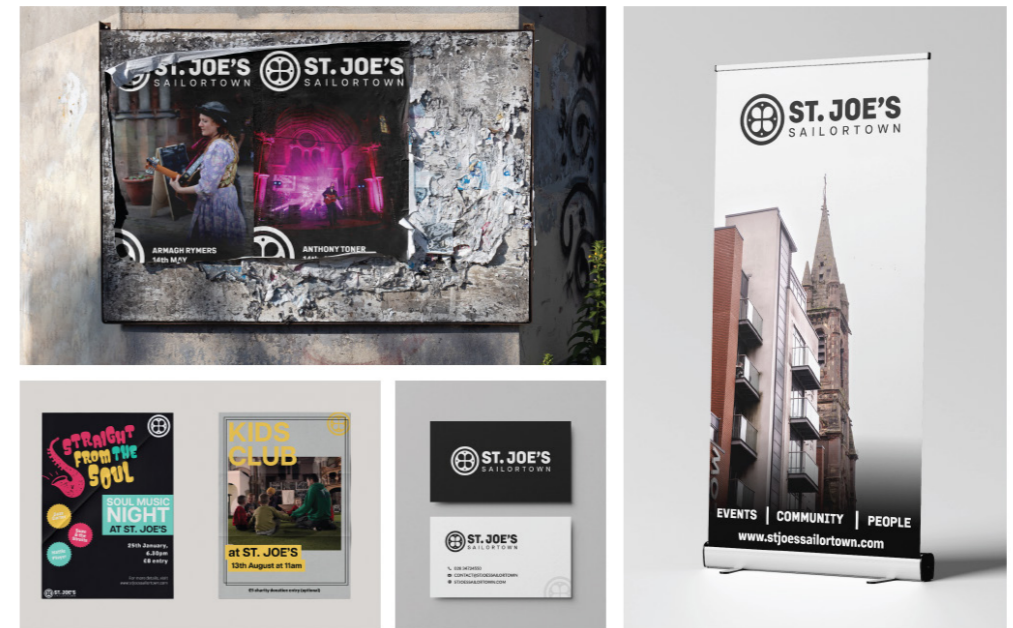


2022 ST. JOE'S SAILORTOWN PITCH DECK

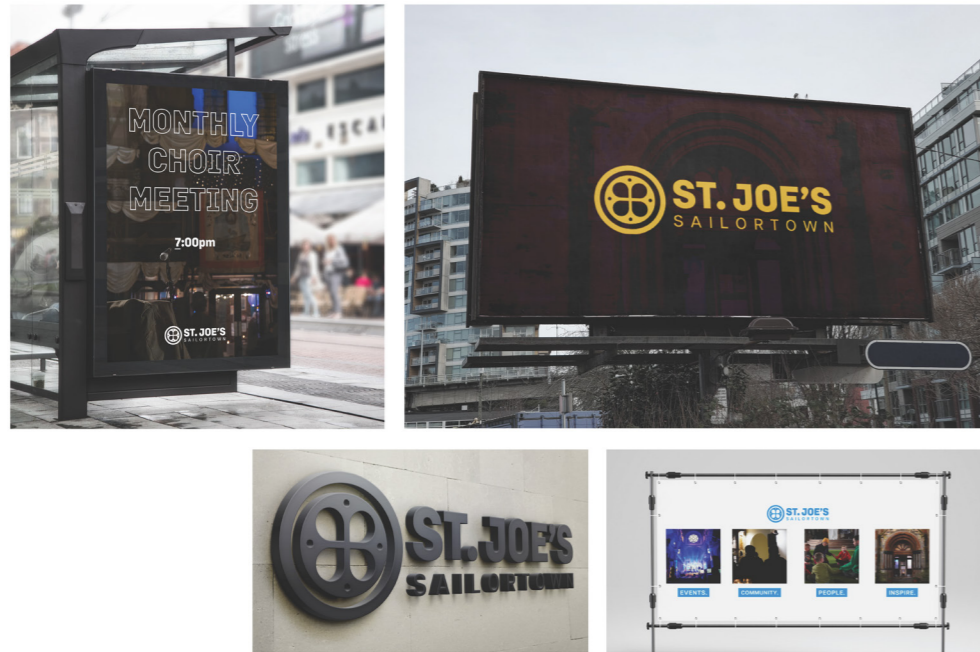


**PRINT**

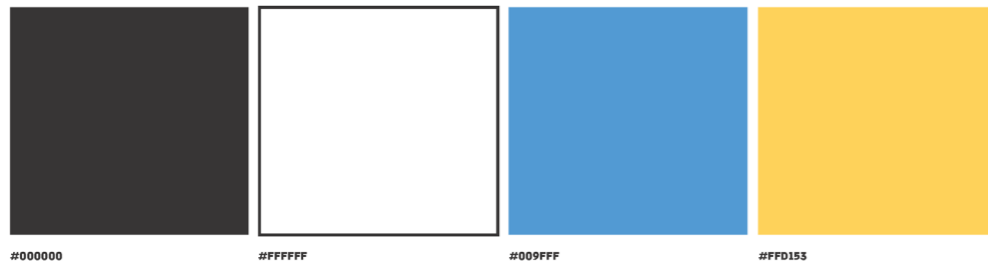
2022 ST. JOE'S SAILORTOWN PITCH DECK



2022 ST. JOE'S SAILORTOWN PITCH DECK



2022 ST. JOE'S SAILORTOWN PITCH DECK



## FONT + COLOUR

2022 ST. JOE'S SAILORTOWN PITCH DECK

St Joseph's > Docs & Files > REVISED PITCH

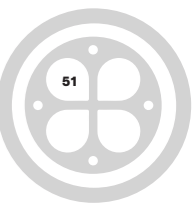
**REVISED PITCH DECK .pdf**  
 Posted by Ethan H. · November 24, 2022 · 13.8 MB  
[Download](#) · [Replace with a new version](#)

Edited Nov 24  
 Adrian Hickey, Senior Lecturer in Interactive Media  
 Great work.  
 Can you get it back to St Joe's for sign off?

Nov 25  
 Claire Mulrone  
 Look great. I'll print a hard copy version and get it to the partner this week.  
 C

(Basecamp, 2022)

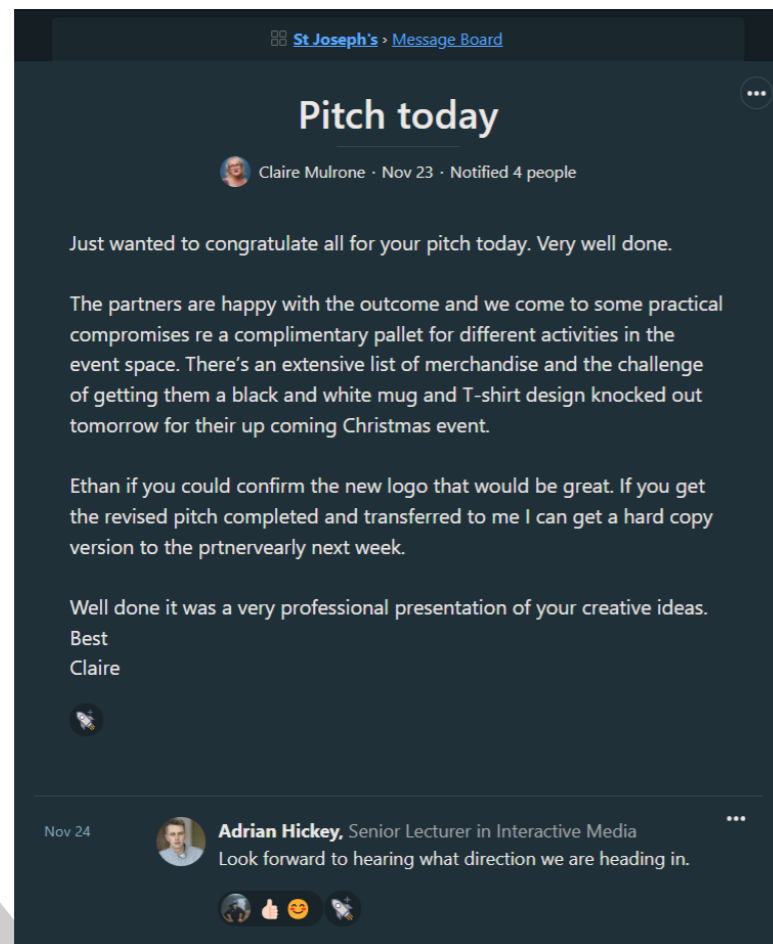
Our final pitch deck was approved and ready to be presented to the client.



# 04



(Basecamp, 2022)



(Basecamp, 2022)

## PRODUCTION



# Branding

## 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-curricular 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 look 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

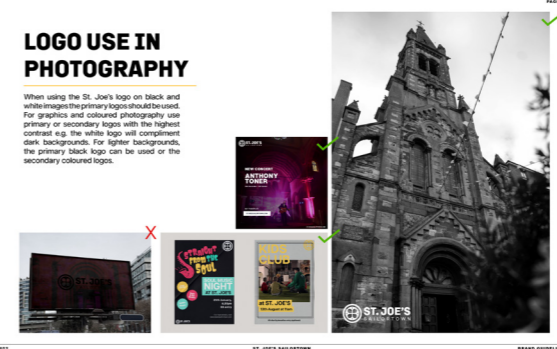
To keep the St. Joe's brand professional there are a few key points necessary to maintain a great standard.

- 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 logo should be used. For graphics and coloured photography use primary or secondary logos with the highest contrast e.g. the white logo will complement dark backgrounds. For lighter backgrounds, the primary black logo can be used or the secondary coloured logos.



## 11. COLOUR

### BRAND COLOURS

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

Primary - Antique Gold	Secondary - Sailortown Blue	Black	White
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## 13. FONTS

### 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.

# Heavy MARGIN MVB

Medium ARTICULAT CF

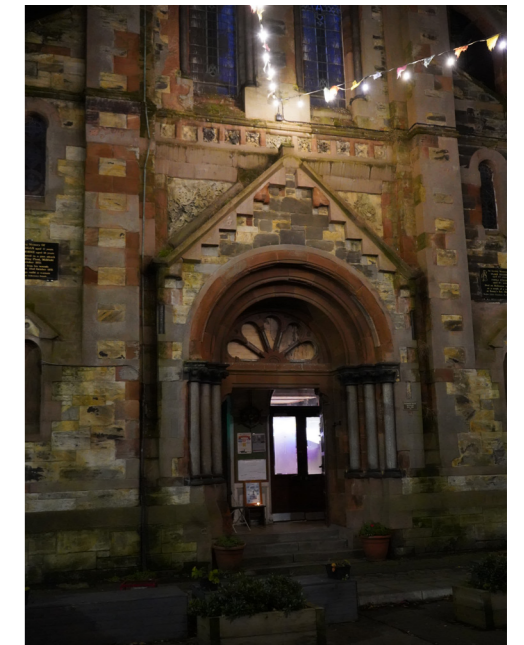
WEBSITE FONTS  
MONOTYPE GROTESQUE  
HALYARD



These are examples of photos that I took while visiting the St. Joseph's venue. These photos show a wide collection of events and activities that take place at St. Joseph's. I also took shots of the building, showing off its features and architectural design. The photos can be used for a range of material. They are all in focus and are taken with professional equipment. The high resolution means they can be used for print media, such as flyers or posters. The high resolution make them great for digital platforms such as Instagram or their website.



# PHOTOGRAPHY



# SOCIAL MEDIA



This shot of the church is a sample of frames from a hyper-lapse I created. A hyper-lapse is a fun, creative and quick way to show off a venue. It is short, making it appropriate for an Instagram story. This allows for participant engagement and allows users to be interactive with the profile. It is a sequence of photographs stitched together to create a motion graphic. I used the same technique to create a crumbled paper effect to transition from the image into the graphic. Motion graphic is designed to give an immersive experience for the user. It is also making the most of a digital platform where motion elevates a digital platform from a printing platform.

## INSTAGRAM STORY

The above series of photos is a sample of burst shots, edited together to create an animated image of the children running towards the camera. This animation can be used as a GIF that can be shared across multiple platforms. I also used it to create an Instagram reel. The Instagram reel was an example of what the GIF could be used for. The Instagram reel allows for longer videos to be shared on the platform. It requires a longer attention span however, with a longer video, more information can be shared in the time.



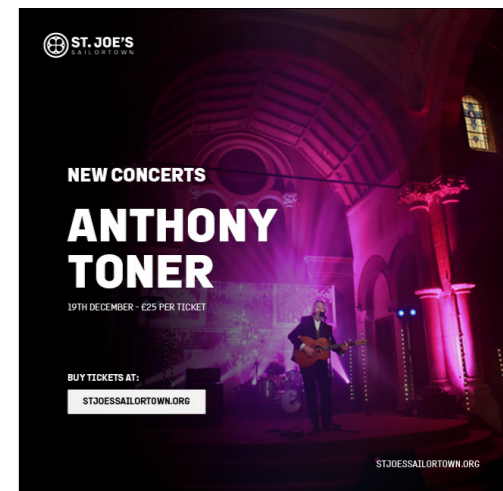
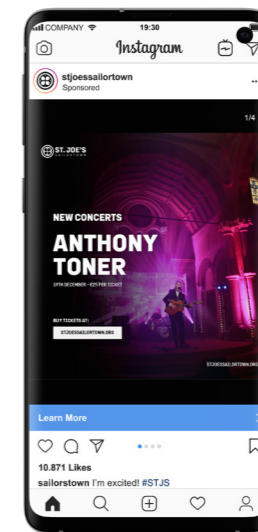
## MOTION GRAPHIC LOGO



I also created a motion graphic for the logo. I wanted to tell a story with the animation I had created. I did not want to use motion for the sake of using motion. Every movement was thought through and was thought of with intention.

The final logo was a design inspired by a stained-glass window in the church. Therefore I wanted the animation to clearly communicate that the logo is taken from their stained-glass window. Using pastel colours and a glowing effect, I animated the logo to show a stained-glass window before fading into the final logo.

## INSTAGRAM POST

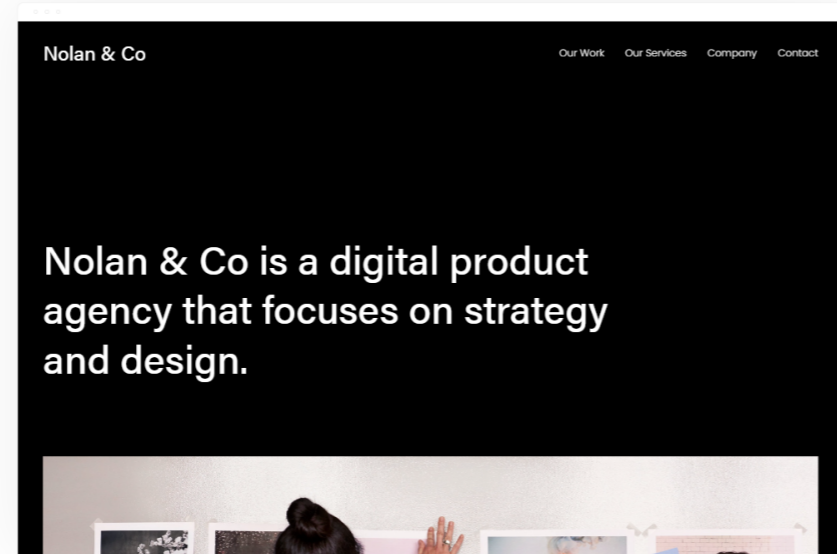


I created an Instagram template on Photoshop. This was a template that Ethan had designed and that the staff of St. Joseph's had approved of. I recreated the template and organised the layers on Photoshop. The main purpose of this was to give St. Joseph's a file that they can edit and tailor to any event they wish to promote. This would ensure consistency and quality across their posts. A sample image would only allow them to see what their post should look like but leave them having to try to recreate the image themselves. This leaves open the risk of their social media posts becoming inconsistent. A PSD file allows text to change without altering the layout of font. It also allows for images to be swapped easily without disrupting the overall look of the layout.



# Website

1.

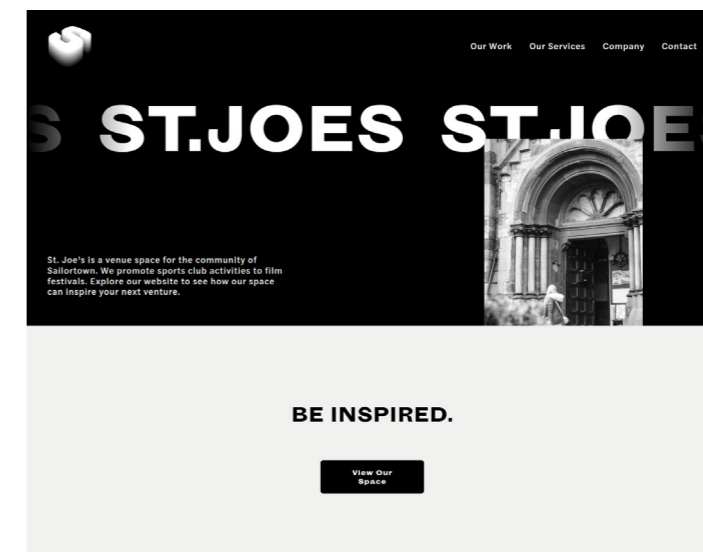


(Squarespace, 2022)

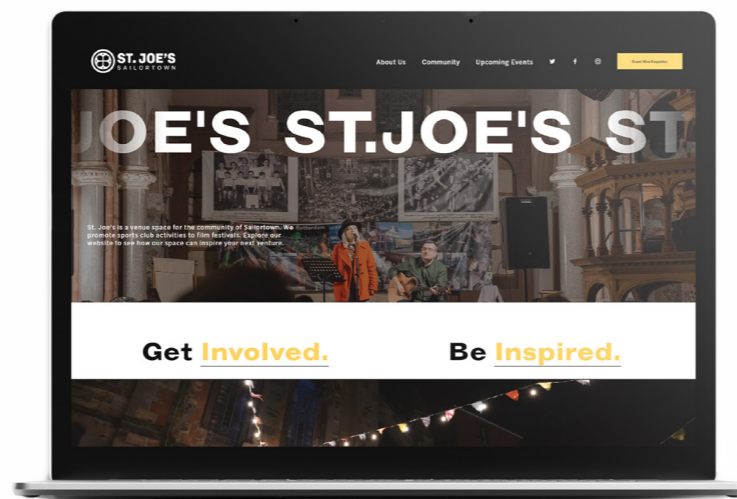
VIEW DEMO SITE

START WITH THIS DESIGN

2.



3.



1.

This was the template I used from Squarespace to begin designing a website for St. Joseph's. The template was designed by Nolan & Co for local businesses.

2.

This was my website design for St. Joe's. I designed it to tailor my logo design. I animated the St. Joe's text to scroll across the banner. This subtle movement made the website more immersive and it was engaging without being distracting. The staff of St. Joseph's liked my website design and selected it to move forward with. They also approved of the slogan I created, 'be inspired'.

3.

This is the final look of the website. We used my design and updated the colour scheme to match the colours they approved of. We kept the caption paragraph I wrote and used the tag-line, 'be inspired'. I also wrote the line, 'get involved'. The idea behind these two tag-lines are how one would direct the user to the community page and the other would lead to the events page.



# 05

## CLOSING

### WORKING AS A TEAM

Working with Ethan and Matthew was a privilege. We have either worked together or alongside each other on previous university projects. Having worked together before meant we each understood each others strengths and weaknesses. This allowed us to communicate well and work with efficiency. There were tasks that we delegated and others we were able to take our own initiative on completing tasks. We were able to bounce ideas off one another and we were comfortable to critique and analysis each others work. I believe we each took criticism well meaning the finished project was always at the highest standard.

Ethan was a great leader throughout the project. He held us accountable to the brief and challenging the relevance of different ideas. His skill set was working with Photoshop and web design. Ethan runs his own successful surf school, where most of his marketings from his website. Matthew had a vast depth in knowledge on every equipment we needed. He spear headed what gear we rented and he assembled them ready for day of shoot. Matthew was also great at keeping communication with the client. Matthew's experience and talent was videography and editing.

We created a Whatsapp group chat that allowed us to communicate at all hours. We mainly used this platform to arrange when we would meet up to work on assignments and coordinate meeting with the client. Our main line of communication was Basecamp. Basecamp is an online platform created for group projects. There is a group chat function that means everyone can be notified of new ideas or links. There is a to-do list which made allocating tasks efficient and easy. This also allowed fro accountability when completing tasks and ensuring all tasks were covered. Once a task was completed, we ticked it off the to-do list, notifying the team that it was covered. Finally Basecamp was where we uploaded assets and designs. This way everyone in the team had access to the content created. This also allowed content to be reviewed and critiqued. This process ensured we were on track in created content relevant to our client and appropriate for their mission.

### WORKING WITH THE CLIENT

Working with St. Joseph's was a pleasure. Maeve and Terry were the staff who we coordinated with throughout the project. Our first encounter with Maeve and terry was through a Microsoft Teams call. Unfortunately, Terry was unable to get her camera working but we were able to hear terry and ask her what she would like the outcome to be for the project. We kept in contact via email. Both terry and Maeve were good in correspondence. They replied relatively quickly and were open to answering any question we had. They were also hospitable every time we went to St. Joseph's building.

There were complications near the end of our project as we attempted to pass on subscription details and secure the domain name with the website we designed. However, they were unable to give us access to the domain name, 'St-joessailortown.com'. This was because the member of the organisation who purchased the domain name had left the organisation and was unreachable. This put the team in a dilemma. I had phoned Terry on my personal device and described for her why we needed access to the domain name and what the options were if we were unable to get access. Terry was informed and understood the problem. Soon, Claire, our project manger called Terry herself to discuss the best way to purchase the Squarespace subscription to publish online. There was also the process of going through two step verification, which was proven testing as the phone connection kept dropping.

I discovered a domain name, available to purchase with Squarespace, called, 'stjoessailortown.org'. Having this alternative solved the issue of no longer having access to the original domain name. This was approved by terry an dafter sorting about method of payment, the website was purchase and made ready to publish live.

### APPLYING MY SKILLS

My role within the team was creative writing and motion graphics. I also took photographs that were later used for social media and website content. Being skilled at creative writing gave me the responsibility of proof reading and finalising all of the written content. This could mean reading over emails before they were sent or checking over written content before being published online. I have experience graphic designing for many charities and organisations.

Alongside creative writing, I have a skill set in public communication. This skill was useful especially when delivering the pitch to the project managers and to the client. Being skilled in public speaking means I am able to communicate clearly and effectively ideas in a way that is engaging and attractive for the audience. I was also able to use this skill set when conducting out interview. I prepared the questions that were asked and built a rapport with our interviewee, making them feel comfortable to share and speak honestly with their answers. One of our interviewees commented how the questions caused her to feel emotional in her answers. This was not to say she felt uncomfortable but to suggest her answers were authentic and honest. Being a good interviewer is more than asking a list of set questions. It is engaging in every response. It is making the interview fell less of an interrogation ad more of a conversation.

My graphic designs were used for social media posts, website content and even logo designs. Having created social media content before gave a me confidence in producing new content for St. Joseph's I am familiar with popular trends and I know what the standard of media content is.

### FINAL THOUGHTS

This project was hard work and challenging in the best of ways. Working with Matthew and Ethan made the task a lot more manageable and possible. The project demanded a lot of late night and early mornings. It required revision after revision. At the beginning of selecting our project, we collectively had many ideas for St. Joseph's. We could see a lot of potential and were excited to make our ambitious concepts a reality. The MED 526 Module is unique as students have the opportunity to work on a live project. It gives an insight into the real working world and a lot of skills are developed throughout the process. It also adds value to the degree as I can see first hand how my education is a resourceful tool for society. It was a privileged to be able to help organisations that exist to benefit others. St. Joseph's are people orientated. They strive to give back to their community and to develop the learning and relationships of young people. Their mission was something that inspired me and it was a motivation as to why I wanted the best outcome for St. Joe's. I was able to many of the children and young families who are involved with St. Joe's. I was also able to connect and learn form other professionals in the media industry. This included full time photographers, events coordinators and freelance video editors. I found it very practical to learn about a career in the media industry this way.

Working with a live project requires working with real people. It is important not to view a client as a statistic but as a person. Having a relationship with the client and communicating how well you understand their mission, gives them confidence in the final outcome. There is a development of trust that makes the production process much smoother. Communication is key when working on an ongoing project such as the one we did t-with St. Joe's. It is important to remember who the project is for and what it is hoping to achieve. This means compromising on my own ideas or opinions of what I think is more appealing. I am providing a service, therefore it only matters how the client feels. I can provide guidance and understanding but the client is who needs to be overall content.

I have gained a lot of life long learning from MED 526. I have better understanding when communicating with a client. I have confidence in my own abilities. I know the benefits of working with a strong team. This experience has motivated me and encouraged me to explore freelancing as a career for myself. I can see a potential career in the media industry and I am enthusiastic to be part of the creativity industry. As a team, we have even discussed the potential of creating our own media company, producing and creating content for others who need it in this digital era.

## CLIENT FEEDBACK

Sailortown Regeneration  
11-13 Garmoyle Street  
Belfast  
BT15 1DY  
Tel. 07862216665/ 028 90 751094  
Email. sailortownoffice@gmail.com



To whom it may concern

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

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

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

Many thanks

Maeve O'Connor  
Community Development  
Sailortown Regeneration

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