LIMESTONE
UNITED

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STAGE ONE

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PROJECT INTRODUCTION

This production log will chronologically outline the documents that we created for our community partner. MED526 created an opportunity to work for a community partner. I have included the work that I have created to demonstrate my ideas and how my knowledge, research, and theories have been outlined throughout this project. I will highlight any key theories that are directly linked to previous modules as well as how my placement year has played a vital role in this project.

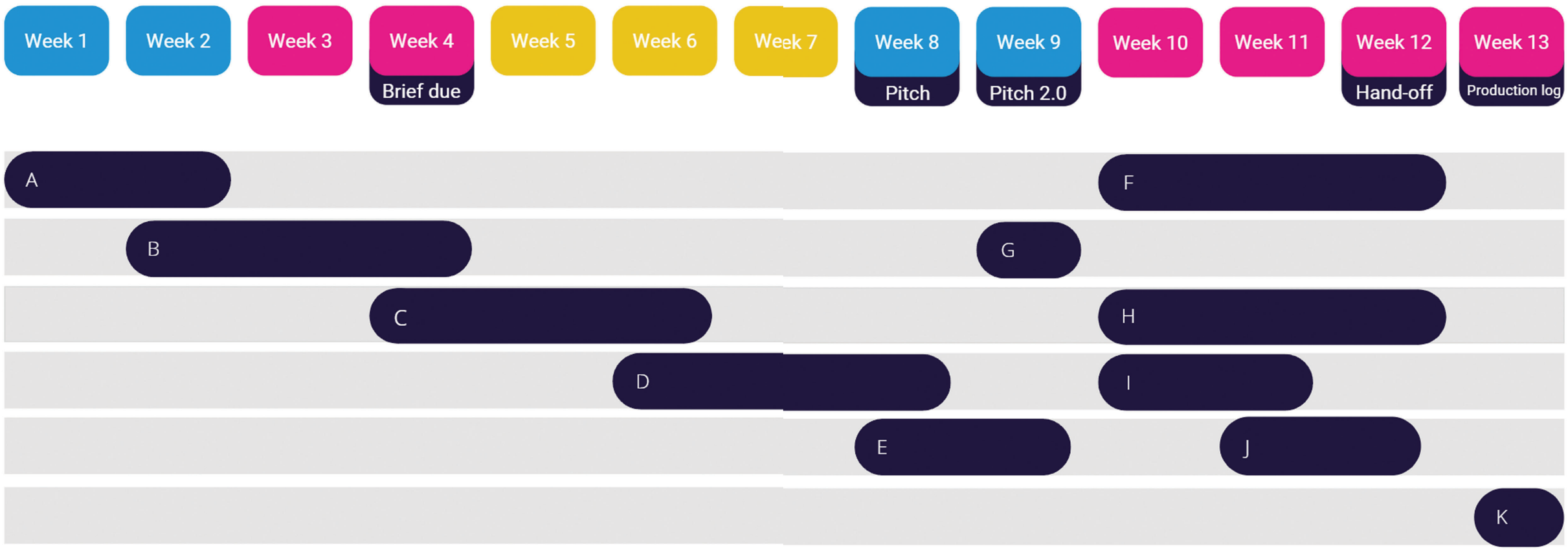
There will be screen-shots included between Facebook messenger (informal conversations between team members to make quick decisions for any uprising questions and secondary issues) and Basecamp (formal conversations which deal with primary issues).
Using the skills which we have learned throughout our Interactive Media degree enables us to communicate professionally, use the academic knowledge that we have learned and apply that to the wider public.

This production log will outline my thought process and the steps that I have taken to create my final outcome. Although the majority of the work will be my own, please caution that there may be work included from my teammates (credits will be given throughout). The rest of the group made a vital role throughout the production and management of our project although my projection log will focus on my production.

This module offered me the opportunity to work within a team. To better understand the benefits of Project-Social and working alongside a Community Partner, with the supervision of Senior Lecture, Adrian Hickey and Project Manager, Claire Mulrone.
As a team, we had to choose what community Partner to work with. Laimis, Ethan, and I decided to work with Limestone United Football Club.

PROJECT TIMELINE
SCHEDULE

As you can see on the timeline the first few weeks were focused on the community partner's expectations and aligning roles and the workload. As the semester went on it is clear to see how the workload increased and the tasks started to build up. We were determined to stick to the dates that we had set in our brief and wanted to make sure we were ready for the handover in week 12.



A. Introducing the project

Total time spent = 3 hours

B. Benchmarking & the brief

Total time spent = 12 hours

C. Concept creations & production log

Total time spent = 39 hours

D. Working for the pitch

Total time spent = 27 hours

E. Developing the pitch

Total time spent = 3 hours

F. Brand guidelines & website layout

Total time spent = 10 hours

G. Merchandise & social media

Total time spent = 4 hours

H. User documentation

Total time spent = 1 hour

I. Website development

Total time spent = 11 hours

J. Website testing

Total time spent = 4 hours

K. Projection log upload

Total time spent = 1 hour

K. Production log

3 hours x 12 weeks = 36 hours

Week 13 (all week) = 40 hours

Time spent = 76 hours

Total time spent :

+ all internal and external meetings & lectures

MEET THE TEAM

ETHAN

(Digital designer and videographer for Smarter Concepts)
Ethan worked for Smarter Concepts throughout his placement year and as a result of this, he was fortunate enough to extend his interest and knowledge of film.

CASSIE

(Self-employed through EPY to set up my graphic design and social media business)
Working independently for a year I gained invaluable skills and confidence working alongside clients that will be beneficial when completing this project.

LAIMIS

(Digital designer for the learning technology unit within the PSNI)
Laimis completed his placement for the PSNI and enjoyed working remotely as a graphic designer alongside a team of professional designers that allowed him to grow within the industry.

MEET THE TEAM

I was very pleased to be given the opportunity to work as part of a team. Laimis and myself have worked as a team for MED315 for our interactive documentary. So we knew that we would be a good team for this module as well. Throughout my Enterprise Placement Year, I was working individually for the most part although I had built a network and had contacts if needed. This is why I was so enthusiastic about this project because I knew we would all bring different skills that will be beneficial and I know we will work well as a team.

As we have experienced different scenarios throughout our time on Placement I knew that collectively we would be able to troubleshoot any arising problems together and find a suitable solution as a team.

ETHAN

Lead Videographer
Graphic Designer
Web Designer

Videography is Ethan's main interest and therefore why he was eager to be involved in any video work that would arise for this project. This was crucial to the overall success of the project because it is something that I need to build on.

CASSIE

Web Developer
UX/UI Designer
Social Media Designer

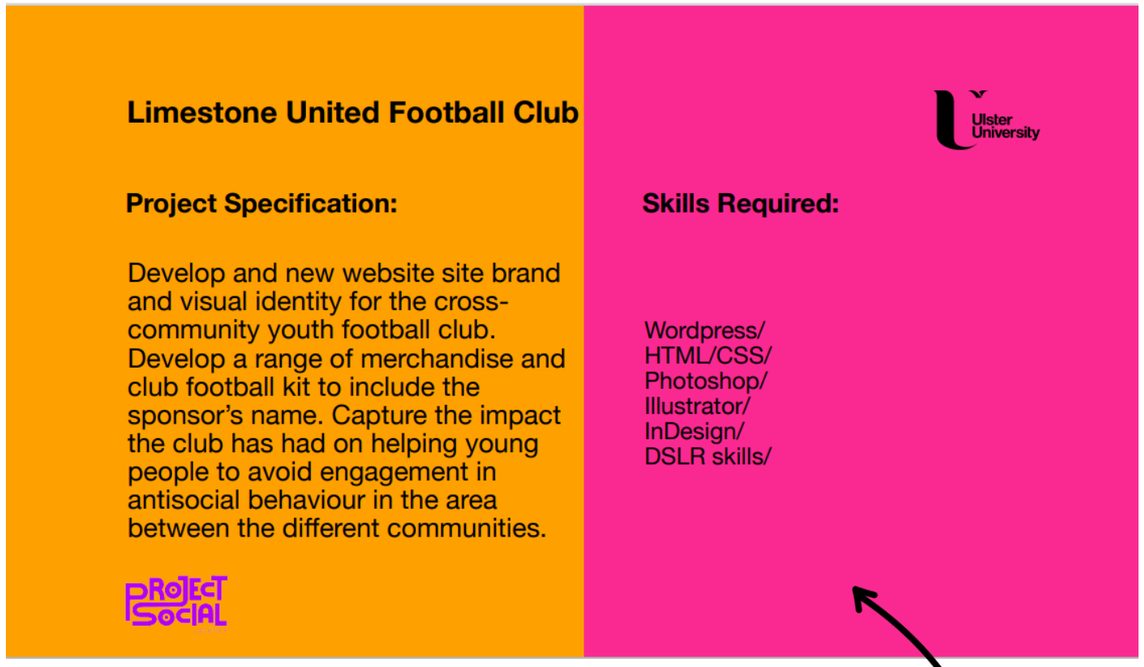
I have the most coding experience and working alongside clients. I am a critical thinker and have an approachable character that has allowed me to work effectively and communicate professionally with clients which is beneficial to this project.

LAIMIS

Lead Graphic Designer
Product Designer
UX/UI Designer

Laimis and I have very similar interests and skill areas which is why we work so well together. Laimis was confident on the design front but lacked knowledge of the website which is why I decided to step forward for these roles. To help balance our team.

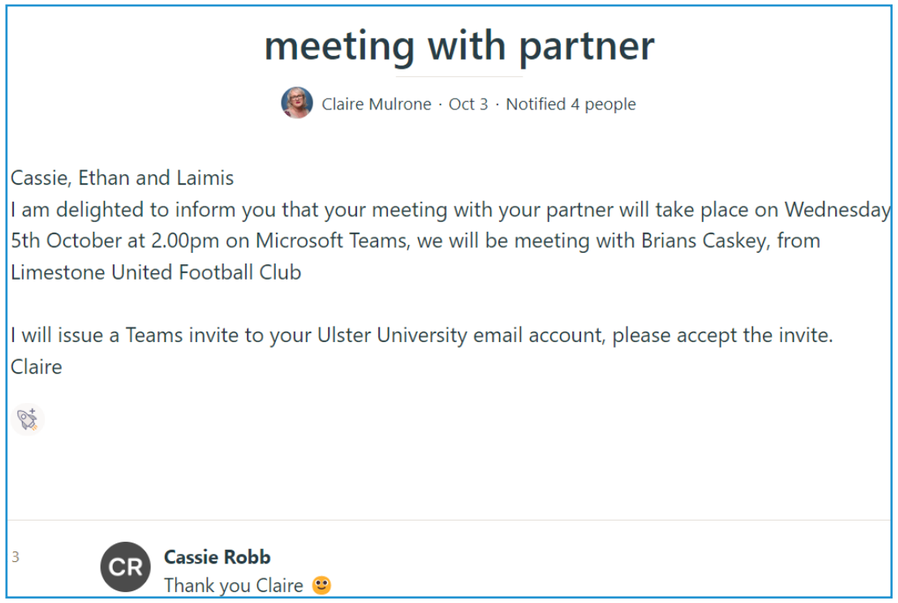
INITIAL THOUGHTS



The original brief that Adrian and Claire showed us when we were deciding on what community partner to choose. Throughout this presentation, we were rating the community partners based on the project specification and skills required. Limestone United Football Club was highly rated by all three team members and was therefore unanimous.

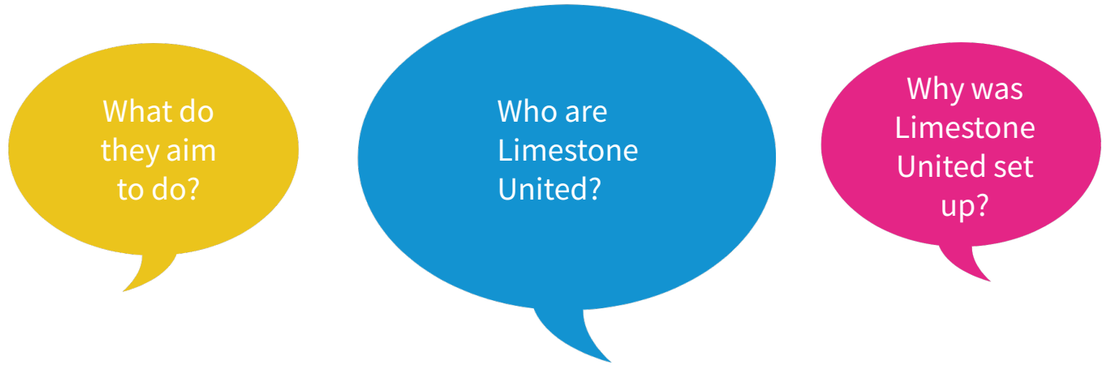
As previously discussed Ethan, Laimis, and I thought that Limestone United would be the best community partner for us to work with for several reasons. One of these was the opportunity to design football kits for the team, the skills that were required because we knew that between us we all had extensive knowledge needed to complete the expectations from the community partner.

INITIAL THOUGHTS



Once we selected our community partner we needed to set up an online virtual zoom meeting to discuss with Brian what he was expecting from us. This allowed me time to gather research and have a look at the brand they currently have and what we wanted to focus our attention on.

Most importantly we were able to talk informally about Limestone United Football Club and how it began, where they are now, how they intend the grow, and so on. This initial meeting was very insightful and allowed us as a team to get a proper understanding of what was expected from us. From this initial meeting, Brian decided he wanted us to focus on new merch, a new website, and new football kits.

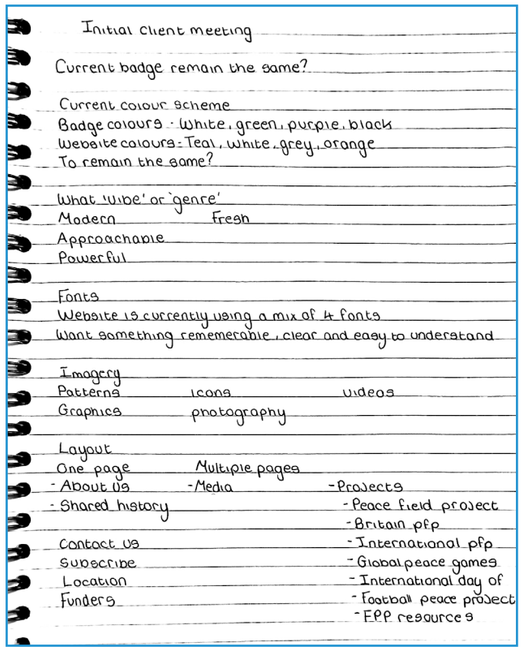


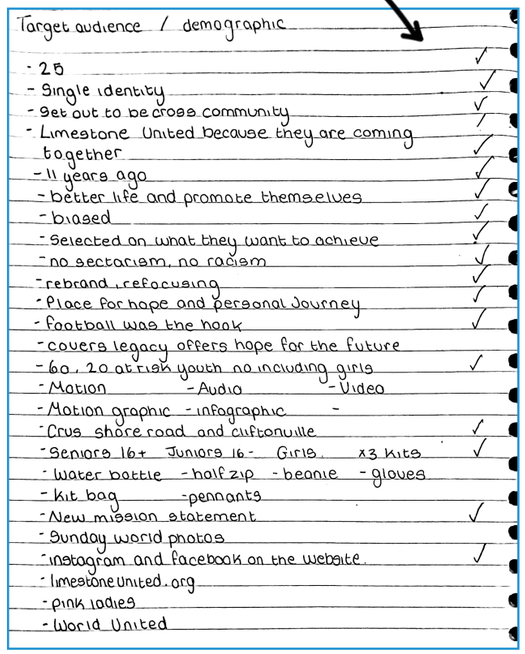
INITIAL THOUGHTS

With the opportunity to conduct research before the zoom meeting it allowed me to start brainstorming for this meeting and I learned that:

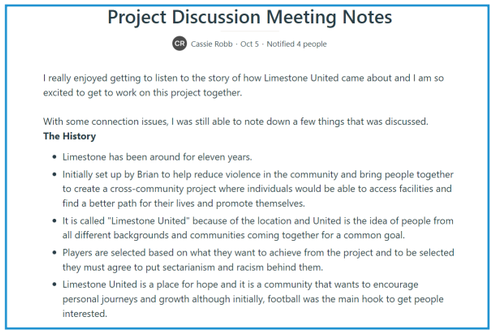
- Limestone United gets its name because it is a cross-community football club and these two communities are coming together and ‘uniting’ towards a common goal.
- After being mainly known as a football club that formed 11 years ago they are now growing and wanting to encourage girls and young women to come and participate.
- It was important for us to know exactly who is involved within the club. From this, we learned about their sponsors, committee champions, team leaders, volunteers, and many more.

Below are my handwritten notes from our first zoom meeting with Brian from Limestone United





INITIAL THOUGHTS



Project Discussion Meeting Notes

CR Cassie Robb · Oct 5 · Notified 4 people

I really enjoyed getting to listen to the story of how Limestone United came about and I am so excited to get to work on this project together.

With some connection issues, I was still able to note down a few things that was discussed.

The History

- Limestone has been around for eleven years.
- Initially set up by Brian to help reduce violence in the community and bring people together to create a cross-community project where individuals would be able to access facilities and find a better path for their lives and promote themselves.
- It is called "Limestone United" because of the location and United is the idea of people from all different backgrounds and communities coming together for a common goal.
- Players are selected based on what they want to achieve from the project and to be selected they must agree to put sectarianism and racism behind them.
- Limestone United is a place for hope and it is a community that wants to encourage personal journeys and growth although initially, football was the main hook to get people interested.

I am always nervous meeting someone new luckily it was over zoom so I had the opportunity to relax and listen to what Brian was saying. I needed to stay professional and make sure we got all the information we needed.

Our Task

- To create a new mission statement
- New website that ties in with the overall brand that we design
- Instagram and Facebook mockups
- Get their social media feeds on the website
- To rebrand and refocus their attention on all the work that is happening behind the scenes and the new upcoming projects
- Create three different kits 1. Senior kit which is 16+ 2. Junior kits which is under 16s and then a new girls kit.
- As well as merch including a water bottle, half zip, beanie, gloves, kit bag, pennants

Individually we have all dealt with clients in the past and we were hoping for an idealistic client. Although we knew that this was not the likely outcome which is why it was so important for us to be prepared for anything.

I was enthusiastic about the message that Limestone is trying to spread to the local community and beyond. Violence isn’t the answer as their main aim is to reduce the amount of violence that is happening on the Limestone Road.

How do they aim to tackle this? Initially, their idea was to bring both sides of the community together to create a cross-community project that would enable individuals to access facilities and find a better path for their future.

Our main aim was to capture the impact that Limestone United has on young people and to help people avoid anti-social behaviour in this area.

INITIAL THOUGHTS

Project Specification

Laimis Minelga · Sep 29 · Notified 4 people

Develop a *new website site brand* and *visual identity* for the cross-community youth football club. Develop a *range of merchandise* and *club football kit* to include the sponsor's name. Capture the impact the club has had on helping young people to avoid engagement in antisocial behaviour in the area between the different communities.

All in all, I think it was a successful start to the project and it allow Ethan, Laimis, and I to see how we work within a team and who naturally fits each role.

Meeting Brian so early on put me at ease because it allowed us to put a name to the face and make a rapport. It was very heartwarming to hear what Brian had to say about Limestone United and why it is so important to him. This gave me a fire in my belly to deliver a high-standard project that everyone would be proud of.

Limestone United has been running for 11 years and they have done incredibly although they still have so much they want to do and goals that they have set for themselves which I'm hoping this project will help them achieve.Our community partner is a cross-community football club that encourages members from both sides of the community to come together and work towards a common goal.

Limestone United is a place for hope and it encourages personal journeys and growth although initially, football was the main hook to get people interested.

WHAT WE ARE EXPECTED TO MAKE

A new visual identity
Merchandise
Water bottles
Half zip jacket
Beanie hat and gloves
Kit bag
Football pennants
A new website
Lanyard
A football and bibs
Pop up banners
Enamel pin
Stationary
Certificates
Three football kits
New mission statement

WHO IS OUR COMMUNITY PARTNER?
LIMESTONE UNITED

As previously discussed Limestone United is a cross-community football club based in Belfast. They aim to support young adults and positively influence their lives. Reducing violence, racism, and sectarianism in the local community.

They originally aimed to support these young adults and encouraged them to take part in football playing together and making connections and potential friendships while doing so that never would have formed otherwise.

When Limestone United Football Club was set up it was just solely a football club but since then it has grown rapidly. They set up different activities and workshops now for all ages to participate in. Trying to get youths off the street and encourage them to take part in something worthwhile.

Initially, it was Brian's idea to set up this football team to tackle the community issue at hand which is sectarian violence. Brian is our main point of contact and any decisions will be made by him.

For Limestone United, they needed a new visual identity and badge alongside a new tagline that they can use. They also need a responsive WordPress website that showcases their charter, history, community projects, and social media feeds that people could interact with.

To finish it all off we need to create brand guidelines and a how-to-use document so that they can continue updating the website long after we have finished the project.

The success of this project would allow Limestone United the opportunity to apply for more sponsors as they only have one at the minute (Kremlin) and it would allow them to showcase the positive work that they are doing so that it would enable them to apply for funding in the future and allow them to continue the work that they are doing. within the community.

THEIR CURRENT BRAND

We were one of the more fortunate groups in relation to our community partner because they already had the basics of what they needed.

This meant that we were as restricted as some of the other groups. We could see what they already had and benchmark it against other local, major, and cross-community football clubs to fully understand what they were already doing well and what they could approve of. This was an advantage that we were not willing to miss out on! When we started this project Limestone United already had two live websites:

https://limestoneunited.org/

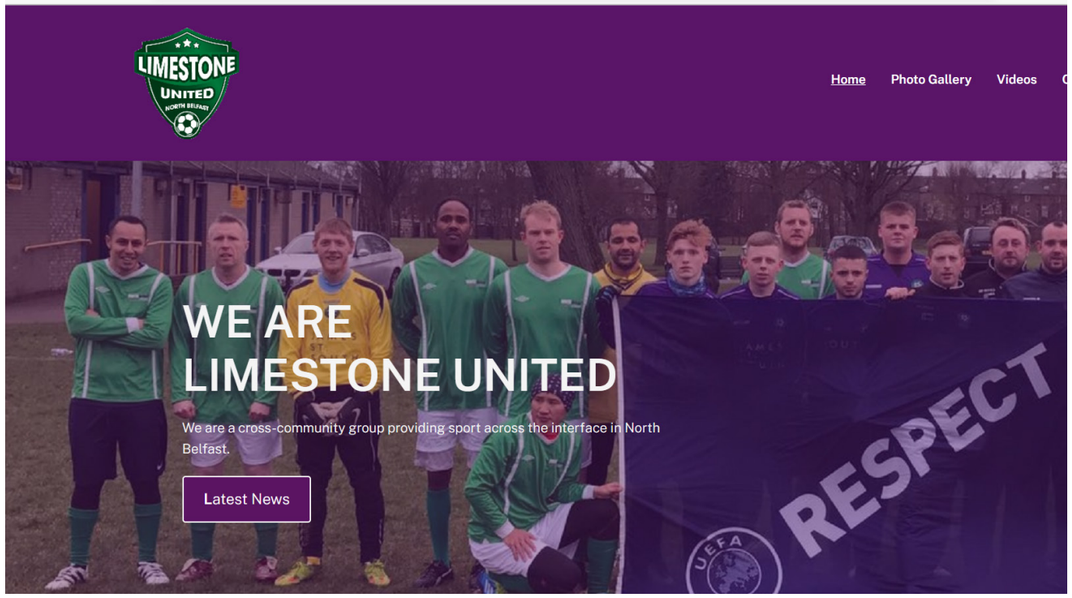
https://www.childrensfootballalliance.com/football-and-peace/limestone-united/

For this production log, I will only be focusing on and discussing their current website which is limestoneunited.org.

THEIR CURRENT BADGE & COLOUR SCHEME

THEIR CURRENT WEBSITE

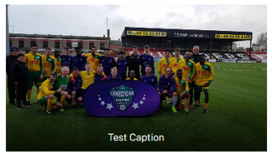
THEIR HOME PAGE



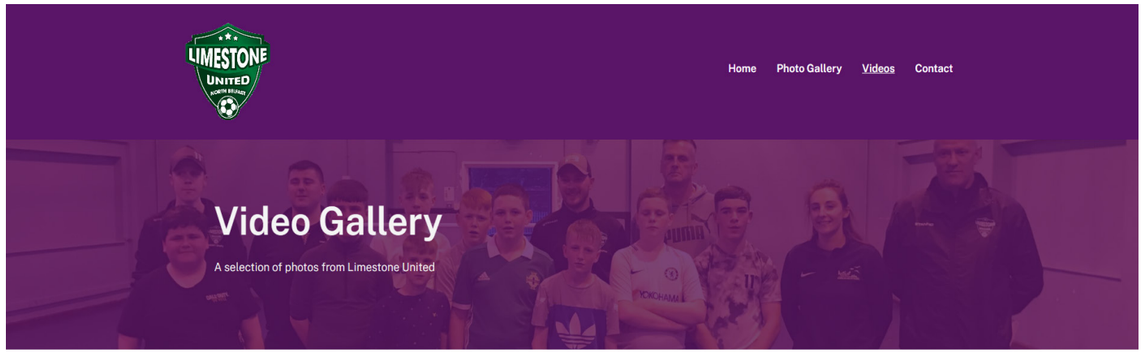
THEIR CHARTER AND TESTIMONIALS

THEIR CURRENT WEBSITE

THEIR PHOTO GALLERY PAGE



VIDEO GALLERY PAGE



Watch the action

Limestone United vs All Stars Charity

Watch the full match.

PROJECT TRACKING

I decided to use Clockify throughout this entire project to log the time that I was spending on this project. It calculated my personal time management and helped me keep track of the amount of hours spent on this project.

I found Clockify very benefical because it allowed me to stay on track of my tasks and prioritise my time effectively.

Most importantly it helped me keep a record of all the key dates so that I would have this to refer back to (the deadlines for this project)

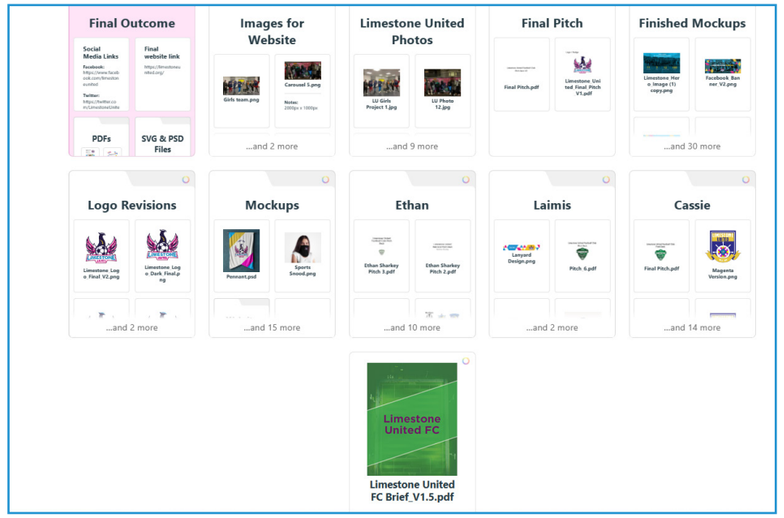
I used Clockify from week one to record:

- All my independent time spent on this project
- Hours spent in class
- Hours spent in group meetings and our pitch
- As well as the hours spent creating this production log

The total amount of hours that I spent on this project accumulated to:

270 HOURS

OUR DOCS & FILES SECTION



STAGE TWO

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RESEARCH & BENCHMARKING

After our meeting with Brian, I posted my bullet points on Basecamp so we would always have it to refer back on. We all agreed on the football teams that we should research and decided to break them up into three different categories. Major, local and cross-community so that we could cover all basis and get the best scope for our benchmarking.

Individually we decided to research our chosen teams and then we arranged to meet up and collarborate them into the final benchmarking template so we could put it into our brief for Brian. As a group, we synthesized our research and created a table to summarise our findings. The best of each category are listed below:

Major- Juventus
Local- Coleraine FC
Cross-community- Newton Forest Fc

ETHAN

Major- Manchester United
Local- Coleraine FC
Cross- community- Newton Forest FC

CASSIE

Major- Juventus
Local- Crusaders
Cross-community- Carryduff Colts FC

LAIMIS

Major- Inter Milan
Local- Cliftonville United
Cross-community- Rosario FC

The breakdown is to the left these are the teams that we benchmarked. For us to get the best results we decided to create a benchmarking table for the teams websites, videos and merchandise.

When we completed our benchmarking and percentages we were able to understand Limestone Uniteds strengths and weaknesses.

I have included the three teams that I have benchmarked

CRUSADERS WEBSITE

Category	Feature	
First impressions	Aesthetics	Use 'Hero' images to show the team with trophies
	Target Audience	On front page
	Mission Statement	Not available
Look & Feel	HD Ready	Blurry Pictures
	Responsive	Yes
	Logo Placement	Top left
	Brand Consistency	Website is uniformed with a basic layout and they only use the clubs colour scheme throughout
Technical	Content Management System	Shopify
	Analytics Embedded	Google analytics
Navigation	Menu Format	Burger menu
	Menu Position	Top left
	Contact Us	No contact page

Content	Evidence of Outdated Content	Pinterest doesn't work
	Representation of Sub-teams	In a drop down category in the navigaton
	Social Media	In the footer
	Photo	They have an impressive amount of original photos and professional photography
	Video	None
Accessibility	Are links Visually Distinct	No
	Clear & Accurate Headings	Yes

WEBSITE SCORE

37%

Their website although initionally impressive lacks fundamental elements such as outdated content and no mission statement that damages the websites score in my benchmarking.

CRUSADERS
VIDEO

Category	Feature	
Accessibility	Ability to change quality	N/A
Content	Audio Quality	N/A
	Video Quality	N/A
	Relevance to Mission Statement	N/A
	Duration	N/A
	Equipment Used	N/A
Technical	Distribution Channel	N/A
	Analytics	N/A

VIDEO SCORE

0%

Crusaders scored 0% as a result of not having any video content uploaded onto their website. Which is a disappointment although it is easily fixed.

CRUSADERS
MERCHANDISE

Aesthetics	Logo/Crest Placement	Top left of kits
	Brand Consistency	Brand colours are used throughout
Commerce	Range of Product	Half zip, range of t-shirts, stationary, memorabila
	Range of kit	Home/Away kits
	Commerce Distribution Channel	Shopify

MERCHANDISE SCORE

100%

I was very impressed when benchmarking their merchandise as they tick every box with plenty of merch and a simple commerce distribution it would be difficult to compete with.

JUVENTUS WEBSITE

Category	Feature	
First impressions	Aesthetics	Use 'Hero' images to show the team in action
	Target Audience	On front page
	Mission Statement	In the code of ethics
Look & Feel	HD Ready	High definition
	Responsive	Yes
	Logo Placement	Center
	Brand Consistency	Website is very advanced the colours they use are the clubs default B&W additional colours used are from the new kits
Technical	Content Management System	Shopify
	Analytics Embedded	Google analytics
Navigation	Menu Format	Burger menu
	Menu Position	Top left
	Contact Us	No contact page

JUVENTUS

Content	Evidence of Outdated Content	None
	Representation of Sub-teams	In a drop down category in the navigaton
	Social Media	In the footer and at the bottom of the nav bar
	Photo	All their photographs are professional
	Video	Yes- on site
Accessibility	Are links Visually Distinct	Yes - on hover effects
	Clear & Accurate Headings	Yes

WEBSITE SCORE

58%

Juventus was in a tie for first place in terms of their overall website score. Their website is completely up to date, user friendly and pleasant to look at. It lost marks because it doesn't have a contact page.

JUVENTUS
VIDEO

Category	Feature	
Accessibility	Ability to change quality	Not accessible
Content	Audio Quality	High quality engaging audio
	Video Quality	High quality 1080p
	Relevance to Mission Statement	N/A
	Duration	They range from seconds to minutes
	Equipment Used	Professional filming equipment and editing software, mixture of drone and camera work
Technical	Distribution Channel	Youtube, TikTok and Twitch
	Analytics	Google Analytics

VIDEO SCORE

50%

Juventus is very engaging overall. With high quality videos although they lost marks because their videos don't have any relevance to the mission statement.

JUVENTUS
MERCHANDISE

Aesthetics	Logo/Crest Placement	Top left of kits
	Brand Consistency	Brand colours are used throughout
Commerce	Range of Product	Necklace, backpack, cap, coffee cup
	Range of kit	Home/Away/ Thirds kit
	Commerce Distribution Channel	On site

MERCHANDISE SCORE

80%

Juventus ticks every box in terms of merchandise they even have a home/ away and a thirds kit. Although it was actually a local term that got the highest score (Crusaders).

CARRYDUFF COLTS WEBSITE

Category	Feature	
First impressions	Aesthetics	Use 'Hero' images to show the team together
	Target Audience	One click away
	Mission Statement	On 'About' page
Look & Feel	HD Ready	Blurry pictures
	Responsive	No
	Logo Placement	Center
	Brand Consistency	Website is the least consistent although the clubs colours are present throughout and additional colours added
Technical	Content Management System	Wordpress
	Analytics Embedded	Google analytics
Navigation	Menu Format	Top nav
	Menu Position	Centered
	Contact Us	Contact page containing email addresses

Content	Evidence of Outdated Content	Their currently signing for '2020/2021'
	Representation of Sub-teams	In a drop down category in the navigaton
	Social Media	Top right of their hero image on the home page
	Photo	All their photographs are original although they are more amateur level
	Video	None
Accessibility	Are links Visually Distinct	Yes- hover on effects
	Clear & Accurate Headings	No

WEBSITE SCORE

21%

Carryduff Colts received the lost mark in terms of their website. As it uses blurry pictures, it isn't responsive and it also has outdated content which is very unimpressive.

CARRYDUFF COLTS

VIDEO

Category	Feature	
Accessibility	Ability to change quality	N/A
Content	Audio Quality	N/A
	Video Quality	N/A
	Relevance to Mission Statement	N/A
	Duration	N/A
	Equipment Used	N/A
Technical	Distribution Channel	N/A
	Analytics	N/A

VIDEO SCORE

0%

They also don't have any kind of video content within their website. Overall I was very unimpressed when looking at how they showcased their football club.

CARRYDUFF COLTS

MERCHANDISE

Aesthetics	Logo/Crest Placement	Top left of kits
	Brand Consistency	Brand colours are used throughout
Commerce	Range of Product	Beanie, snood, coffee cup, water, bottle
	Range of kit	Home/Away kit
	Commerce Distribution Channel	Teamwear Ireland

MERCHANDISE SCORE

80%

Although it was unexpected for them to score to highly in terms of their merchandise and they only lost marks because they merch is sold on an external website 'Teamwear Ireland'

WEBSITE BENCHMARKING

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
First Impressions	Aesthetics	A large scrolling hero image gallery showcasing the team in action.	A simple hero image with dull colours.	A full screen, parallax scrolling, professionally edited video	Uses a banner to promote their store	Hero image does not fit	Low quality images	Use 'Hero' images to show the team with trophies	Use 'Hero' images to show the team in action	Use 'Hero' images to show the team together	A hero image with simple text. The logo is very large on the navigation.
	Target Audience	1 Click Away	Front Page	1 Click Away	1 Click Away	Front Page	Front Page	On front page	On front page	One click away	Front page
	Mission Statement/Aim	In "Code of Conduct"	In "About Us"	Under "Code of Ethics" in a PDF document.	On secondary website	Front Page	Business Page	Not availsble	In the code of ethics	On 'About' page	Front Page
Look & Feel	HD Ready	The majority of images are HD	Very few images are not.	All imagery and video is HD	On secondary website	Homepage	Business case	Blurry Pictures	High Definition	Blurry Pictures	Most images are not HD including the logo.
	Responsive	Yes	Yes	Yes	Mostly	Yes	No	Yes	Yes	No	Yes
	Logo Placement	Top right	Top left	Top Middle	Top left	Top left	Top centre	Top Left	Center	Center	Top left
	Brand Consistency	Team colours apparent throughout the website and imagery.	Branding is left inconsistent throughout the website.	Team colours consistently present throughout every aspect of the website.	Branding is consistent throughout with their team colours present throughout.	Branding is shown through their use of colour and a consistent layout throughout their website.	Coleraine F.C have effectively used their teams colour schemes to present in their website	Their website is uniformed with a basic layout and they only use the clubs colour scheme throughout	Their website is very advanced the colours they use are the clubs default black and white kit but any additional colours used are the kits of the newly released kit	Their website is the least consistent although their clubs colours are present throughout there are additional colours added	Brand colours only used throughout the website colours.
Technical	Content Management System	Wordpress	Umbraco	Next.js & Node.js	Sitecore	Laravel	Wordpress	Shopify	Wordpress	Wordpress	Wordpress
	Analytics Embedded	Google Analytics	None	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	None
Navigation	Menu Format	Fully exposed click through with drop down	Fully exposed click through	Fully exposed click through with drop down	Navbar	Navbar	Sticky Navbar	Burger Menu	Burger Menu	Top nav	Fully exposed click through
	Menu Position	Horizontal Top	Horizontal Top	Horizontal Top	Top	Top	Top	Top left	Top left	Centered	Horizontal Top
	Contact Us	In the footer	In the footer	In the footer	Footer	Footer and Navbar	Navbar and footer	No contact Page	No contact Page	Contact page containing email addresses	In the visible navigation
Content	Evidence of outdated content	None	Blog posts are from over 2 years ago	None	None	None	None	Pinterest doesn't work	None	Their currently signing for "2020/ 2021"	Outdated photos and redundant "latest news"
	Representation of sub-teams	Only apparent through news articles linked on the website	Each sub-team is represented in the navigation	In a drop down category in the navigation	Yes but not much	Yes but lack of diversity	No	In a drop down category in the navigation	In a drop down category in the navigation	In a drop down category in the navigation	None
	Social Media	None	In the footer	In the footer	In the footer	In the footer	Top right of their hero image on the home page	In the footer	In the footer and at the bottom of the nav bar	Top right of their hero image on the home page	Only their Facebook is linked in the footer
	Photo	Lots of original imagery	Some original imagery	An abundance of imagery including professional photography	Yes – Mostly high quality	Yes – Mostly high quality	Yes – Mostly High quality	They have an impressive amount of original photos and professional photography	All their photographs are professional	All of their photographs are original although they are more	Lots of original imagery
	Video	None	None	Yes – On site	Yes – On site	No	Yes – Embedded	None	Yes – On site	None	Some embedded video
Accessibility	Are links visually distinct	Yes – On hover effects	Yes – On hover effects	Yes – On hover effects	Yes – On hover effects	Yes – Text inside yellow boxes	Yes – On hover effects	No	Yes – On hover effects	Yes – On hover effects	Yes – On hover effects
	Clear & Accurate Headings	Too many	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Percentages		37%	42%	53%	47%	58%	47%	37%	58%	21%	42%

THE BEST OVERALL WEBSITE

58%

The best overall website was a tie as both Newton Forest FC and Juventus scored 58%. These homepages are displayed within our brief so that an easy comparison could be made about the advantages and disadvantages of all the benchmarked websites.

VIDEO BENCHMARKING

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
Accessibility	Ability to change quality	N/A	N/A	Yes	Yes	N/A	Yes	N/A	Not accessible	N/A	Yes
Content	Audio Quality	N/A	N/A	High Quality	High Quality	N/A	High Quality	N/A	High quality engaging audio	N/A	High Quality
	Video Quality	N/A	N/A	Up to 4k	High Quality	N/A	High Quality	N/A	High quality 1080p	N/A	Up to 1080p
	Relevance to mission statement	N/A	N/A	Most video is only related to their matches	Video shows off their wins and matches	N/A	Videos are used to publicise their team	N/A	N/A	N/A	Video on the story of their organisation
	Duration	N/A	N/A	Up to 90 minutes	8 minutes – 2 hours	N/A	4 minutes	N/A	They range from seconds to minutes	N/A	Up to 57 minutes
	Equipment Used	N/A	N/A	Professional video cameras and drones	Multiple cameras, external microphone	N/A	Single Camera	N/A	Professional filming equipment and editing software. Mixture of drone and camera work	N/A	Professional video cameras
Technical	Distribution Channel	N/A	N/A	Their own video player	Own website	N/A	Youtube	N/A	Youtube, Tiktok, Twitch	N/A	Youtube & Vimeo
	Analytics	N/A	N/A	Within their own web analytics	Google Analytics	N/A	Google Analytics	N/A	Google Analytics	N/A	Youtube & Vimeo analytics
Percentages		0%	0%	50%	63%	0%	63%	0%	50%	0%	75%

THE BEST OVERALL VIDEO

75%

We were pleasantly surprised to find that Limestone United has the best video content as it has the ability to change the quality, high quality audio and their video quality is 1080p. Overall we were pleased as it made us aware of their strengths and weaknesses.

MERCHANDISE BENCHMARKING

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
Aesthetic	Logo/Crest Placement	Top left of kits	N/A	Top left of kits	Top left of kits	N/A	Top left of kits	Top left of kits	Top left of kits	Top left of kits	N/A
	Brand Consistency	Two very different kit branding	N/A	Consistent use of colour	Strong use of black and red	Depending on the item	Strong use of white and blue	Brand colours are used throughout	Brand colours are used throughout	Brand colours are used throughout	N/A
Commerce	Range of product	Full range of different kits, clothing & merch	N/A	Full range of different kits, clothing & merch	Kits, Clothing, Equipment, Accessories, Toys, Collectables, Face coverings, Home, Office	Mugs – otherwise unstocked	Kits, accessories, hats, bags	Half zip, range of s-shirts, Stationary, memorabilia	Necklace, Backpack, Cap, Coffee Cup,	Beanie, Snood, Coffee Cup, Water Bottle,	N/A
	Range of kit	Home & away kits	N/A	Home & away kits	Men, Women, Juniors	None – Unstocked	Mens and Juniors	Home/ Away kit	Home / Away/ Thirds kit	Home/ Away kit	N/A
	Commerce Distribution Channels	Shopify	N/A	Shopify	On site	Mugs are sold on another site	On site	Shopify	On site	Teamwear Ireland	N/A
Percentages		80%	0%	80%	60%	0%	60%	100%	80%	80%	0%

THE BEST OVERALL MERCH

100%

Crusaders have the best overall merch scoring an impressive 100% result. This is what we aim Limestone United to be scoring once we have finished this project. As they currently have a very limited amount of merchandise and scored 0%.

LIMESTONE UNITED BENCHMARKING

We set out to complete an indepth benchmarking process so that we knew where Limestone United was ranked among fellow football teams but we also wanted to see what the major clubs were doing as well so we could improve elements to meet their standard.

WEBSITE

By benchmarking multiple websites, I have gained valuable insight into other football clubs and compared these to what our community partner Limestone United is providing. Limestone United scored 42% when we intially completed the benchmarking. Although this isn't the desired outcome it gave us a better understanding of what we wanted to include within the website. What needed updated and changed but also gave us an insight into what is doing well and what and how competitiors are engaging users.

VIDEO

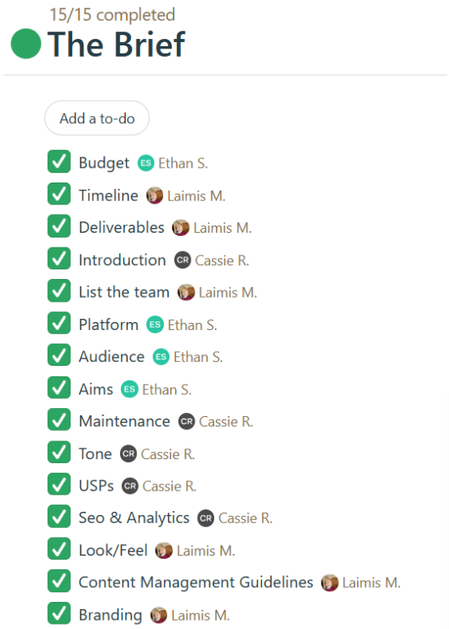
Completing this benchmarking was vital for the successfulness of this project because it allowed us to take each category and study it separately. Unknowingly to us their videos actually scored well and this gave us slight bit of relief as we knew we could focus out attention on the aspects that ranked the lowest such as the merchandise.

MERCHANDSISE

Limestone United scored 0% for their merchandise although we were not surprised about this outcome we knew that it would take a lot of work and research to improve this score to where it needs to be. I was shocked to find out that all three of the cross-community football clubs that we looked at scored 0% for their merchandise. I knew that we could only improve this score and it gave me a really optimistic attitude. The merchandise was the part I was most excited for as I have never created a football kit before and wanted to see what was possible.

CREATING THE BRIEF

From our benchmarking research we were able to identify the best practices in each category and it helped us visualise what we wanted to create for this project. This is when we started to get ready to tackle the brief. As the PDF would be a document that outlines to our community partner what our intentions are and how we aim to tackle this project together.



I knew from the offset the importance of the brief. As it would allow us to develop the foundation of the project and summarise the client's vision and our objectives. We knew that the brief was something that we needed to get sent of promptly as it had to be sent off to Brian and allow him time to read through it and send back any corrections for us to fix. After we had our inital meeting with Brian, we knew that the brief needed to document the timeframe in which the project would be developed.

We then carefully outlined what we were going to do for this project so that we had a document to refer back to if there was any confusion between ourselves and our community partner. The brief allowed us to outline our project deliverables and how we aim to tackle our deadlines within the project.

The brief was composed of the joint benchmarking of fellow football clubs and their websites, videos and merchandise as well as the following (I have grouped the items with the individual who completed each section)

CREATING THE BRIEF

ETHAN

Aims
Platform
Audience
Budget

CASSIE

Community Partner- Limestone United
Unique Selling Points
SEOs and Analytics
Tone
Maintenance

LAIMIS

Branding
Look/ Feel
Content Management Guidelines
Timeline
Team

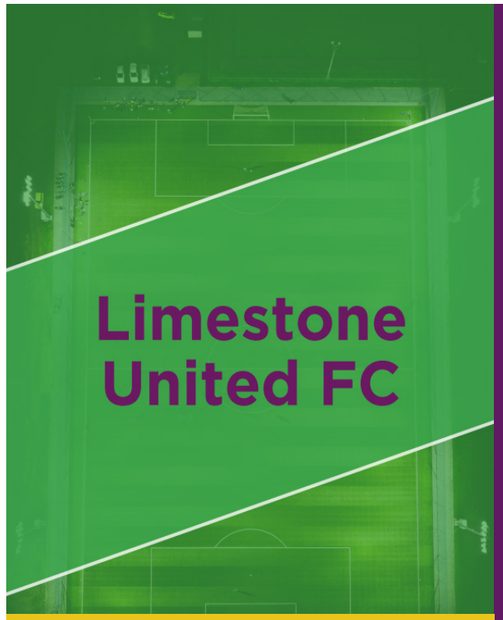
We were very fortunate when working as a team because we were able to split the work load three ways. Although there wasn't an even workload for the brief we were able to split it based on the size of each topic. We balanced it out as Ethan's Budget topic was one of the biggest he completed four topics instead of five.

As you will notice when looking at our final brief which follows I have added numbered titles on a few of the pages. These are our corrections given to use by Adrian that we fixed beforehand.

Creating the brief was our first real task as a team collorborating all of our work together and creating it to a high standard.

When looking at other teams we knew that we had very limited access to their media and this would have a detrimental effect on what we could create.

OUR FINAL BRIEF

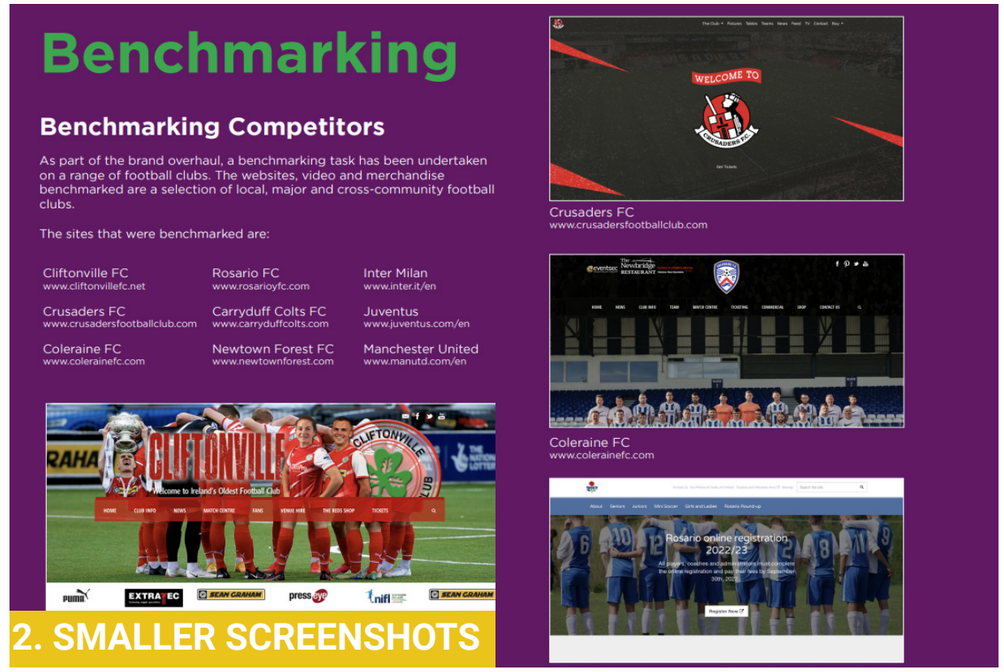


1. NEW TITLE PAGE

Contents

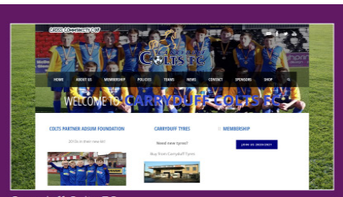
	Page No.
Benchmarking ...	**3 - 11**
Competitors ...	3
Screenshots ...	3 - 6
Tables ...	7 - 8
Best Practice ...	9 - 11
The Brief ...	**12 - 17**
Community Partner ...	12
Aims ...	13
Platform ...	13
Audience ...	14
Branding ...	14
Look/Feel ...	15
CMS ...	15
USP ...	15
SEO & Analytics ...	16
Timeline ...	16
Budget ...	17
Tone ...	18
Maintenance ...	18
The Team ...	**19**

Page 2

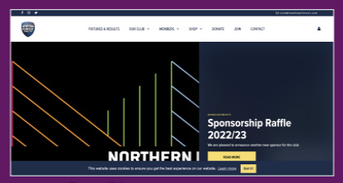


2. SMALLER SCREENSHOTS

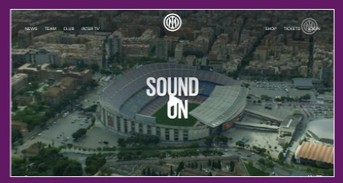
OUR FINAL BRIEF



Carryduff Colts FC
www.carryduffcolts.com

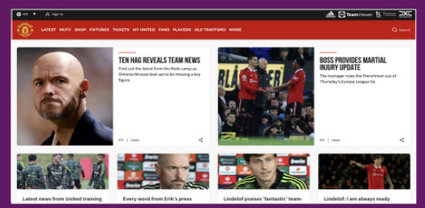


Newtown Forest FC
www.newtownforest.com



Inter Milan
www.inter.it/en

Juventus
www.juventus.com/en



Manchester United
www.manutd.com/en

Football Club Websites Benchmarking

Summary

Of the 9 football clubs we looked at collectively, we decided to pick the best representative of three categories. Those categories are:

- Major football clubs (Juventus, Inter Milan, Manchester United)
- Cross community football club (Carryduff Colts, Rosario FC, Newtonforest FC)
- Local football club (Crusaders, Cliftonville FC, Coleraine FC)

We critiqued these clubs in various areas including their website – and all the content it includes, promotional videos, and merchandise. When studying these examples, we found that each category had a best representative. These are Juventus, Newtonforest, and Coleraine FC – with Juventus being the best representative overall. By comparing the current Limestone United website against the top achievers, we can see that there is room for improvement.

Each website, video and set of merchandise strengths and weaknesses, but we are searching for the best representative when it comes to contemporary web design, high quality video production and fashionable merchandise. This helps us set a realistic and achievable standard for the outcome of our project.

Coleraine FC

Coleraine is clearly the strongest representation of a local football club of those that we looked at. It had a final rating of 53%. When looking at the website, the target audience was clear from the home screen, existing fans of Coleraine FC. Coleraine FC have effectively used their teams colour to maintain brand consistency across their website. Like many similar websites, Coleraine FC have used Wordpress as their CMS and google analytics. They keep their menu at the top of the website and have an access link to the contact page here, as well as in their footer. The site has no evidence of outdated content and provides great accessibility through clear and accurate headings and on-hover effects on hyperlinks.

Coleraine has a video which gives the option to alter the quality. This makes the video accessible to those with slower internet speeds. Despite this, the video has high video and audio quality. It automatically has analytics as it is embedded from Youtube. Coleraine FC also follows the standard of providing merchandise including kits, accessories, hats and bags.

Juventus FC

The Juventus Football Club is the best example overall but also the best in its own category (major football teams) other competitors in this category include Manchester United and Inter Milan. With Juventus getting a score of 63%, it is reflected throughout the website, merch and videos. From comparing the different features and functionality of the website it is the best website example and has the strongest team brand which they carry through all merch, videos and website. From the first impression and aesthetics, it is clear that Juventus want to make an impression on their viewers this is shown through their different video edits, creativity and use of photography. Juventus has a very professional look and feel to it although it lost marks because of their video accessibility as doesn't have the ability to change the quality like other football clubs have.

Newton Forest FC

Newtonforest FC remains the best representation of a cross-community football club with a rating of 34%. Similarly to Coleraine FC, Newtonforest makes its target audience clear when first accessing their website, though it feels more accessible to new fans as well as pre-existing ones. They also make their mission statement clear on their homepage which we believe to be the best practice – especially for a cross community football club. Their website is responsive on web and desktop which promotes accessibility across platforms. Newtonforest make good use of brand consistency and also follow the common practice of placing their logo on the top left corner of the page. Though they don't use wordpress, they do use google analytics. Newtonforest provide access to a contacts page in their footer and in their navbar which is also common practice.

Newtonforest lost a lot of points when comparing the clubs as it does not have a video, so we were unable to benchmark this category. Their store was also completely unstocked, which is of course poor practice, however their website was strong enough to place them in first place in this category.

OUR FINAL BRIEF

Benchmarking Conclusion

In conclusion, we have identified good practice in all of the clubs we have benchmarked, however, it is clear that Juventus has ticked the most boxes and should be looked at as an example of good practice and a source of inspiration. By integrating the techniques and adopting the standard that websites of similar function have, Limestone United can easily become a benchmark in cross community communication in its own wright.

3. NEW BACKGROUND

The Brief

Community Partner

Limestone United FC was initially set up eleven years ago by Brian Caskey, who had worked on the Limestone Road and had witnessed the violence between two communities. As a solution to the problem, Brian had the vision to bring the two communities together. His aim was to reduce violence and bring people together to create a cross-community project - where individuals would be able to access facilities and work towards a better future.

"Limestone United" got its name from the location (Limestone Road) and the thought of the two communities coming together from diverse backgrounds and communities for a common goal.

Limestone United was originally set up as a football club and selected its players based on what they wanted to achieve from the project although players had to agree to put sectarianism and racism behind them.

Limestone United is a place for hope and it is a community that want to encourage personal journeys and growth. Although football was the main hook to get people interested, it has developed over time, and they are now looking to create a girls/women's programme to grow the community and become more inclusive. Limestone United now consists of 3 leaders, 12 community champions/volunteers, c.60 players, and 20 at-risk youth players set to join.

Now that the club is growing Limestone United FC requires promotional work (website, video, tagline, and merch) designed so that they have a new brand and visual identity to promote all the work that the club and individuals are doing.

Aims

- To create a new mission statement representative of the work that Limestone United aims to accomplish.
- To update and rebrand the appearance of Limestone United Football Club both on and off the pitch, and promote brand consistency through the new website and merchandise. This will include a new logo and a new kit for each team, water bottles, half-zips, beanies, gloves, kit bags and pennants.
- Refocus attention to work that is happening behind the scenes such as cross community efforts, the new girls team, and the community centric approach to the club.
- To bring the club further into the public eye through effective Facebook and Instagram marketing, and a new website. This will also attract potential sponsors and help secure more funding.

Platform

The website will be designed to be responsive to both desktop and mobile formats. This decision was made for accessibility purposes – we are aware that not everyone who follows the club will have the hardware to access one site or the other, especially during the current cost of living crisis – we feel that it is important to make sure that access is available to as many people as possible.

WordPress has been chosen as the content management system for this site as it is frequently updated and will prove useful during the maintenance of the site in the future, it is an intuitive system and will allow for Limestone United to independently manage and maintain the website. Similar sites use WordPress and are clear evidence of the high quality websites it can support and maintain.

4. DECORATIVE LINES

Audience

Limestone United has three main target audiences. This includes; Young People, Parents, Potential Sponsors and Community leaders.

Young people – They populate the teams and are the most impressionable when it comes to the cross-community efforts of the club. Though it includes those aged under 13, we are mainly referring to those aged 13 – 24 here. We specify these two age groups due to the rules on many social media platforms requiring the user to be older than 13 to use it. Ideally, they will feel confident wearing the new kit and merchandise, and will engage positively in channels such as the updated social media pages and website.

Parents – Parents are some of the most important people when it comes to branding the club. These people will likely have grown up through the troubles and will be understanding and encouraging of the cross-community ethos the club, they will be willing to encourage their children to take part in this to create a safe, welcoming and accepting community in their local area.

Parents will also be spending money on kits and other merchandise, it is important to make this visually appealing to ensure it is used and seen in public by other people.

Potential Sponsors – Limestone United is open to the idea of attracting new sponsors, this is to be kept in mind when designing kits, merchandise and the website. High quality brands will want to be associated with a high quality club. These sponsors may also resonate with the mission statement and goals of the club, it is important to make this information clear.

Branding

Limestone United FC do not have a consistent branding set across all of their channels but this is something that will be worked on. There should be consideration on how to best overhaul the brand to include a neutral logo and palette to their merchandise and website. The branding should extend beyond the logo, through video, photography, merchandise, and encompass the unity and inclusion of multiple communities. It is also important to develop a consistent social media brand to increase visibility and generating support for fundraising purposes.

OUR FINAL BRIEF

Look/Feel

The initial look will encompass a neutral colour scheme to be as inclusive as possible. The front page should have a simple layout centred on imagery and a large focus on what the organisation stands for - driving home the core values.

With the sensitive aspect of a cross-community project, careful consideration will be taken with the tone of copy, being respectful and inclusive to coincide with the criteria for joining the team. The website needs to also cater to potential sponsors so there will be a focus on social inclusivity and life skills the organisation provides. To entice users to join the club, a showcase of fun activities and opportunities within the club will be present. To entice funders, a showcase of what impact the club has made to members and the community.

Content Management Guidelines

As part of the overhaul, a clear and simple content management guideline must be created. This will be used by the social media volunteer to assist with the creation of new content within the brand guidelines. The document will guide the tone of text, guidance on appropriate image and video use, and an explanation of each operation that can be performed on the website. The guidelines will also include a section on how to export the merchandise design files for manufacturing as they may be used further down the line. This will be a simple, branded PDF document with careful consideration of the target user.

Unique Selling Points

- Limestone United offer two communities the opportunity to unite and work together to achieve a shared goal.
- Limestone United offer opportunities for personal growth and development that wouldn't be offered outside of the organisation.
- They offer a range of people with different backgrounds the change to turn things around and work together towards a brighter and better future.

SEO and Analytics

Limestone United FC will be relying on search engine optimisation and analytics to drive their website and boost their page to reach their demographics and the wider community. SEOs are designed to improve the appearance and positioning of web pages in organic search results. These SEOs are essential for the overall success of the website and needs to blend seamlessly into the overall feel of the website. Limestone United will need keywords and search terms to help in the development e.g. Cross Community Football Club.

The Analytics of the website is as equally important as this is the real driving point for the website as it is the quantitative data that Limestone United will use to measure the success of the background work that they've embedded. The analytics are used to make conclusions and can be used to calculate the algorithms and check what webpages people are spending the most amount of time on.

Timeline

Every member of the team will be required to work on individual design decks that will be pitched during week 6 (week starting 1/11/22). After this, we will gather feedback from these pitches to get a final idea of what the organisation will want for their final branding. Once the ideas have been finalised, the group will collectively work on a final brand design that will be submitted on week 12 (week starting 12/12/22). In between these dates, we will need to schedule time for video and photography during training time.

Week beginning 17/10/22
Brief sign off

Week beginning 12/12/22
Deadline

Week beginning 1/11/22
Pitch Deck

Budget

Due to the nature of this project being part of a university module designed to feed back to the community, Limestone United will cover the costs of the budget – this also means that the time spent on this project cannot be considered billable hours.

Limestone United's funding comes from the community, we are remaining conscious of this fact and acknowledge that we must be conservative with the budget. For this reason, we are choosing the cheapest options possible with the greatest quality. It is also worth noting that when creating any video content for Limestone united, we will use royalty free music and sound effects.

Website:
Free Wordpress - £0
Business Wordpress - £20 per month billed annually, £240 annaully.

(Remove WordPress.com Ads, Collect payments, Live Chat Support, Upload videos, Google analytics integration, Plugins, Advanced SEO tools, Automated site backups and one click restore)

Pop-up Banners (Vinyl Banner Printing Roll Up stand £29.56 each)

Kits - (AvecSport) c. £21.50 per junior/mens, c. £24.90 per womens

Kit bags (Prosoccer UK) - £15

Zips - (AvecSport) £10

Water Bottles – (AvecSport) £1.75

Beanies - (AvecSport) £9 per hat (embroidered)

Bobble Hat - (AvecSport) £17 per hat (embroidered)

Gloves - (Kitlocker) £5 per pair

Pennants - (Globalsportspennants) - £220

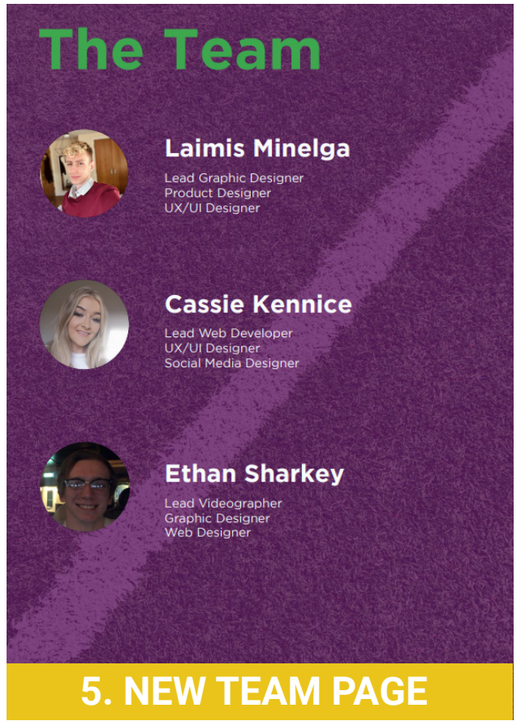
Tone

The tone for Limestone United must be inclusive and respectful to all those involved in the club and the wider community. The tone of the website will set the path for the rest of the copy and any future print work created. The information will be straightforward, focusing on current news and upcoming events. Brand guidelines will be put in place to ensure that the tone and style of the site are kept consistent. At the end of the project, we will have achieved an approachable, memerable, and respectful brand that will set the path for future projects within the Limestone United FC community.

Maintenance

As a team, we will be using WordPress to create the Limestone United FC website. Once we have created the website, we will pass on the login details. It will be Limestone United FC that will be responsible for updating and maintaining the website.

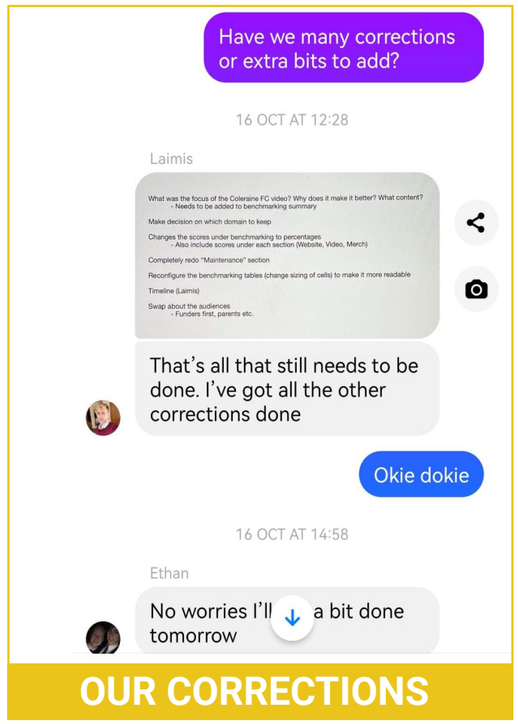
OUR FINAL BRIEF



5. NEW TEAM PAGE

Originally we showed Adrian our original brief so that we would get his seal of approval before we sent it off.

Luckily we didn't that have that many corrections and decided to do them together as a group in class. Majority of our corrections were design based so it was a quick turn around and we were able to get it to Brian who approved it without any further course of action which helped us get a head start .



OUR CORRECTIONS

Hi Laimis

Thank you so much

Very happy with the brief , brilliant work

Looking forward to next steps

Kind regards

Brian
Sent from my iPhone

BRIEF APPROVAL

WE GOT THE GREEN LIGHT!!

STAGE THREE

Design deck concepts 45
Concept one to four 47
Pitch 52
Badge experiments 53
My pitch 54
Pitch day 58
Community partner issues 59
Our final pitch 61
Pitch adjustments 65
Pitch feedback 68
Where things went wrong 69
The day before the deadline 70
New website design 71
Conclusion 77
Evaluation & Reflection 78

DESIGN DECK
CONCEPTS

From our initial meeting with Brian I knew that their priority was having a colour neutral colour scheme. This was difficult to work with because it meant that I couldn't use red, white, blue, green or gold.

Which is where this my colour chart came in as it allowed me to think creatively about colour as we previously studied in MED107.

DESIGN DECK
CONCEPTS

Individually we all set out to create a pitch that could potentially be chosen by Brian. I enjoyed this part of the project as I was able to create my own designs and work independently. Taking the brief from different angles and incoporating different elements together. Below are my four main concepts that I pitched to Claire, Adrian & Laimis. Feedback given on each concept and then Adrian wanted a collabortion between concept 1 and 2. Initally I wanted to concept 3 to be my pitch although I posted these designs on Basecamp and then Laimis created a similar design and therefore I decided not to take this concept any further so that Laimis could pitch it so we wouldn't be pitching the same ideas.

Concept 1

Concept 2

Concept 3

Concept 4

CONCEPT
ONE

MENS

JUNIORS

WOMENS

HALF ZIP

Lifes storms prove the strength of our anchors

Community isn't community without U and I

These logos were designed to represent Northern Ireland and the history of the country.

This badge consists of imagery that is associated with ships as before the troubles this is where the working class living in this area would have been employed.

The badge consists of 4 different elements. The anchor, rope, wheel and a stained glass design that incoporates the colours that represent each community.

Stained glass is the idea of these religious comunities that lived in the Limestone Road who would've walked by the churches everyday on their way to work.

CONCEPT TWO

MENS

JUNIORS

WOMENS

HALF ZIP

One without the other doesn't work

"

Liked the unique shape

Kit has too many shades of blue

Remove the paddle idea

Working in the shipping industry was a typical profession that the working class living on the limestone road wouldve worked as.

This logo represents the paddles that would be used when doing water activites. I got the inspiration for this badge from the West Ham badge.

Limestone United is a cross communitity FC having one without the other doesn't work in the same way that these orrs do not work. One colour from each side of the community.

The funny coincidence about this concept is that I pitched it to Laimis, Claire and Brian. Although it was the concept that I was liked the least and therefore didn't mockup a website to show them. To my surprise is the one they liked the most and featured heavily in my final pitch.

CONCEPT THREE

MENS

JUNIORS

WOMENS

HALF ZIP

Spread your wings & try new things together

Similar to the other badges. The colour red represents courage which is what these individuals would've needed to join a cross community FC like this especially in this area.

But red also represents the passion that these players have for their sport and for their community.

Has a similarity to a life buoy that reflects on the boat idea and the circles represents unity. The football and the football season that goes round and round.

CONCEPT FOUR

MENS

JUNIORS

WOMENS

HALF ZIP

Spread your wings & try new things together

The Peregrine Falcon is native to Northern Ireland and is spreading it's wings just as a metaphor for the youths who are joining new societies and who are growing up to become full committee members of Limestone United.

The cyan colour was used within the logo as it is the result of mixing green and blue together which is a colour of each of the committees and black and white to contrast one another.

When I created this badge I knew that there was two paths I could follow. A colourful & vibrant football kit that Brian had asked for in the client meeting or...

The complementary shades of blue that create a strong brand whether they are together or apart.

Therefore I pitched before versions of the kits to Claire, Adrian and Laimis.

CONCEPT FOUR

MENS

JUNIORS

WOMENS

HALF ZIP

FEEDBACK

This is the other potential football kit for this badge. Immediately after pitching these kits the colourful kits got the best response and I knew I would focus on this going forward.

"The colours on the website make it feel cold and uninviting

Love the bright coloured kits

Coloured kits are different and will definetely stand out

The website doesn't reflect the colourful kits

Make sure to use a WordPress theme for the website mock ups

Brian would probably prefer LUFC to be spelt Limestone United Football Club. As LUFC looks generic

It's a pity that you can't get the pattern design on the females kits

PITCH

Pitches (16/11/22)

Laimis Minelga · Nov 11 · Notified 4 people

Hey everyone, I just wanted to add this so we're all on the same page for the pitches on Wednesday. As per our discussion with Adrian and Claire, our final pitches should include;

Page 1: A logo/badge for Limestone United (FC). Also include a tagline - keep it short and not too wordy!

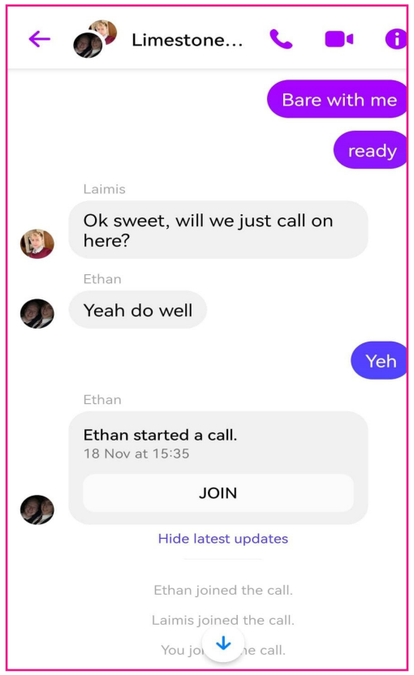
Page 2: Three different team kits (Senior, Junior, Womens) mocked up using the Avec website. Make sure to also include the Kremlin logo as their sponsor. On this page, also include the mockup for the jacket.

Page 3: Include multiple screenshots of the proposed website using an existing WordPress template. We can ditch the mockup we were using before as it doesn't give a good sense of the website as a whole.

Page 4/5: Include mockups for the pennant, water bottle, beanie, kit bag, and gloves. I will upload as many mockups as I can find for us all to use but please have a look for any I've missed!

Throughout your pitch, have a clear explanation or reasoning behind each design choice.

I'm excited to see what Brian thinks of all our ideas!



We decided to have a video call to decide on a WordPress theme that we could all use for our website mockups. Together as a team we decided to usde Karuna.

Each one of our websites could contain different interactive elements that we knew we could coporate into the final website design together.

Communication was the most crucial part of the pitch as we needed the pitches to be uniformed in the same way to make it easier for Brian to decipher. Which was easier said than done because we were working individually on our own pitch but then having to colloborate them together and present them in the same way.

BADGE EXPERIMENTS

BASECAMP FEEDBACK

I found that using Basecamp was very benefical as it allowed us to give and receive feedback instantly. Post our work and complete our checklists. Below is the design with the original colours but Adrian wanted to see this design with the kits colours.

2 .png

Posted by Cassie R. · November 11, 2022 · 153 KB

Download · Replace with a new version

Nov 11 — **Adrian Hickey,** Senior Lecturer in Interactive Media
Can I see this with the Cyan Magenta and Yellow from the kit colours please?

Nov 11 — **Cassie Robb**
I uploaded a cyan and a dark blue version of the kits.

Nov 11 — **Adrian Hickey,** Senior Lecturer in Interactive Media
I mean can you translate the colours of the kits on to this badge - where the stained glass is red - make it magenta - where it is gold - make it yellow - where it is blue - make it cyan if that makes sense?

Magenta Version.png

Posted by Cassie R. · November 11, 2022 · 165 KB

Download · Replace with a new version

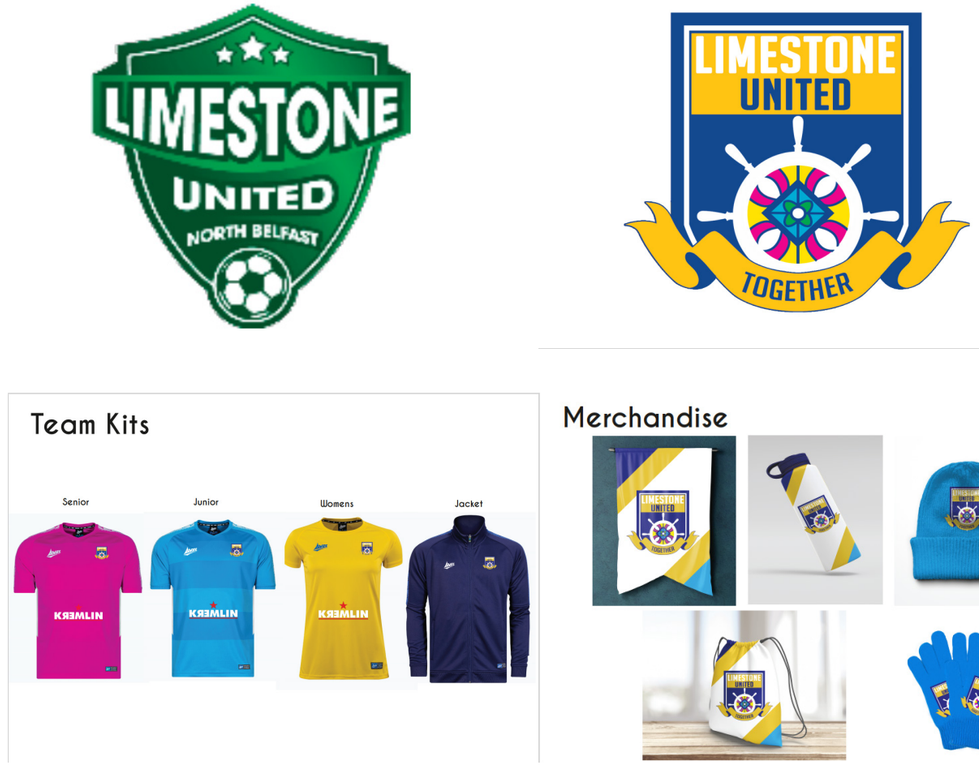
Nov 11 — **Laimis Minelga**
I like this version too! Maybe make "together" slightly larger to make it more visible?

Nov 14 — **Adrian Hickey,** Senior Lecturer in Interactive Media
I think this one Cassie...
I think if you made the "Together" the background purply blue and make it slightly larger ti could work?

MY PITCH

THEIR OLD BADGE

MY PITCHED BADGE



Above is my individual pitch and my website mockups are on the following pages. I approached this project with the attitude that I wanted Limestone United to be seen in a new light. A positive light that would show off this community and the projects that they are completing and the work that they are doing to improve the area for the next generation.

Therefore I finally chose the colourful and vibrant colours that stand out. I wanted something that would make this club rememerable and something for the community to be proud to show off.

HOME PAGE

COLLAPSIBLE-TOP NAV

HERO VIDEO
With the controls and text edited on top.

NEWS CAROUSEL
To keep the users up to date with latest news

TESTIMONIALS
Testimonials of community champions and leaders.

CHARTER
They wanted their charter to be front and center on the website

FOOTER
Footer containing quick links their social media platforms and location

TOP NAV

HERO VIDEO
With the controls and text edited on top.

ABOUT US

OUR HISTORY

LIMESTONE UNITED FOOTBALL CLUB WAS SET UP ELEVEN YEARS AGO. THE MAIN AIM WAS TO REDUCE VIOLENCE BETWEEN DIFFERENT COMMUNITIES AND CREATE A NEW COMMUNITY IN WHICH INDIVIDUALS COULD CHOOSE A LIFE AWAY FROM VIOLENCE.

SINCE THEN LIMESTONE HAS CONTINUED TO GROW AND WE ARE PLEASED TO BE OFFERING NEW OPPORTUNITIES FOR LOCALS IN THE AREA.

HISTORY
To explain why and how Limestone United came about.

CORE CONCERN

OUR CORE CONCERN IS GEARED TOWARDS ADDRESSING THE ISSUE OF SECTARIANISM WITHIN OUR COMMUNITIES; AN OBJECTIVE TO WHICH WE REMAIN COMMITTED.

PROVIDING LEADERSHIP

OUR GROUP CURRENTLY TAKES A LEADERSHIP ROLE WITHIN THESE COMMUNITIES AND WANTS TO WIDEN OUR LEADERSHIP CAPACITY SO THAT WE CAN INSPIRE BOTH OUR PEERS AND THE UPCOMING GENERATION TOWARDS CREATING A SPACE FOR ENHANCED ENGAGEMENT, ON BOTH A PERSONAL AND COMMUNITY BASIS. WE FIRMLY BELIEVE THAT WITHIN THIS A GENDA TO INSPIRE, THAT CREATING A PLATFORM FOR THE DEVELOPMENT OF A REPRESENTATIVE YOUTH VOICE REMAINS A CORE CONSIDERATION.

CHARTER
To delve deeper and explain to potential sponsors what exacty Limestone United do and what their concerns are and what them aim to do in the future

COMMITMENT TO A SHARED FUTURE

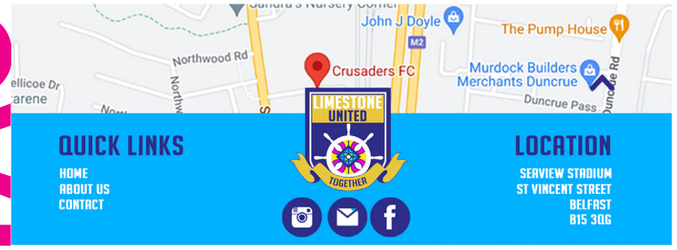
THIS GROUP HAVE DEVELOPED THIS CHARTER TO ASSIST IN THE PERSONAL DEVELOPMENT OF OURSELVES AND THE DEVELOPMENT OF OUR ASSOCIATED COMMUNITIES WITHIN THE EXPRESSION OF A SHARED FUTURE. WE SEE SHARING ON A HUMAN AND RELATIONSHIP LEVEL AS NECESSARY TO BUILDING THAT SHARED FUTURE.

CONTACT US

CROSS COMMUNITY FOOTBALL

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCINGE LIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE TEMPOR I NCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD. DOLOR SIT AMET, CONSECTETUR ADIPISCINGE LIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE TEMPOR I NCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM

WHERE TO FIND US



GOOGLE MAP
As a lot of the website follows the same theme I wanted to include as many interactive elements as possible to keep users interested. Interactive Google Map that would allow users to be able to navigate.

PITCH DAY

Pitch

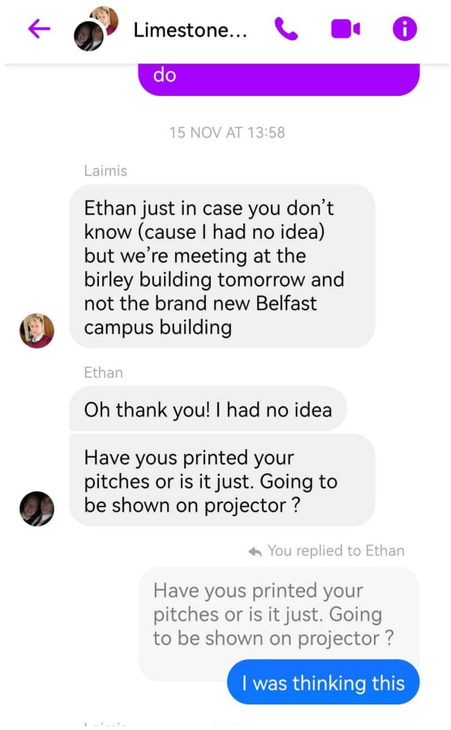
Claire Mulrone · Nov 14 · Notified 4 people

Good news Brian came back. Pitch has been organised for Wednesday 16th at 11.30 am at the Belfast Campus. Brian is really looking forward to it. Can we meet at 11.00 am at the Foyer of the original building on campus. I'll get a room booked.

Claire

Just in the blink of an eye

Before we knew it, it was the day of the pitch and we all had to make our way to the Belfast Campus of Ulster University. My nerves were present from the offset but after meeting with Laimis and Ethan and discussing that it would be an unformal explaination of our ideas I settled into the idea of it.



When we had spoke about the pitch Brian had brought up the idea of bringing members community champions alongside him to help make the creative decisions.

Laimis, Ethan and I met up beforehand and I really appreciated their reassurance. We went into the new Belfast campus when Claire announced that we were supposed to have all of our pitches printed A3 for everyone to look at.

We were taken by surprise and had to find an alternative way to present our work. Thankfully we were able to connect the projector HDMI into my laptop and present it onto the board.

COMMUNITY PARTNER ISSUES

1.

Ethan, Cassie & Laimis

On 24 Nov 2022, at 23:02, Brian Caskey <brian.caskey007@gmail.com> wrote:

Hi Ethan

Once again thank you for everything

I will move in what is needed ASAP

Kind regards

Brian

Sent from my iPhone

On 24 Nov 2022, at 14:14, Ethan Sharkey <Sharkey-E6@ulster.ac.uk> wrote:

Brian,

We feel that it might be good to have each of the 15 people in question take fresh and matching photos for the website. I've attached some tips for taking photographs.

- Use a plain background (preferably against a white wall)
- Try to avoid shadows and keep the subject well lit
- If possible, have another person take your photo, avoid selfies
- Smile! It's not a passport photo, we want the community members to look like they're happy to be part of this.

This will help with overall consistency on the website.

Thanks,
Ethan, Cassie & Laimis

1. We had very few pictures for the website and any that we were able to access were not professional and we tried to avoid using them. This limited us in what we were able to create and mockup. Another issue was that they wanted pictures of all their community champions included on the website although they didn't have any pictures of them at present and Ethan had to create a photo guide for them to follow when taking these pictures so they would be consistent.

2.

ES Ethan Sharkey

To: Brian.caskey007@gmail.com

Cc: Mulrone, Claire; Hickey, Adrian; Laimis Minelga; Cassie Robb

Hi Brian,

Thanks for all the help so far.

1. Social Media Logins
We would like access to the following social media profiles:
Instagram
Twitter

2. Website Content
Photos of community champions and team leaders

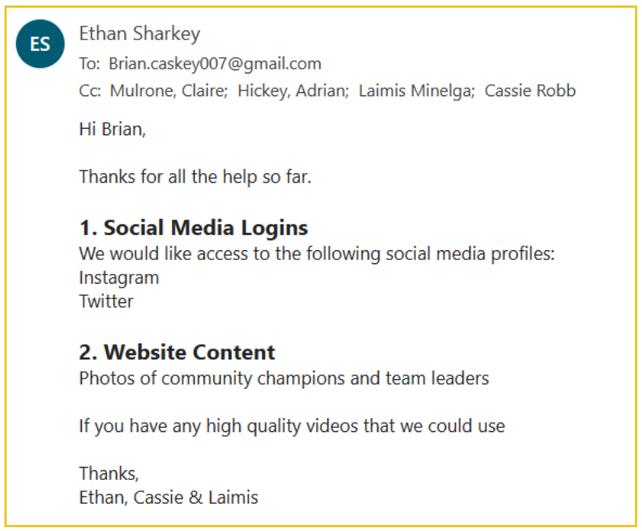
If you have any high quality videos that we could use

Thanks,
Ethan, Cassie & Laimis

COMMUNITY PARTNER ISSUES

2. Throughout this project we knew that we would be expected to do some social media work to bring the brand through into their current social media platforms. Which was easier said that done for the simple reason that no particular person had all the social media logins. Se who we met the day of our pitch in Belfast was running the majority of their social media platforms. Although we weren't actually told that it was him until the day before our deadline.

All along we thought that it was Brian that had the social media logins. Therefore we were pestering Brian as we thought he had the logins and we needed him to send us the vertification code for us to be able to login but by the time Brian was getting it from Se and passing it to us it had already expired. The day before the deadline we were able to have a phone call with Se so he could immediately give us the code aas it was being sent. This enabled us to finally gain access to their YouTube account so that Laimis could login and change their profile picture to our new one.



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Ethan Sharkey

To: Brian.caskey007@gmail.com

Cc: Mulrone, Claire; Hickey, Adrian; Laimis Minelga; Cassie Robb

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1. Social Media Logins

We would like access to the following social media profiles:
Instagram
Twitter

2. Website Content

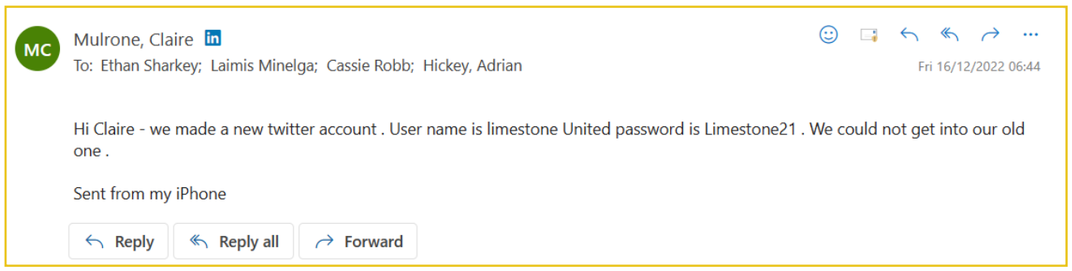
Photos of community champions and team leaders

If you have any high quality videos that we could use

Thanks,
Ethan, Cassie & Laimis

The login problem was present across all of their social media platforms.

We were able to access their Facebook, Laimis gained access to the Instagram through the Facebook. Se helped Laimis and I with the YouTube and then they had to set up a brand new Twitter account because no one had the password.



MC

Mulrone, Claire

To: Ethan Sharkey; Laimis Minelga; Cassie Robb; Hickey, Adrian

Fri 16/12/2022 06:44

Hi Claire - we made a new twitter account . User name is limestone United password is Limestone21 . We could not get into our old one .

Sent from my iPhone

Reply | Reply all | Forward

OUR FINAL PITCH

MENS

JUNIORS

WOMENS

JACKET

After we had our pitch we started straight into making the adjustments for the final outcome.

The final outcome was going to be the badge that Laimis created but with my colour scheme and initionally it was a colloboration of both mine and Ethan's tagline.

Ethan's: Reconciling goal by goal

Mine: Together

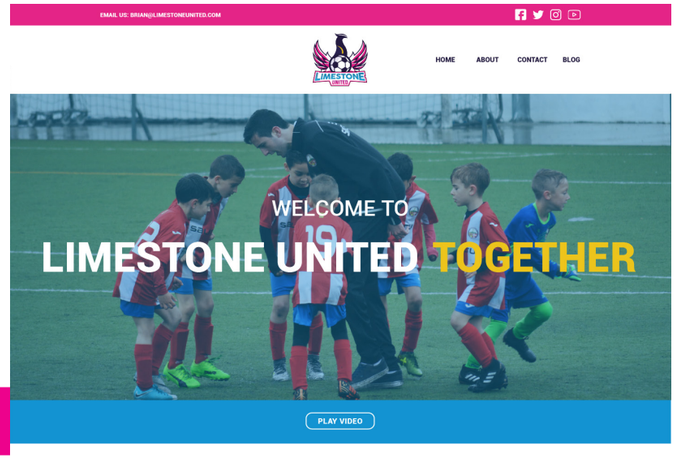
Brian had decided that he wanted:

TOGETHER GOAL BY GOAL

But after bringing this decision back to Adrian he made the final decision that this tagline wouldn't work and we would be using 'Together' instead.

We discussing the kit at the pitch we were able to receive feedback on the kit and concerns were raised about the half zip jacket and recommended a full zip instead.

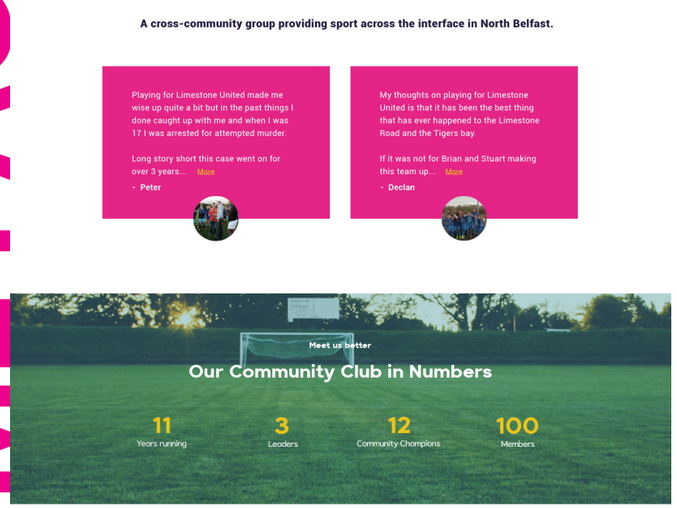
HOME PAGE



TOP NAV

HERO VIDEO

With the controls and text edited on top.



TESTIMONIALS

Testimonials from the community champions and leaders about their time within Limestone United

CAROUSEL

Carousel to engage the users and show off recent projects.

VALUES

To clearly display the values that they look for in potential members.

BLOG PAGE

CAROUSEL

To show users what members have been getting up to.

NEWS SECTION

To keep the users up to date with latest news

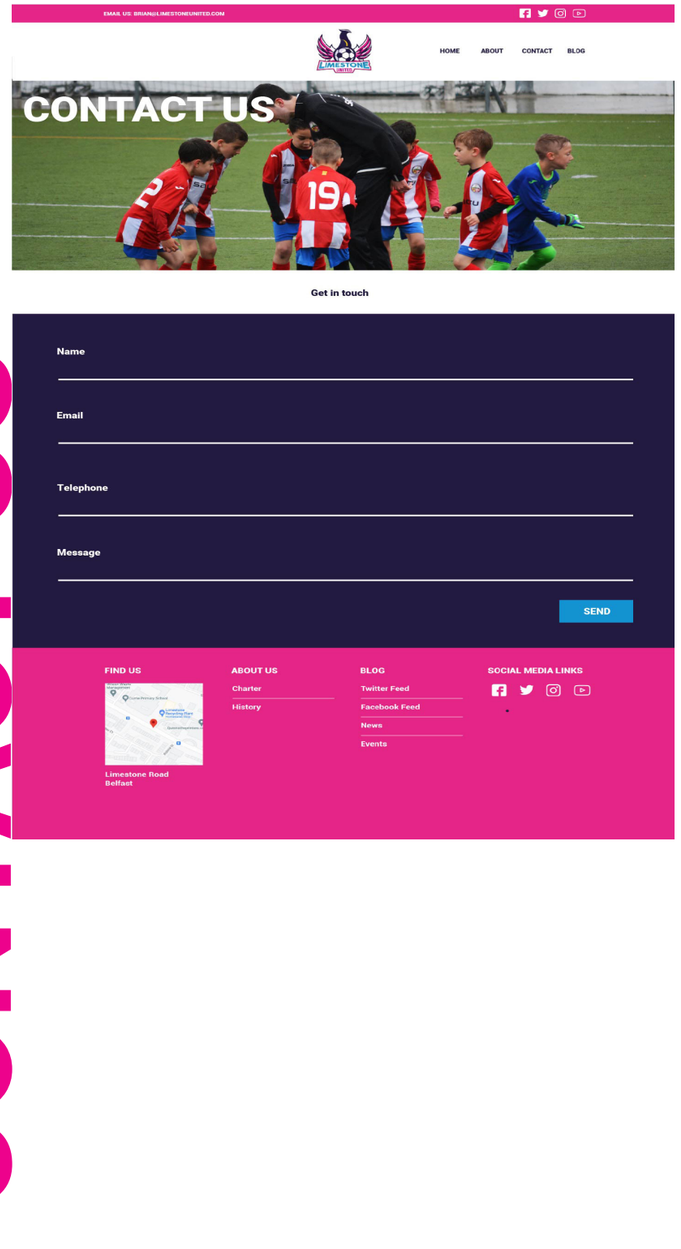
SOCIAL MEDIA FEEDS

Brian expressed to us that he wanted the social media feeds to be included on the website to keep users up to date and aim to grow their social media following

LIVE CALENDAR

Live calendar that shows users any upcoming events

CONTACT US



CONTACT FORM

So that users can send off a contact form and receive a reply through their emails

FOOTER

The footer is user friendly and contains quick links to different pages. The social media links and the interactive Google map.

PITCH ADJUSTMENTS

19/19 completed

Pitch Adjustments

Add a to-do

- [x] 3 Pop up stands representing each team — Ethan S.
- [x] Photo Guide — Ethan S.
- [x] Kit Bag — Cassie R.
- [x] 3 foldable pop up stands representing each team — Cassie R.
- [x] 5 Sets of bibs — Ethan S.
- [x] Black Sports Snood — Ethan S.
- [x] Certificate template for schools — Ethan S.
- [x] Stationary — Laimis M.
- [x] Black Zipped Waterproof Jacket — Laimis M.
- [x] Pennant (New colour scheme) — Cassie R.
- [x] Enamel Pin — Laimis M.
- [x] Lanyard — Laimis M.
- [x] Gold participation sports medal — Ethan S.
- [x] Black Zipped Hoodie — Cassie R.
- [x] Black Zipped Gilet — Cassie R.
- [x] Shoe bag — Cassie R.
- [x] Water Bottles — Laimis M.
- [x] Logo adjustments — Laimis M.
- [x] Black Beanie — Ethan S.

Merchandise

- Three pop up stands in the three colours representing the three teams
- Pennant with the new colour pallet
- Water bottles
- Black zipped hoodie
- Black zipped waterproof jacket
- Black zipped padded gilet/body warmer
- Black beanie hat
- black sports snood
- shoe/swim bag
- kit bag
- popup foldable sign for the three teams for team photos at matches
- Training bibs for teams three colours badge on front tag line on back
- Bibs with badge and volunteer text on back
- Bibs with badge and leader text on back
- Pens, pencil, easer and ruler (for schools visit)
- Certificate template for school children
- Gold participation sports medal
- Enamel pin

After we had our pitch we received feedback and had to get started on the adjustments immediately.

The majority of these adjustments were just extra merchandise which that hadn't intionally thought of. This included a black zip up jacket and gilet as an additional part of the kit.

The adjustments included changing the colour of our current merch and adding our new badge and tagline onto everything.

Although Limestone United doesn't currently have funding to get any of the merchandise created it was important for them to have it created so they can show it to potential sponsors.

When we were creating our kit designs we collectively decided to use Avec from the beginning and as we started browsing through the different kits we were disappointed to find how limited the kits were and that the

womens category didn't contain the same kit choices.

The womens kit were limited to five colours and none of these kits had the same design or patterns as the men or the juniors.

Following on from this the rest of the pitch adjustments were to create new mockups. I have added my contribution of this

adjustments to the left. This includes:

a. Pennant

b. Kit bag

c. Shoe bag

d. Pop up stands

e. Gilet

The pennant and shoe bag followed the design that I created in my first pitch. The pop out banners were the most difficult to create as the badge needed to be angled on them to look realistic and my laptop wasn't allowing me to work with certain features.

PITCH FEEDBACK

Pitch

Claire Mulrone · Nov 14 · Notified 4 people

Good news Brian came back. Pitch has been organised for Wednesday 16th at 11.30 am at the Belfast Campus. Brian is really looking forward to it. Can we meet at 11.00 am at the Foyer of the original building on campus. I'll get a room booked.

ov 16 — **Cassie Robb**
Loved every second of it!! Can't wait to get cracking on the final outcome.

ov 16 — **Ethan Sharkey**
Looking forward to see what finsihed products we come up with!

ov 16 — **Laimis Minelga**
It was such a fun experience! Thank you Claire and I can't wait to get started on the final output!

ov 16 — **Adrian Hickey,** Senior Lecturer in Interactive Media
Well done.

So, no time to be precious.
Liamis does the badge/logo changes and then shares the files.

Breakdown Claire's bulletpoints into To-dos for each member of the team to complete.

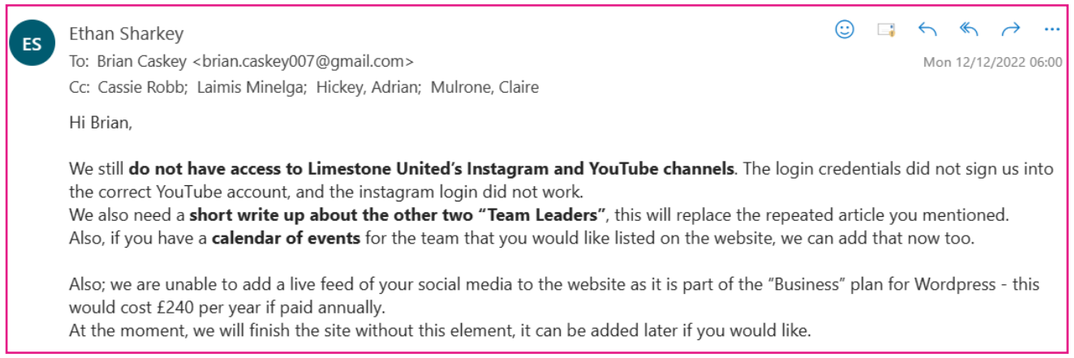
Then get the revised deck with all of the above included and up here for clearance to send back for sign off.

Let's get this done as soon as possible - best if I could sign off by the end of class

After we finished the pitch I was so overwhelmed and proud of how I have done. I have always struggled with public speaking and the thought of having to do this pitch was terrifying to me. I couldn't commend my team mates more for their continuous support. I was over joyed with how I performed and the way I got my points across. I covered all my points and kept my nerves at bay which allowed me to stay professional and was a massive confidence boost for me to do this again in the future.

WHERE THINGS WENT WRONG...

I knew from the offset that as a team we were getting it far too easy. With no speed bumps along the way. Until the last week. Where it all went wrong! We were asking for the website login and waited weeks for the reply. When I finally received the login sent over from Andy's behalf it wasn't the admin login as Andy didn't want to hand over the control of the website and was stating that he was doing updates to it and forgot to make them live. In a bid to delay me gaining access to the website.



ES

Ethan Sharkey

To: Brian Caskey <brian.caskey007@gmail.com>

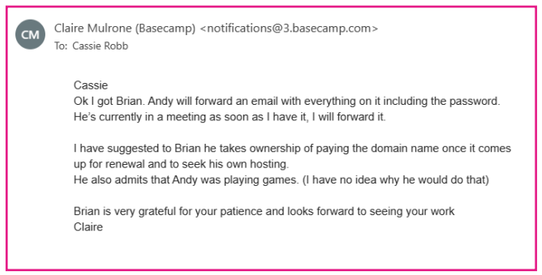
Cc: Cassie Robb; Laimis Minelga; Hickey, Adrian; Mulrone, Claire

Mon 12/12/2022 06:00

Hi Brian,

We still **do not have access to Limestone United's Instagram and YouTube channels**. The login credentials did not sign us into the correct YouTube account, and the instagram login did not work.
We also need a **short write up about the other two "Team Leaders"**, this will replace the repeated article you mentioned.
Also, if you have a **calendar of events** for the team that you would like listed on the website, we can add that now too.

Also; we are unable to add a live feed of your social media to the website as it is part of the "Business" plan for Wordpress - this would cost £240 per year if paid annually.
At the moment, we will finish the site without this element, it can be added later if you would like.



CM

Claire Mulrone (Basecamp) <notifications@3.basecamp.com>

To: Cassie Robb

Cassie
Ok I got Brian. Andy will forward an email with everything on it including the password.
He's currently in a meeting as soon as I have it, I will forward it.

I have suggested to Brian he takes ownership of paying the domain name once it comes up for renewal and to seek his own hosting.
He also admits that Andy was playing games. (I have no idea why he would do that)

Brian is very grateful for your patience and looks forward to seeing your work
Claire

When the deadline was just around the corner is when we were facing our worst struggles with constant delays and late replies it was a waiting game to get our work uploaded on time and meet the criteria that was set out in our initial meeting.

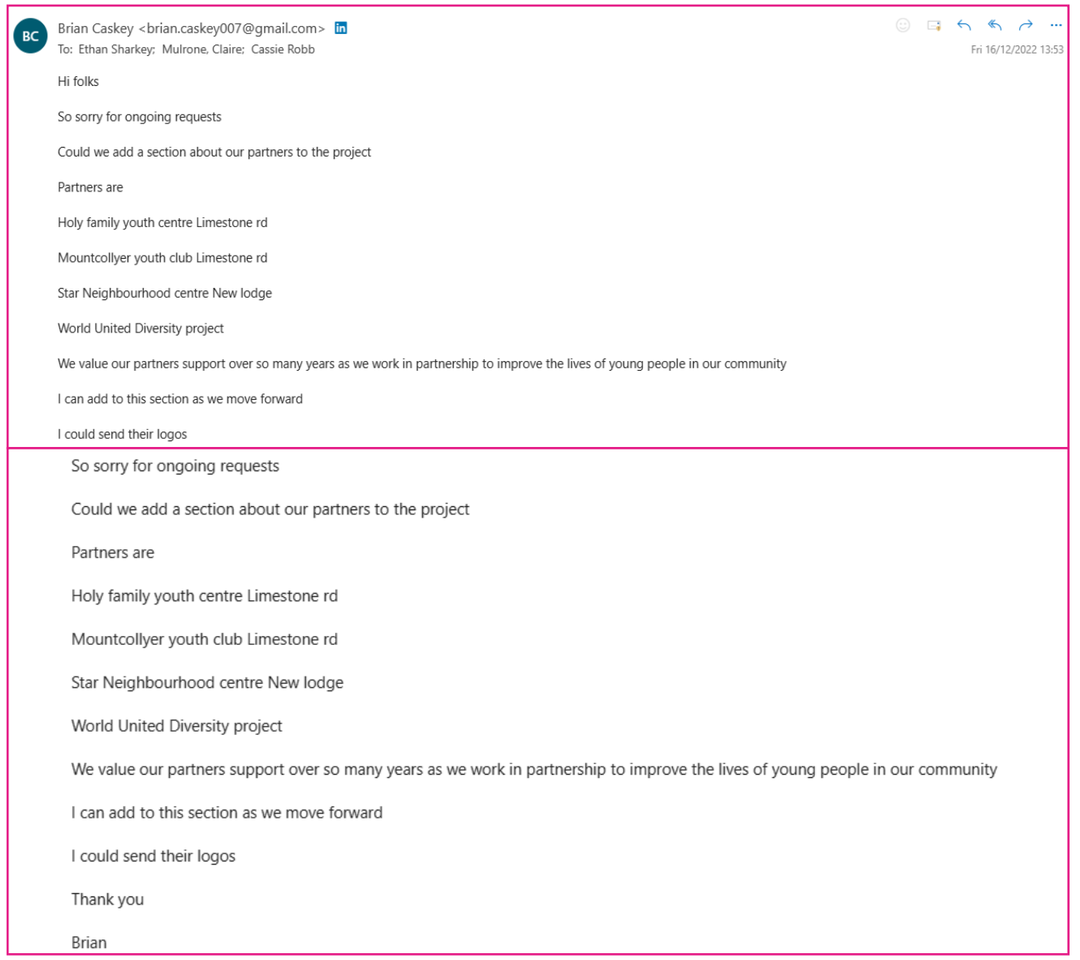
It wasn't until the day before when we were in class that we were able to gain access to social media platforms.

After gaining access to the website it was all systems go. As I received the log in late on in the evening and needed the website completed by 12am the following night .

As if completing the website on my own wasn't enough I had the task of trying to get it updated regularly and troubleshoot any issues all within the last hour.

With only the assistance of Laimis who was on the website checking for any issues and giving me constant feedback or else I wouldn't have finished it.

THE DAY BEFORE THE DEADLINE



BC

Brian Caskey <brian.caskey007@gmail.com>

To: Ethan Sharkey; Mulrone, Claire; Cassie Robb

Fri 16/12/2022 13:53

Hi folks

So sorry for ongoing requests

Could we add a section about our partners to the project

Partners are

Holy family youth centre Limestone rd

Mountcollyer youth club Limestone rd

Star Neighbourhood centre New lodge

World United Diversity project

We value our partners support over so many years as we work in partnership to improve the lives of young people in our community

I can add to this section as we move forward

I could send their logos

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I can add to this section as we move forward

I could send their logos

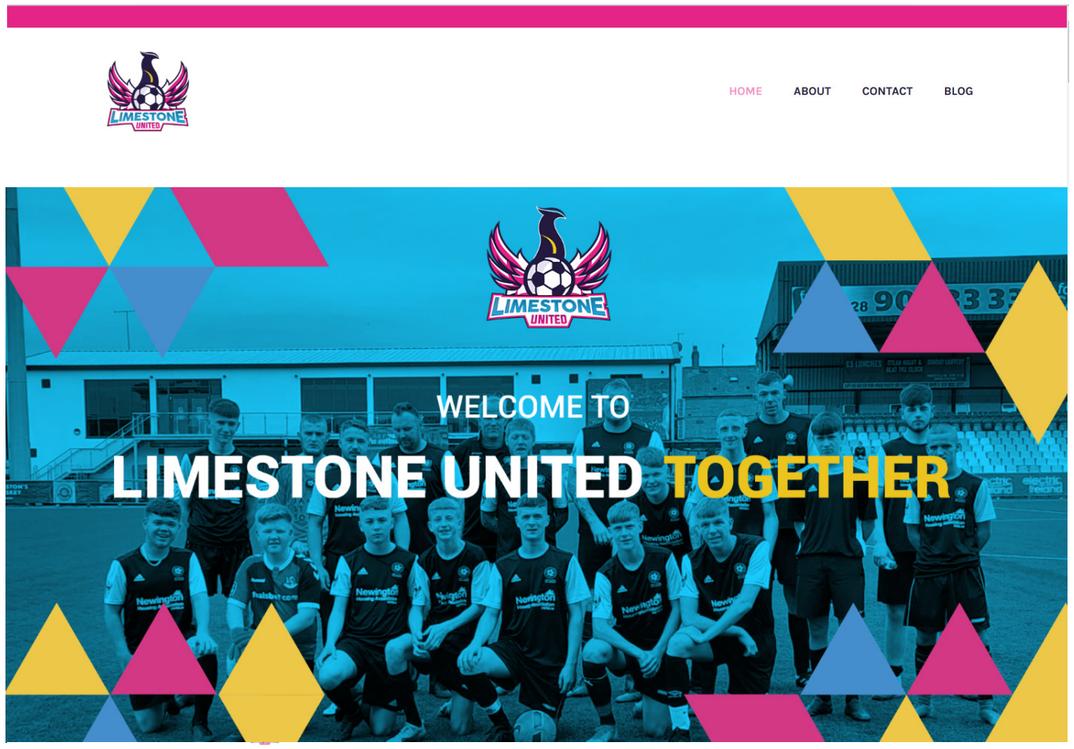
Thank you

Brian

The day before the deadline was another disaster. We have been asking for all the media and information for the website from September and I received it all at 2am when are deadline was for 5pm the same day.

But not only did I receive the media and information that I needed I received additional requests asking for different elements to be added. With these additional requests and another deadline for the same day I was under extreme pressure and stress as I was solely working on the website as my team members hadn't used it before. I had the most knowledge in this area and therefore the successfulness of the website depended on myself and Laimis who was constantly giving me feedback the night that the website was due and even with the adjustments that needed made afterwards.

HOME PAGE



A cross-community group providing sport across the interface in North Belfast.

Playing for Limestone United made me wise up quite a bit but in the past things I done caught up with me and when I was 17 I was arrested for attempted murder.

Long story short this case went on for over 3 years and in that time, I had got myself a job, moved into my own house and my partner was expecting our first child. I ended up going to jail for it.

I appealed my sentence, I had done 6 months then it was time for my hearing. The case against me was that I was a sectarian bigot but the references I had about my time in the football team changed all that and they came from Police and catholic and protestant youth workers in the Limestone area of North Belfast.

Their argument fell apart and in my eyes Limestone United got me out of jail and got me to see the birth of my daughter which I would have missed if I had not got out of jail so from that day I have always wanted to do good for my team and to repay the things they had done for me.

I can see it now having an impact on the younger generation which is brilliant to think it has come so far and still going from strength to strength.

Peter Clarke

My thoughts on playing for Limestone United is that it has been the best thing that has even happened to the Limestone Road and the Tigers bay.

If it was not for Brian and Stuart making this team up and bringing the two sides together I probably would still be in a sectarian mindset, throwing bottles and bricks for no reason but religion.

To me personally, it has made a big impact on my life with meeting new people, bringing sides together and moving forward in life.

Over the last few years working with the Limestone United group I have met people that I never thought would be possible to get along with, so I owe a big thank you for everybody's hard work and effort that has been put into the team and hope more people can follow in our footsteps to bring sides together in the future.

I am now coaching the Limestone United junior football team and it's a fantastic opportunity to give back something to stop any more.

Declan Mcdaid

The changes from our mockups to the final website are minor. I wasn't able to add the email address to the header. The rest of the changes on the home page are due to Brian wanting additional information added to the website and more media.
The layout on the about us changed because it wasn't working as a responsive website so I had to change it slightly.
The blog page doesn't currently contain all the social media that it is meant to as I couldn't get logged in and I never got any upcoming dates.

HOME PAGE CONTINUED

Limestone United cross community project is committed to making our communities safer by supporting our young people to move away from negative interface activity and into good relations projects.

Our sport across the interface model helps us to reduce risk factors affecting our young people and enhance our protective factors.

Together we can help our young people reach their full potential and create community champions who will bring about positive change in their community

Explore the community

OUR PARTNERS

We value our partners support over so many years as we work in partnership to improve the lives of young people in our community

Holy Family Youth Centre

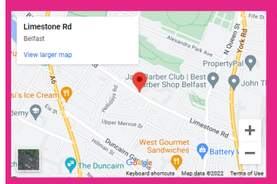
MYC MOUNTCOLLYER YOUTH CLUB - BELIEVING IN YOU -

TOGETHER.

- Honesty
- Respect
- Equality
- Leadership
- Trust
- Community
- Inspiring Others

VISIT OUR CHARTER

FIND US



ABOUT US

Charter

History

BLOG

Twitter Feed

Facebook Feed

News

Events

SOCIAL MEDIA LINKS

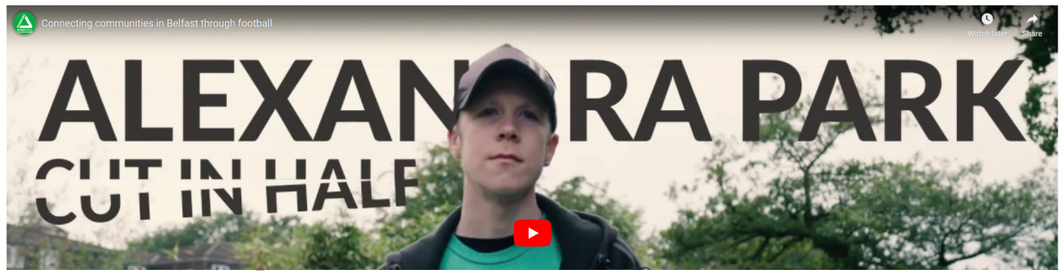
ABOUT US PAGE

OUR CHARTER

ALL MEMBERS OF LIMESTONE UNITED SIGN UP FOR OUR CHARTER.

TOGETHER.

- Honesty
- Respect
- Equality
- Leadership
- Trust
- Community
- Inspiring Others



WHY OUR GROUP IS IMPORTANT

Need a landing page built Brings people together, gives young people a voice and takes us away from other problems.

WHAT BECOMING INVOLVED DOES FOR OUR MEMBERS

Opens your eyes, gives a realisation of others, opens doors into friendship and uses the medium of sport to build good relations in Lower North Belfast area.

CORE CONCERN

Our core concern is geared towards addressing the issue of sectarianism within our communities; an objective to which we remain committed.

OUR CORE VALUES

Anti-sectarianism, Equality, Friendship, Trust, Engagement, Community, Active Citizenship.

COMMITMENT TO A SHARED FUTURE

This group have developed this charter to assist in the personal development of ourselves and the development of our associated communities within the

PROVIDING LEADERSHIP

Our group currently takes a leadership role within these communities and wants to widen our leadership capacity so that we can inspire both our peers and the upcoming generation towards creating a space for enhanced engagement, on both a personal and community basis. We

ABOUT US PAGE CONTINUED

BASED ON THE LIMESTONE ROAD

3 LEADERS
12 COMMUNITY CHAMPIONS

The Limestone Road is home to our club. The concept of cross-community runs deep in this area. During the early – mid 1900's, people from all backgrounds would travel together through the Limestone Road to their workplaces. Many of these people worked in the shipyards of Belfast.

Currently, we have 3 team leaders along with 12 community champions representing Limestone United.

Their commitment drives this community closer towards and integrated community

OUR COMMUNITY

BRINGING US TOGETHER THROUGH SPORT

Brian founded Limestone United in 2011 as a way of bringing together the divided community of the Limestone Road.

Having retired, Brian was aware of the community divisions caused by The Troubles and seeked to reconcile this community.

Over the last few years, Brian has played a major part in bringing two sides together to create one team under a shared name.

Brian Caskey

Se Gormley has been with Limestone United cross community project for over 6 years after starting with the juniors project . From an early stage it was clear to see his enthusiasm for getting involved in good relations activity. Eventually Se progressed into the senior set up and to his credit he has become a Limestone United community champion.

Se has shown leadership skills and is now supporting the next generation of young people to help them make positive life choices and to avoid negative interface activity.

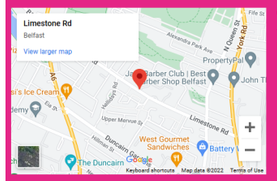
Se in his role continues to help make his community safer and has played a key role in developing our Limestone United ladies project.

We are privileged to have Se as a community champion as he continues his personal development journey.

Se Gormley

12 COMMUNITY CHAMPIONS

FIND US



ABOUT US

- Charter
- History

BLOG

- Twitter Feed
- Facebook Feed
- News
- Events

SOCIAL MEDIA LINKS

BLOG PAGE

LATEST NEWS

SUCCESS

CHAMPIONS

WOMEN MOVE UP THE TABLE

LIMESTONE UNITED

Limestone united Cross Community Project has now a Senior Football Team, Junior football Team and La

Limestone united
1 week ago

Tonight it was the turn of our girls project to reach their first milestone 🙂🙂

Our young ladies from Holy family youth club came to together with the young ladies from Mountcollyer youth club on a team building night .

Limestone United ladies are officially one group and the girls picked their kit colour and will be the first to wear kit with our new badge 🙂🙂

Big shout out to our community cha ... See More

Photo

View on Facebook · Share

Limestone united
1 week ago

Brilliant night up at the Shankill leisure centre .

Young people from the New lodge , Mountcollyer and Holy family youth centres played In the Breaking down barriers through Futsal session.

CONTACT US PAGE

GET IN TOUCH

First Name
First Name

Last Name
Last Name

Email *
Email Address

Subject
Subject

Your Message *
Your Message

SUBMIT FORM

CONCLUSION

Despite the late nights, migraines and stress I have had throughout this project. I enjoyed working alongside Claire and Adrian with one on one assistance. The chance to work with peers, troubleshoot and help one another. I've enjoyed working with a community partner although this is something that I have become accustomed to as I completed this work on my placement year on my own.

Being able to work on a live project and transform Limestone United's current brand and give them a brand that they can be proud of.

I automatically took charge of the website assisting Laimis on the graphic design and he took the time to help me find any problems that were on the website. As the problems arising from WordPress were mind blowing. On my phone which is Android and on Laimis phone which is Iphone their were slight differences and for some reason one of the images on the website was being flipped upside down and I couldn't give an explanation for this. So as a team we decided to take the picture down and replace it with a different one.

These deadlines were really close and the biggest struggle that I had was relying on our community partner to get back to us as Brian didn't understand how long this project would take us to complete the work and therefore left everything until the very last minute. Not realising that this isn't our only deadline and that we were balancing this module alongside an entirely different module with it's own deadlines.

Besides this I enjoyed our work. I am proud of the work that we have been able to create in this period of time under extreme stress.

This helped me to build on my confidence and learn presentation skills and interpersonal skills that I will take with me throughout the rest of my degree and further. I hope that I can continue to build on this and keep improving.

Despite the amount of problems that we have concurred throughout this project it has been worth it to see the final outcome.

EVALUATION & REFLECTION

By applying my knowledge and skills from previous modules and everything I learnt from my enterprise placement year. Project management skills, such as prioritising tasks, showing initiative, meet our deadlines and stick to our original timeline.

As a result of using Basecamp, it has allowed us to stay organised, communicate and keep on top of our tasks. As we have known each other from first year we were able to communicate effectively and work well together to create the work.

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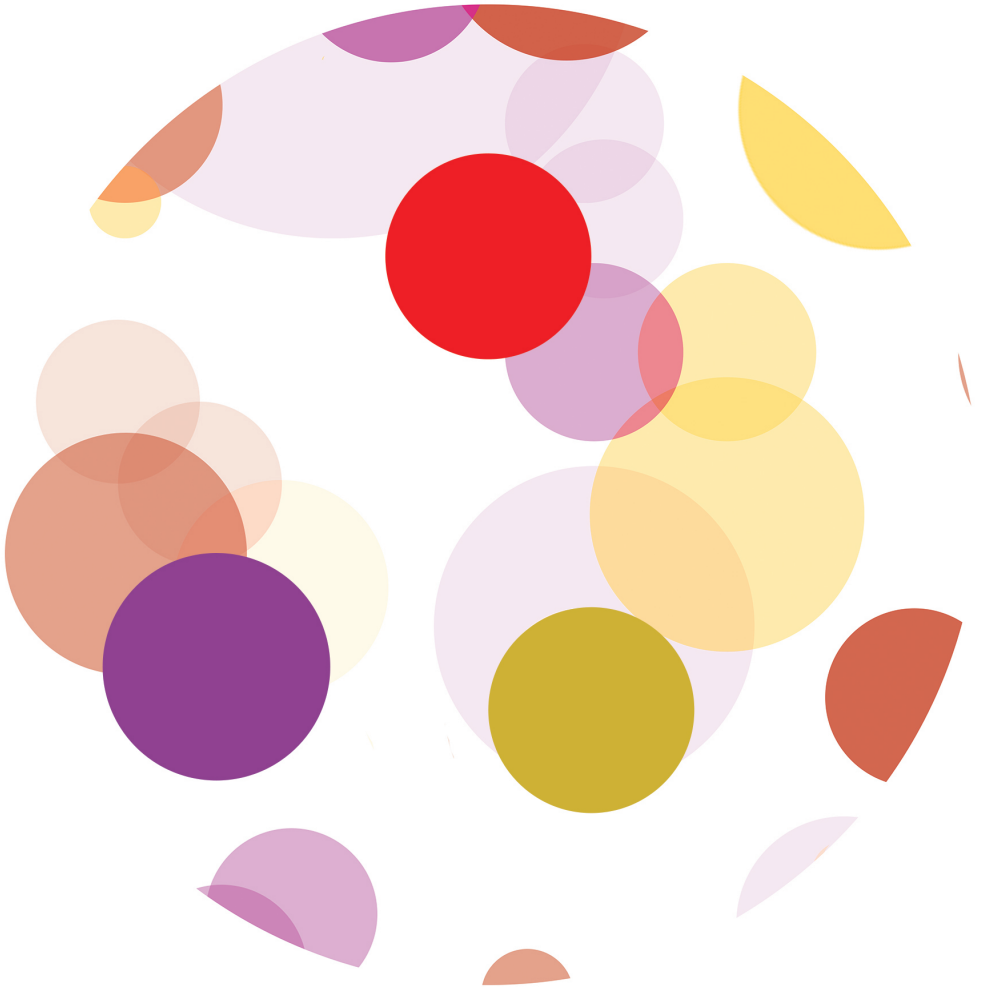
PSD duffle bag mockup: Freepik.com



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