MED 526: Interactivity for Social Enterprise

Production Log
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Contents

Introduction

This project is for MED526 - Interactivity for Social Enterprise and takes place on the Coleraine campus of Ulster University and is overseen by module coordinator Adrian Hickey and Claire Mulrone the Community Engagement Manager. The module allows students to engage with various community partners around Northern Ireland. In semester 1 week 1 the students are shown the community partners for that year and are asked to make a desired list of the partners they feel may best for them to work with.

This production log will show how Adam Johnston (myself), Niall McKeown and Aoife Gallagher worked along side Helen Lunny from community partner Leander A.S.C who are a swimming club based in Belfast Northern Ireland.

Project Social is what we are working towards in this project. Project Social is a gateway that allows for us students to have the opportunity to work along side the community partners. At the end of the module all of the work will be uploaded to the project social website.

Meet the Team

The team that worked with Leander A.S.C was final year Interactive Media Students Aoife Gallagher, Niall McKeown and myself Adam Johnston. Everyone in the team came from different academic journeys prior to University brining different level of experience and expertise to this particular project.

My role within the team was focused more on creating the graphic design elements for Leander A.S.C such as logo and hoodie merchandise designs. I also took the lead of creating graphics that could be used on Instagram along with a schedule of when to post the content. Aoife was the groups main point of contact with the community partner, and aligned with myself on the social media side created a set of guidelines for the swimming club to follow when using social media. Niall was our lead video editor helping to give Leander a promotional video for their upcoming 60th Anniversary.

Aoife Gallagher
- Lead Communicator
- Social Media Designer
- Creative Direction

Niall McKeown
- Lead Video Editor
- Lead Production Designer

Adam Johnston
- Lead Graphic Designer
- Lead Social Media Designer

Project Specification

The project specification was first shown to us in week 1 of our first semester, the slide that was shown for Leander A.S.C (please see below) outlined who the club are along with its founders, where they swim within Belfast and competitive competitions they've been to.

Leander Swimming Club

Project Specification:

Leander Swimming Club was formed in March 1964 by head coach Bobby Madine together with David and Nancy McCullough. They run swimming sessions at Lisnasharragh, Olympia, Templemore Baths, Whiterock Leisure Centre and the Grove. Over the years Leander swimmers have represented their country in the Olympic Games, Commonwealth Games and European Championships. In 2024 the club will celebrate its 60th birthday.

Using creative media develop a range of media outputs to celebrate the achievements of the club. Using interviews with the founder, the coaches and swimmers, video and photography to document the club's history and its plans for the future. Develop a suite of online materials that can be used to publicise the celebration on social media including a gif of the logo and social media templates.

PROJECT SOCIAL

Skills Required:

After Effects/
Premiere/
Photoshop/
Illustrator/
DSLR skills/Video & Photography
Social Media skills

Ulster University

Unfortunately in the first week of the semester I had Covid and was unable to attend therefore could not join a group at that time. In week 2 I spoke to multiple groups about their community partners, the vision that they express about what they wanted to do and what skills they still might require in their group. After speaking with Niall and Aoife along with researching Leander A.S.C I found that my experience with graphic design would be best suited within their group.

Initial Meeting

Claire Mulrone arranged for the team to have our first meeting with Helen Lunny from Leander. This initial meeting would be used for all of us to learn more about the community partner and what they are all about, this will allow us to reflect Leanders values within our work. As seen below, he group used basecamp to confirm this meeting for 12.30pm on October 13th with Helen.
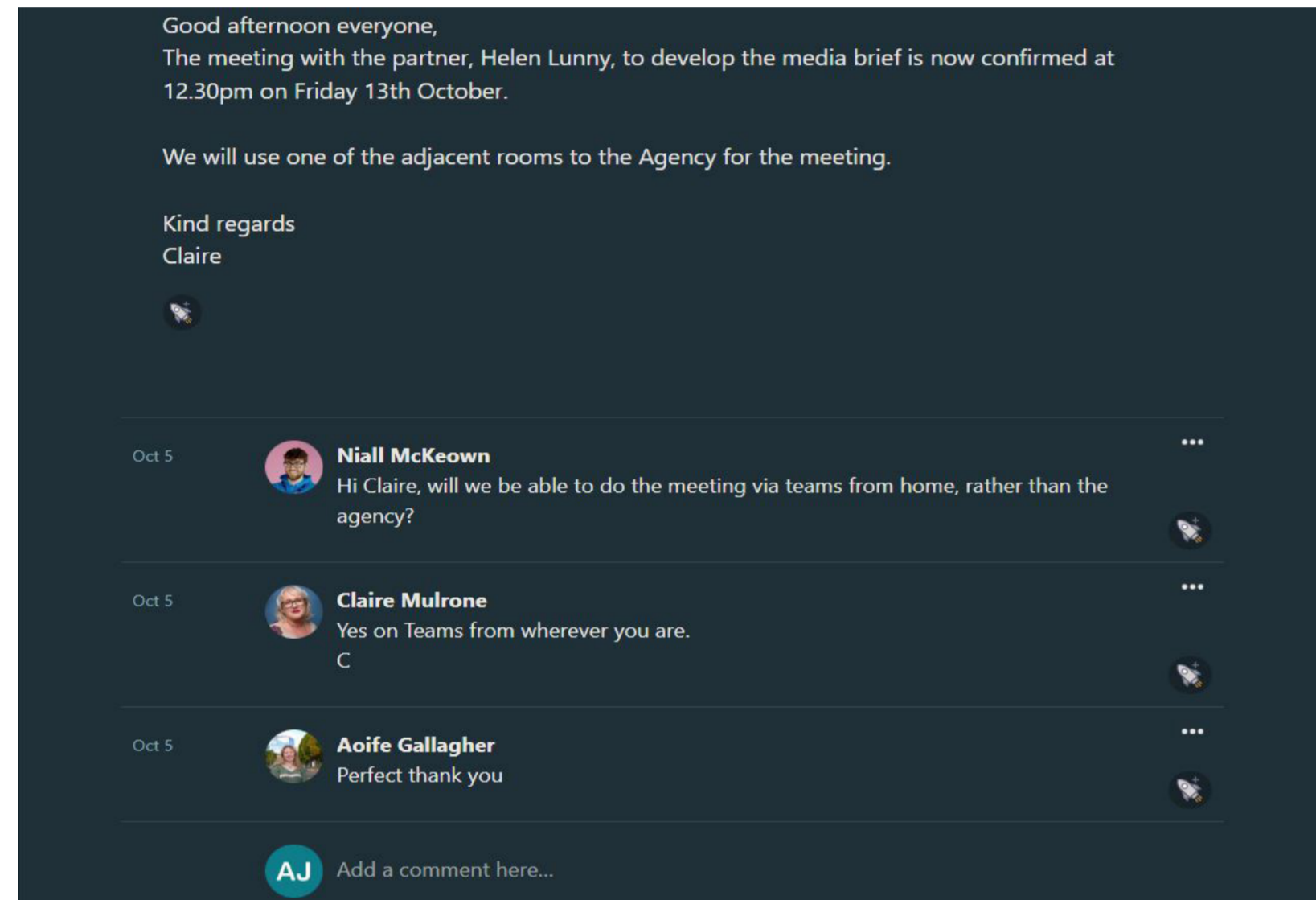
Claire was vital for making initial contact with Helen which helped us immensely Claire set up the meeting via Microsoft teams as the meeting was on a day that we didn't have classes therefore we were unable to all be on campus at once. Claire was also present to ask questions and take notes.
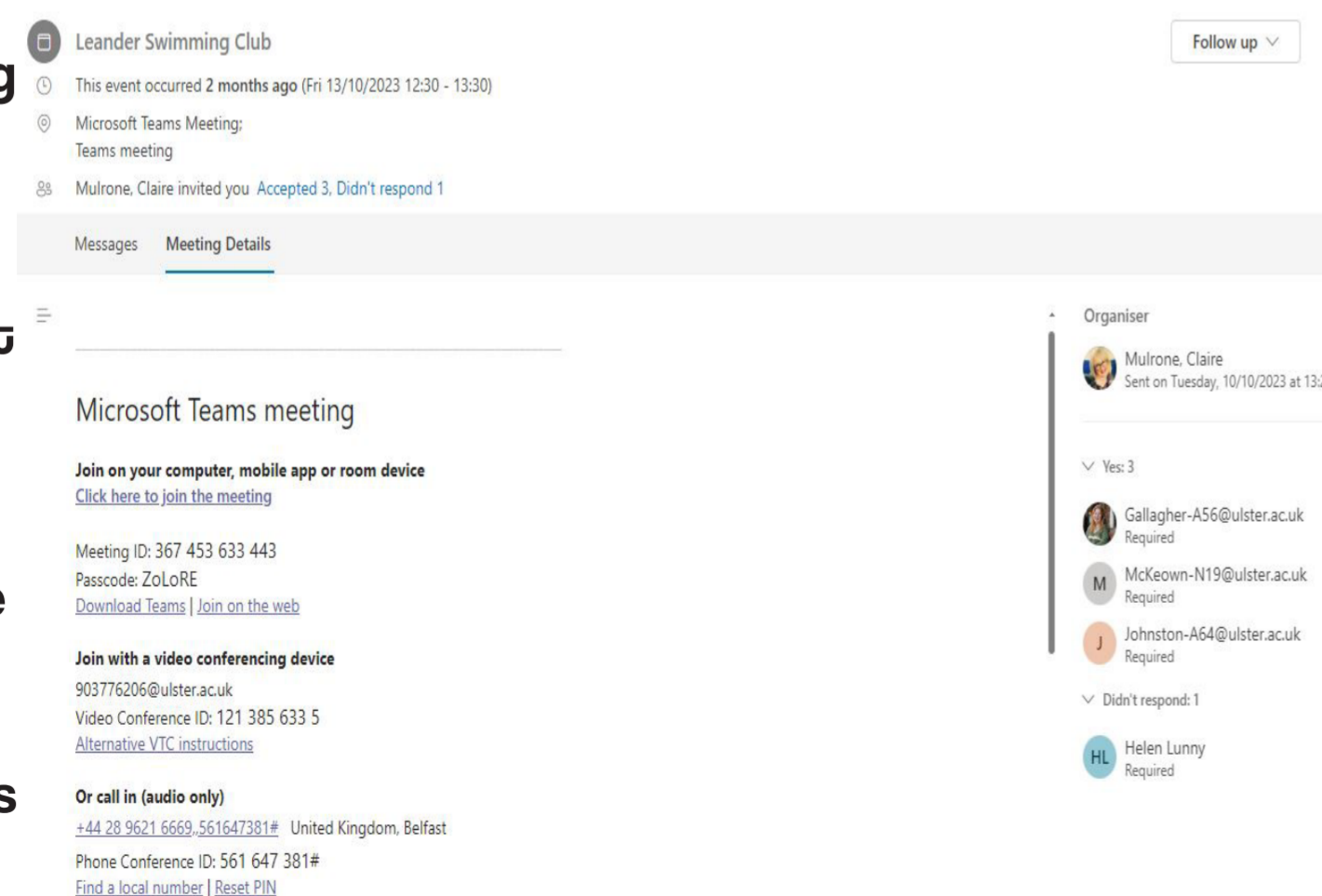

Initial Meeting Questions

Myself, Niall and Aoife used class time leading up to our meeting discussing useful questions that could be asked to Helen. These questions ranged from how they see themselves as a club to further improve our knowledge of the partner. We as a team needed to know what pre existing assets the club had to help us with the project as with the sensitivity of it being a swimming club we knew it would be difficult to record our own footage, this would later help Niall and Aoife with creating the Anniversary video. To benefit what work for the project I needed to find out which social media's Leander frequently used, if the current club colours could be altered and Helen's opinion on creating a new logo and what they may want done with it.

Meeting questions

1. Who currently runs your social media?
   Helen Lunny
2. What location would work best for filming?
3. What coaches/members are essential for interviewing?
4. How would you best describe to core values of your club?
5. What is your most popular session and location for filming?
6. Could we access trophies/awards to have in the background of interviews?

Initial Meeting Outcomes

During the initial meeting I took notes our the discussion with Helen. I found out that the club would be open to a 'rebrand' but not to extreme they would just be looking for their existing brand to be modernised. Helen agreed that the logo was outdated and liked the suggestions I put forward for keeping what locals would still recognise as Leander A.S.C. In the meeting Helen mentioned that she had a talk with the board and they stated 'The colours must be kept the same as they are inclusive to all communities', Helen was unsure of the exact colours that they are but described them all cherry red, Kelly green and plain white. Overall the meeting went great and it provided the whole team with a clear understanding of the clubs core values (family/community) and what they were expecting from us.
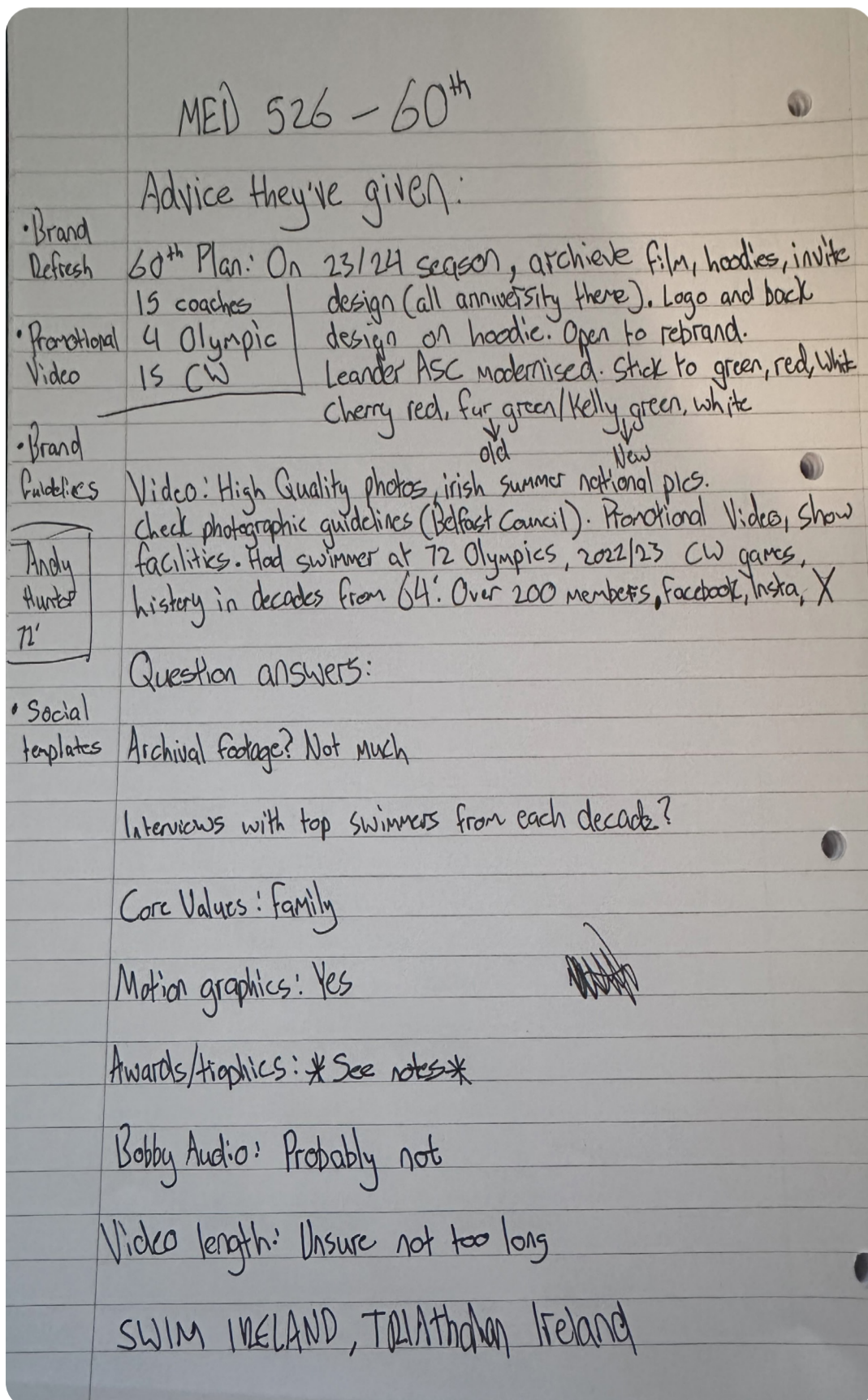
Leander Swimming Club

Formed in 1964 by Bobby Madine, David and Nancy McCullough.

Lisnasharragh, Olympia, Templemore baths, White Rock Leisure Center and the grove.

Ran by Parents and Volunteers

Leander swimmers have represented in the Olympic and Commonwealth games as-well as European Champs.

5 Stage Pathway:
1. Learn to swim levels 1-7 (5-7yr)
2. Junior Development Level 7/8 (8-12 yr)
3. Performance development achieves SU regional QTs
4. Performance pathway - after achieving QTs they train to make Regional/national squad.
5. High Performance - Regional/ National Squad swimmers

Sponsors
Aecor Marine
Woodbourne Pharmacy
Carryduff Pharmacy
Belfast City Council

As previously spoken about we knew that it may be problematic to create our own footage for the 60th Anniversary video. After discussing this with Helen we found out that they do have some original footage that could be used but if required she would reach out to the council as to if filming would be allowed during practices. The group researched to find out what rules and regulations were already in place for creating this type of content. Please see this filming and photography policy form Swim Ireland.

Brief Development

Following the outcomes of the teams meeting with Helen, we had to each develop a brief to present at the next meeting. The brief would consist of concepts that would be used in the project to create media assets for Leander A.S.C

As a team we mostly used class time to come up with the brief this list will show the sections of the brief along with which team members contributed to that area.

1. Community Partner (Niall)
2. The Project/aims (Aoife)
3. Target Audience (Adam)
4. The Deliverables (Adam)
5. Tone, Message, Style (Niall)
6. Benchmarking conclusion/Similar Organisations (Aoife & Niall)
7. Budget (Adam, Niall & Aoife)
8. Time Frame (Adam)
9. Meet the Team (Aoife)

Community Partner

Leander Swimming Club is a cross-community club based in the Belfast area. They were founded in 1964 by Bobby Madine along with David and Nancy McCullough. Leander has had great success over the years developing swimmers who have represented the club at the Olympics, Commonwealth Games and World Championships. The club includes a range of ages spanning from the ages of 5 with learning to swim classes all the way up to master level with ages of 40+. Leander are always open to new members and contribute greatly to the swimming community in Northern Ireland.

Leander Swimming Club will soon be celebrating their 60th Anniversary. This will be a celebration of their accomplishments over the many years. Leander are open to the idea of a brand refresh for this event. This brand refresh includes creating content for their 60th anniversary. This will also include updating their social media, providing templates and a social media schedule leading up to their 60th anniversary event.

The Project/Aims

Our main objective is to create a commemorative video using archival footage for Leander's 60th anniversary. This anniversary represents a significant milestone for the club since its founding back in 1964, as many of its original members will attend this event. This commemorative video will celebrate Leander's long history and achievements within the community, such as the successes of members at the 1972 Olympics, the 1976 Montreal Olympics and even the Commonwealth games. Another aim of the project is a brand refresh for Leander; this is due to their branding and logo having not been updated within recent years. A brand refresh will help contemporise Leander's identity to ensure success in the future. This brand refresh will align with their original colour palette which was developed to ensure was represented under a cross-community club.

We will create brand guidelines and social media brand guidelines. These new guidelines will help the club achieve a strong sense of brand identity. We will include social media guidelines to maintain consistency. The visual identity will include graphics, photography and motion graphics. A social media schedule will also be developed to help create posts and content.

Target Audience

This project primarily aims to engage with past and present members of Leander Swimming Club. The secondary audience are parents and children who may have an interest in swimming. Promoting the 60th anniversary of Leander will provide additional content that can be used on social media and this may increase future engagement with the club for new families and children. Harnessing the celebration and achievements of the club will provide an opportunity to continue its legacy and ensure the future is bright for the club.

The Deliverables

We will deliver:
1. Brand Refresh
2. Brand Guidelines
3. Social Media schedule/templates
4. Promotional Video
5. Photography
6. Branded merchandise mockups (Hoodies, tracksuit, T - shirts)

Tone, Message and Style

For Leander Swimming Club a brand refresh will include their cross-community colours of green and red. Brand Guidelines will ensure a strong visual identity across social media and merchandise. The tone of the project will be a message of celebration outlining their legacy and an oppertunity of growth for the future. The media outputs that we will create for the celebration will help to raise the profile of the club to communities across Belfast to grow the membership across all demographics.

Benchmarking

We performed a benchmarking process on similar organisations to Leander Swim Club. We discovered that Cookstown Swimming Club that is also located in Northern Ireland is a community focused club similar to Leander including the audience of 8-year-olds and older. Cookstown's social media presence shows many weekly posts that many of their community interact with averaging 20+ likes on each post with consistent posts and branding, they maintain their brand identity by always using blue and yellow in all of their posts on Facebook. Consistency is important and it is what we would like to enforce within Leander's social media presence.

Melbourne Swimming Club is a large club that has a big presence online via their social media and video content. Melbourne's main focus seems to be mainly on the competitive side unlike Leander's which is focused on the community aspect. The main takeaways from Melbourne's social media is their consistency and video content which is high quality and helps to create more new engagement from outside of the community bringing more attention to the club and potentially drawing in new people to join their club. Video content is one of our deliverables and something we plan to implement into Leander's social media.

Stockport is very similar to Melbourne, with a professional presence online on their social media while also being very community based, which is something we will develop with Leander. What we took from this process is that we should focus on giving Leander strong social media guidelines that can be used on all their social media platforms and video content that presents them in a professional and family orientated light.
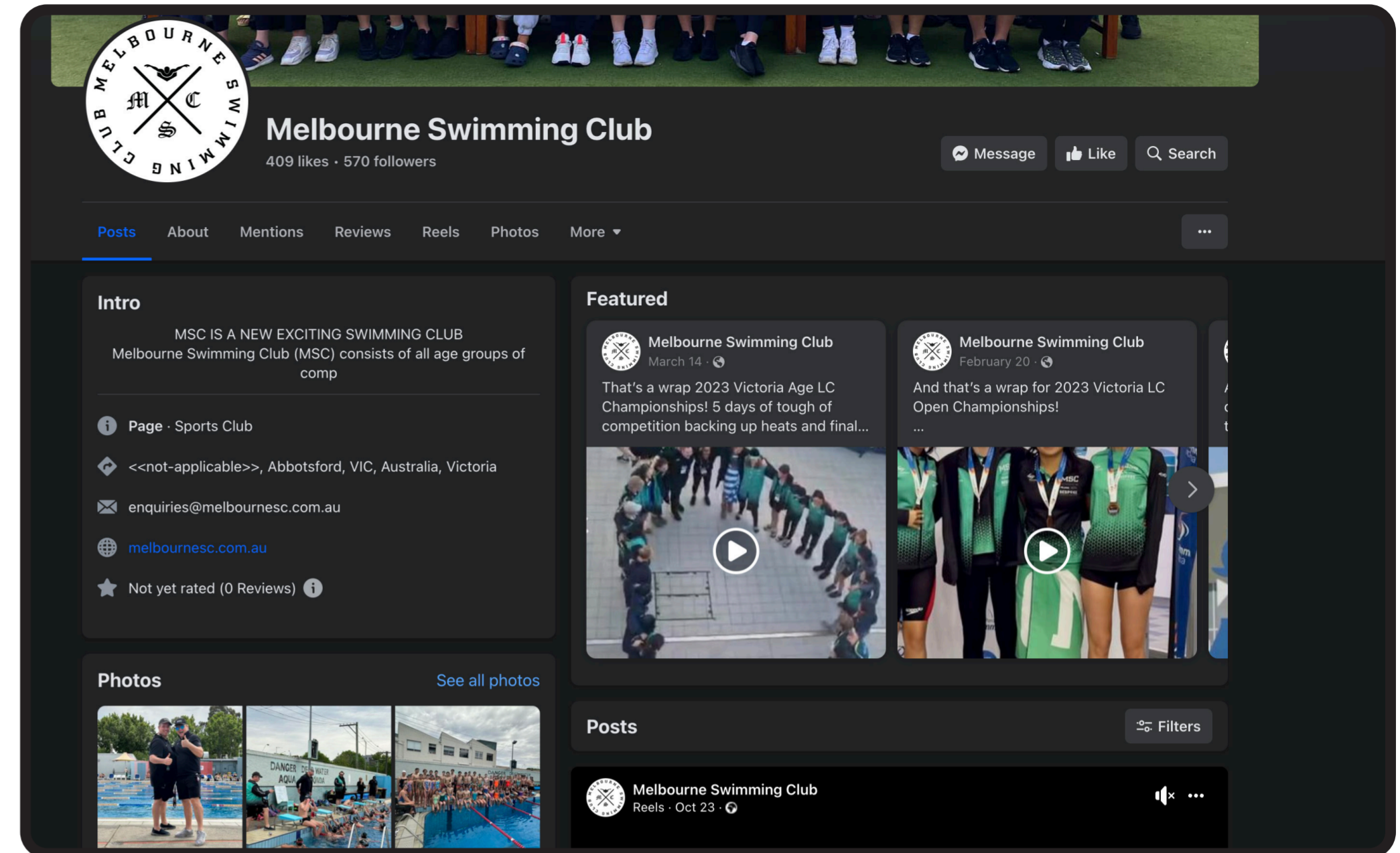
Benchmarking (Similar clubs facebook approach)

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
First impressions	Aesthetics of social presence	Community Focused	High standards	Community Focused	High Quality and professional	Feels very family orientated	Community Focused
	Identifiable target audience	10/11 and 8 years and older	All age groups	Ages 7+	Target audience is 5+	Target audience 8+ more so for children	No
	Identifiable 'about' description	Yes	Yes	Yes	Yes	No	Yes
Use of social media	Updated regularly	Yes	Yes	Yes	Yes	Yes	Yes
	Popular social media	Good social media interaction	Good interaction but not as much as you would think on their scale	Yes (1k+ on each)	Strong Social Media presence, yes	No	No
	Social Media Platforms	Website, Facebook	Website, Facebook and Instagram	X, Instagram & Facebook	Instagram & Facebook	Facebook	X & Facebook
Use of advanced editing and filming techniques	Transitions	No	Yes	Yes	Yes	No	Yes
	Lighting adjustment (shading, vignette etc.)	No	Yes	Yes	No	No	No
	Motion graphics	No	No	Yes	No	No	Yes
	Tripod/gimbal usage	No	Yes	Yes	No	No	No
	Output quality (4K, HD, 720p etc.)	No	HD (1080p)	HD (1080p)	1080p	None	No
	Rule of thirds	No	Yes	Yes	No	No	No
	B roll	No	Yes	Yes	Yes	No	No
	Intro	No	No	No	Yes	No	No
	Outro	No	Yes	Yes	No	No	No
	Interview/ commentary	No	Yes	No	No	No	No

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
Use of audio formats	Background Music	No	Yes	Yes	Yes	No	Yes
	Audio Extract from another source	No	No	No	Yes	No	No
	Usage of raw audio recording	No	Yes	No	Yes	No	No
Accessibility	Subtitles	No	No	No	No	No	No
	Platform of video content	No video content	Youtube and website	Youtube and website	Instagram & Facebook	None	Facebook
Use of graphics, typography, logo and colour	High Quality Logo	Low quality image	Yes	No	Yes	Yes	No
	Have a typeface that fits their content	No consistent typeface	Yes	Yes	Yes	No	No
	Have a colour palette they stick with	Yes (White, yellow and blue)	Yes (Teal, White and Black)	Yes (Teal, White and Grey)	Yes	Yes	Yes (Cherry Red, Kelly Green & White)
Use of Photography	Photos of the facilities	Yes	Yes	No	Yes	No	No
	Photos of people that attend the club	Yes	Yes	Yes	Yes	Yes	Yes
	High quality photos	Yes	Yes	No	Yes	No	No
	Photos of celebrations/ awards	Yes	Yes	No	Yes	No	Yes
	Photos of committee members	No	Yes	No	Yes	Yes	Yes
Total		38%	86%	66%	75%	27%	41%

Budget

This is a budget breakdown for the proposed deliverables, although this is not a funded project it will show the different elements required to bring these ideas to fruition.

- Hoodies - £2,600 for 200= £13 per person
- T – Shirts - £960 for 200= £4.80 per person
- Tracksuits - £5,248 for 200= £26.24 per person
- Towels - £1,562.40 for 240= £6.51 per person

Time Frame

All three project members will produce a minimum of three alternative designs, and these will be shown through a design deck. These design decks will be pitched to the organisation in week 7. The Club will then be given the opportunity to pick a set of designs they feel best represents their brand in moving forward with the conclusive designs.

Once representatives from Leander ASC have given their feedback and chosen the design direction the project members will begin to work on the deliverables ready to be delivered to the Club in week 12.

Week 5:
Development of Brief and and sign off

Week 6:
Development of the Pitch

Week 7:
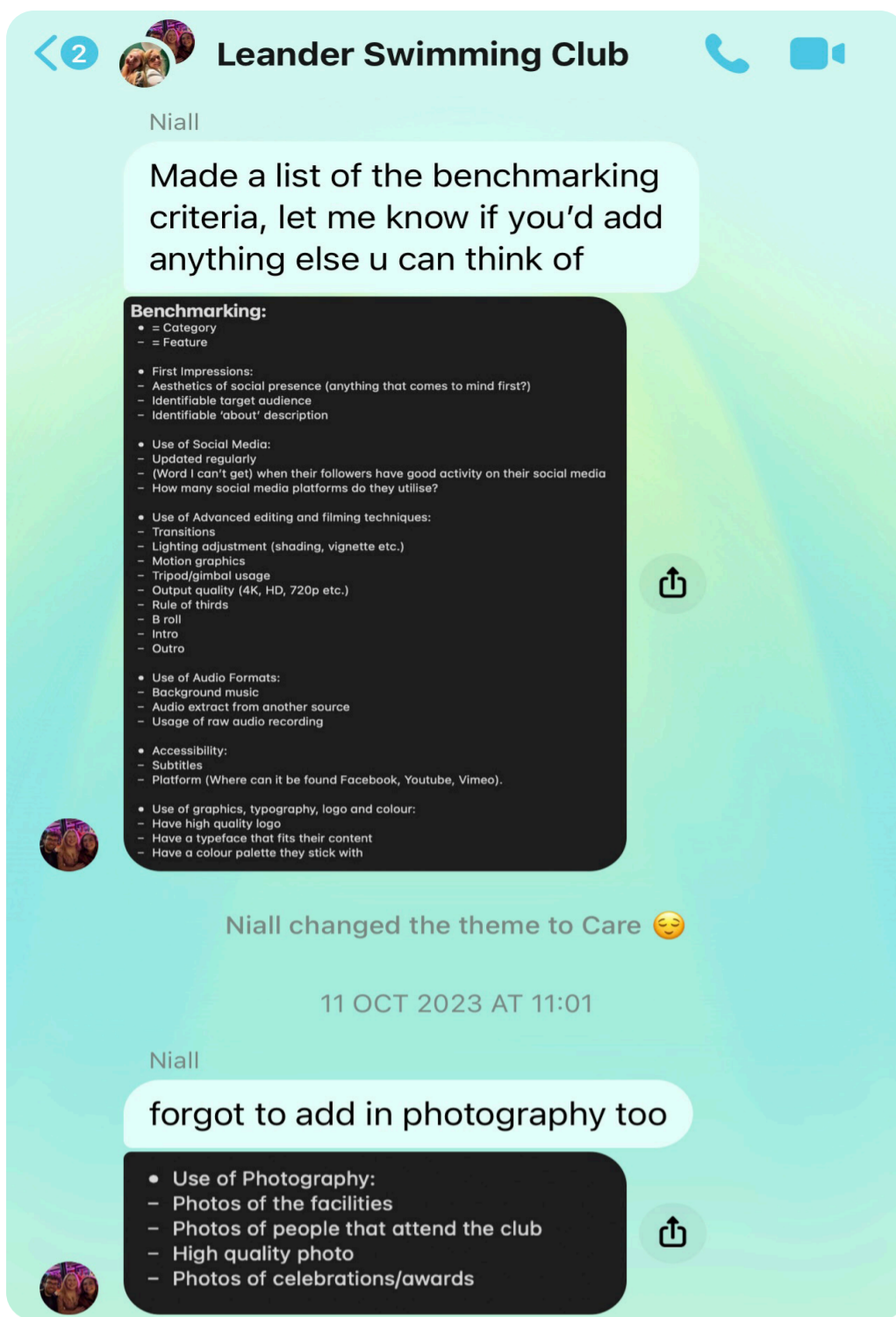Pitch Presentation

Week 8-11:
Project Development

Week 12:
The Final Submission

Initial Benchmarking and feedback

Adrian asked each team member to research other clubs similar to our community partners in this case I was looking for other amateur swimming clubs. I felt it was best to look into clubs from the whole of the UK, I began by looking at the top ranked clubs in the UK and NI. Comparing Leander to these tops clubs would give a insight into what they might be doing to promote themselves and bring new top talents to their clubs

I came across two clubs that I felt were going the extra mile with the use of their social media's, although Leander do have a good social media presence these clubs had larger followings with good interactions with their posted content. Visting the websites I began to break down all areas of how each club utilised the web. I created a list of categories along with features within them and complied them for each club in a table to display which clubs preformed best in that area.

Catagory	Feature	Stockport Metro Swimming Club	City of Norwich Swimming Club	Leander Swimming Club
First Impression	Aesthetics of social presence	Meets & Competition focused	Community Focused	Community focused
	Identifiable target audience	Ages 7 and above	Ages 7 and above	Unclear
	Identifiable 'about' description	Yes	Yes	Yes
Use of Social Media	Updated Regularly	Yes	No, X is mostly reposts from other accounts	Yes
	Popular Social Media	Yes (Over 1k+ on each)	Facebook No, X okay following	Facebook has higher audience interaction
	Social Media Platforms	X, Instagram, facebook	Facebook & X	X & Facebook
Use of Filming	Training/ Promotional Content	Mainly low quality short clips shot on phone	No Video Content	Yes - Very little "Promotional"
	Interviews with squad/Coaches	None	No Video Content	No
	Use of Motion Graphics	Yes but very little	No Video Content	Yes
Use of audio formats	Background Music	Yes in some videos	No Video Content	Yes
	Commentary	None	No Video Content	No
	External Audio Input	Yes in some videos	No Video Content	No
Accessibility	Subtitles	None	No Video Content	No
	Sources to access video content	Mainly Facebook, some shorts on X, Instagram & Youtube	No Video Content	Facebook and & X
	External Audio Input	Yes in some videos	No Video Content	No
Use of Media Design methods	Logo Quality	Avergae, small logo used	High Qaulity	No
	Consistent Colour Palette	Yes - Teal, White and Grey	Yes - Blue, Green & Gray	No
	Consistent typography	Yes - Open Sans	Yes Helvetica headers, Sans - Serif Body	No
Use of Photography	Shows Facilities	Not directly, can be seen in the background of squad photots	No	No
	High Quality Photos	Yes on website	Yes until enlarged	No
	Photos of Meets & Competition	Yes across all platforms	Yes	Yes

Leander Swimming Club

Niall

Made a list of the benchmarking criteria, let me know if you'd add anything else u can think of

Benchmarking:
● = Category
– = Feature

● First Impressions:
– Aesthetics of social presence (anything that comes to mind first?)
– Identifiable target audience
– Identifiable 'about' description

● Use of Social Media:
– Updated regularly
– (Word I can't get) when their followers have good activity on their social media
– How many social media platforms do they utilise?

● Use of Advanced editing and filming techniques:
– Transitions
– Lighting adjustment (shading, vignette etc.)
– Motion graphics
– Tripod/gimbal usage
– Output quality (4K, HD, 720p etc.)
– Rule of thirds
– B roll
– Intro
– Outro

● Use of Audio Formats:
– Background music
– Audio extract from another source
– Usage of raw audio recording

● Accessibility:
– Subtitles
– Platform (Where can it be found Facebook, Youtube, Vimeo).

● Use of graphics, typography, logo and colour:
– Have high quality logo
– Have a typeface that fits their content
– Have a colour palette they stick with

Niall changed the theme to Care 😌

11 OCT 2023 AT 11:01

Niall

forgot to add in photography too

● Use of Photography:
– Photos of the facilities
– Photos of people that attend the club
– High quality photo
– Photos of celebrations/awards

After this Niall created a list of useful features for all us to use while revisiting our own benchmarking prior to creating the finished product shown in the above Brief that was sent to Helen. This was very helpful as it allowed for a consistent assessment of every club that we each looked into.

This is the list that Niall created for the benchmarking, this was very helpful as it included a lot of aspects that I hadn't thought to look at.

Benchmarking:
● = Category
– = Feature

● First Impressions:
– Aesthetics of social presence (anything that comes to mind first?)
– Identifiable target audience
– Identifiable 'about' description

● Use of Social Media:
– Updated regularly
– (Word I can't get) when their followers have good activity on their social media
– How many social media platforms do they utilise?

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● Use of graphics, typography, logo and colour:
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– Have a colour palette they stick with

● Use of Photography:
– Photos of the facilities
– Photos of people that attend the club
– High quality photo
– Photos of celebrations/awards

Brief Outcome

Helen was happy to sign off on the brief sent by Aoife in the first email response, Helen found the benchmarking aspect of our brief to be informative. An important thing that was addressed is that although Leander do see themselves as a family and a community first club. They want to be seen more as competition to other clubs.

Thanks Aoife. I'll get a look at this later tonight and come back to you tomorrow to sign off. At first glance, it looks spot on -thank you for all your work to date on benchmarking as this has been very interesting!

The main thing I've picked up to date is that we don't appear from the outside to focus on competitive swimming which is something we would really like to change whilst keeping the family/community element! We are ultimately a competitive swimming club so we need to learn how we can promote this better so all help appreciated!

I'll be in touch soon.

Thank you
Helen

Helen followed up with another email once see had time to fully look over the brief. Again happy to sign off with what we presented, she reiterated that they want the club to be seen as competitive club to appeal more to potential new members. Helen confirmed that the anniversary event will be held on the 3rd of February 2024 and can provide more images and videos to help with any of the project.

Hi Aoife, Niall and Adam

Thanks for sending through the brief. Happy to sign off on it. Looking forward to seeing what you produce!.

As per my last email, we would be keen to see how to appeal to competitive swimmers as this is an area which could be improved and where we are keen to attract new members. We've a waiting list in operation for the younger end of the club 'Learn to Swim'.

Let me know what else we can provide to help with the video. I've loads more old and more recent photos if needed. The event we are organising will be Sat 3 Feb so we can use design for the invite.

You can see a recent video / narrative on our crowdfunding page - http://www.crowdfunder.Co.uk/p/ one-team--past-present-future

Also we have an Instagram account: @LeanderASCBelfast

Many thanks for all you help
Helen

Pitch Development

We needed to each create a pitch to Helen with our individual idea's of how we would go about each aspect of the proposed idea's. Every member of the team produced great work giving Helen different options to choose from and ultimately give feedback of her desired outcomes.

We as a group came to the conclusion that each pitch would consist of:
- A logo with two versions.
- A colour scheme.
- Mock-ups of a towel, water bottle, hoodie and a t-shirt.
- Device mock-ups presenting their new social media posts on Facebook, Instagram and Twitter (X).
- A storyboard for the 60th commemorative video

Logo

These are the logos that I presented in my pitch, in our meeting Helen mentioned she wanted to keep the brand as recognisable as possible with a modernised twist. Taking what Helen said into consideration throughout all of my designs I decided to keep the animal head and wings from their original logo and modernise the surroundings

Colour Scheme

Kelly green (Primary)

Cherry Red (Primary)

Keeping with the instructions to stick with the currently used colours at the club green, red and white I research the names of the colours that Helen provided and chose those that I believe was closest to the original but could be used to give some vibrancy to the content created at the club.
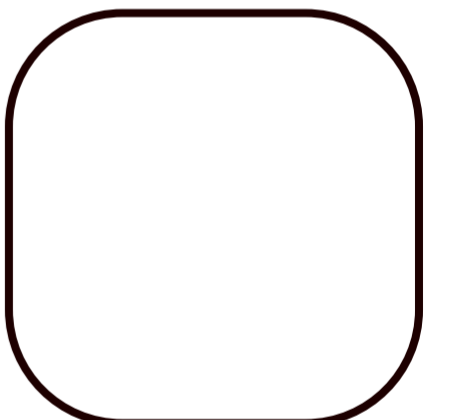
As this project is to help Leander celebrate their 60th anniversary I found that diamond white is the traditional colour used in 60th anniversary celebrations so I presented the idea to Helen seeing if this is something she may be interested in incorporating somewhere within the designs.
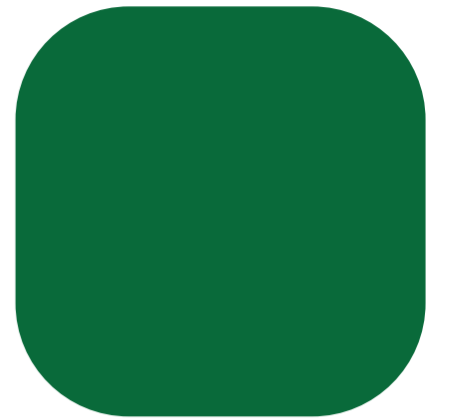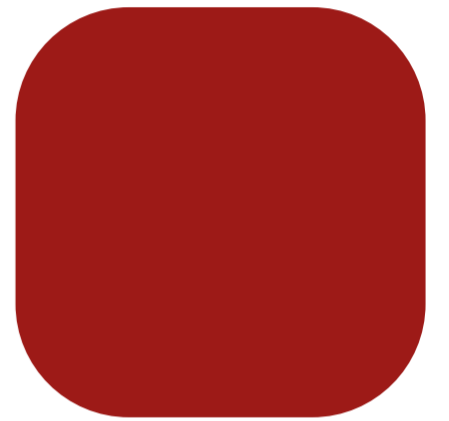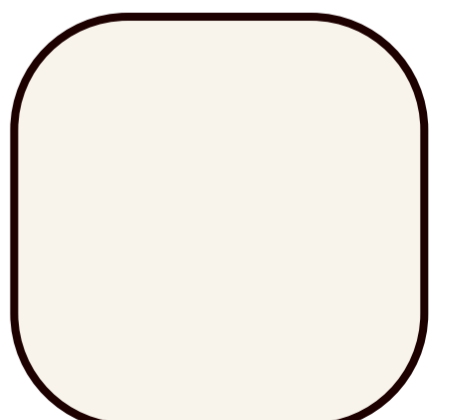
White (Secondary)

Diamond White (Secondary)

Mock-ups

For the mock-ups, I wanted to include merchandise that the club would use, I also wanted to bring in the new and updated colours onto the merchandise too! For the mock-ups, I used Graphic Burger's website and sent them across to the team so that all of our mock-ups were uniform with each other.


Device Mock-ups

I created the templates for the device mock ups using Adobe Illustrator, I wanted to focus on a Iphone design as I felt it allowed for the best visual for our client. Once I completed the templates it was uploaded via basecamp so that Niall and Aoife could also use them to keep our designs the same. I used the mock ups to display to the client how the logo that I proposed would look on social media, for the instagram mock up I used some pictures that Helen had provided from the Leander archives. In both the facebook and Instagram mock ups I had created an initial invitation for the 60th Anniversary, although this design was never presented to the client as later in the process I felt this page style would not fit the vision I had for displaying graphics to the Leander audience.
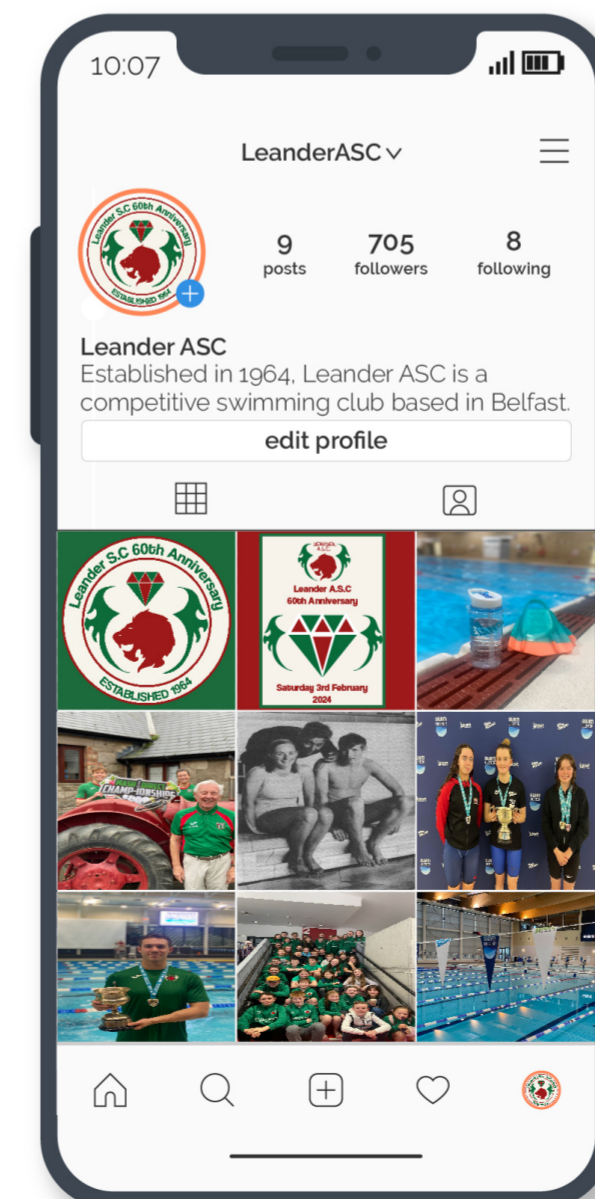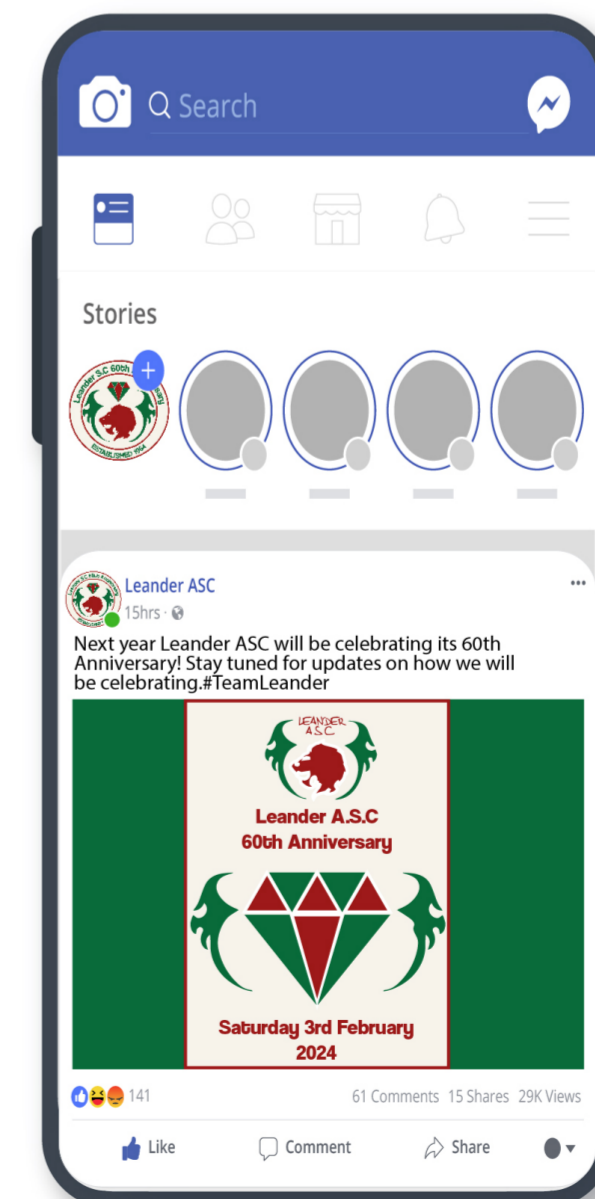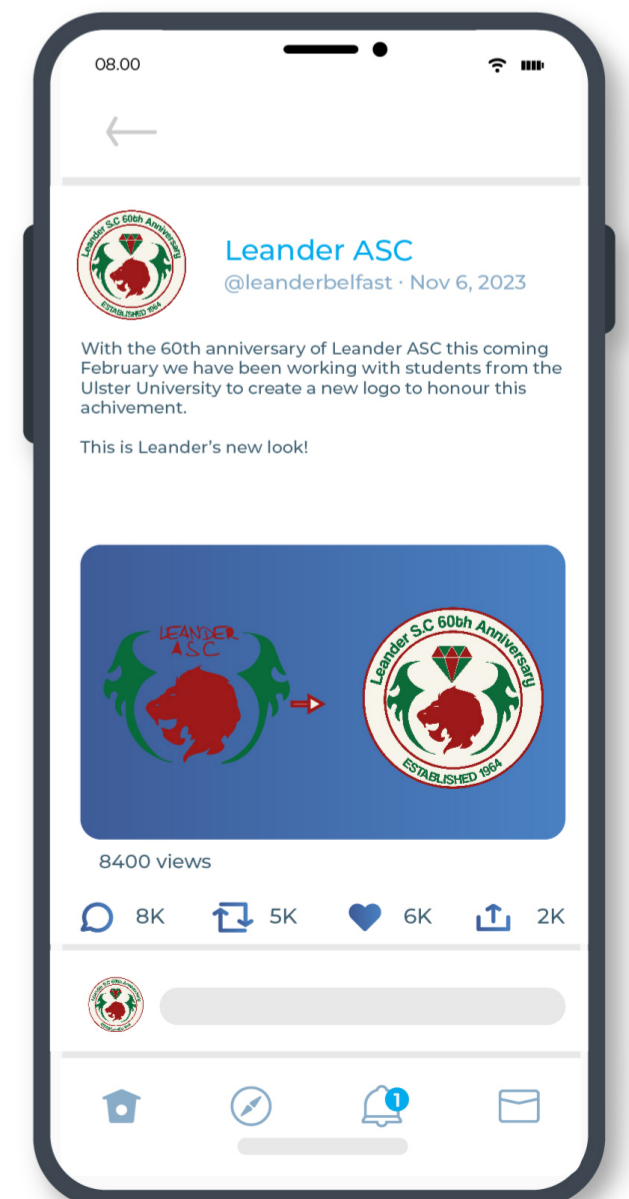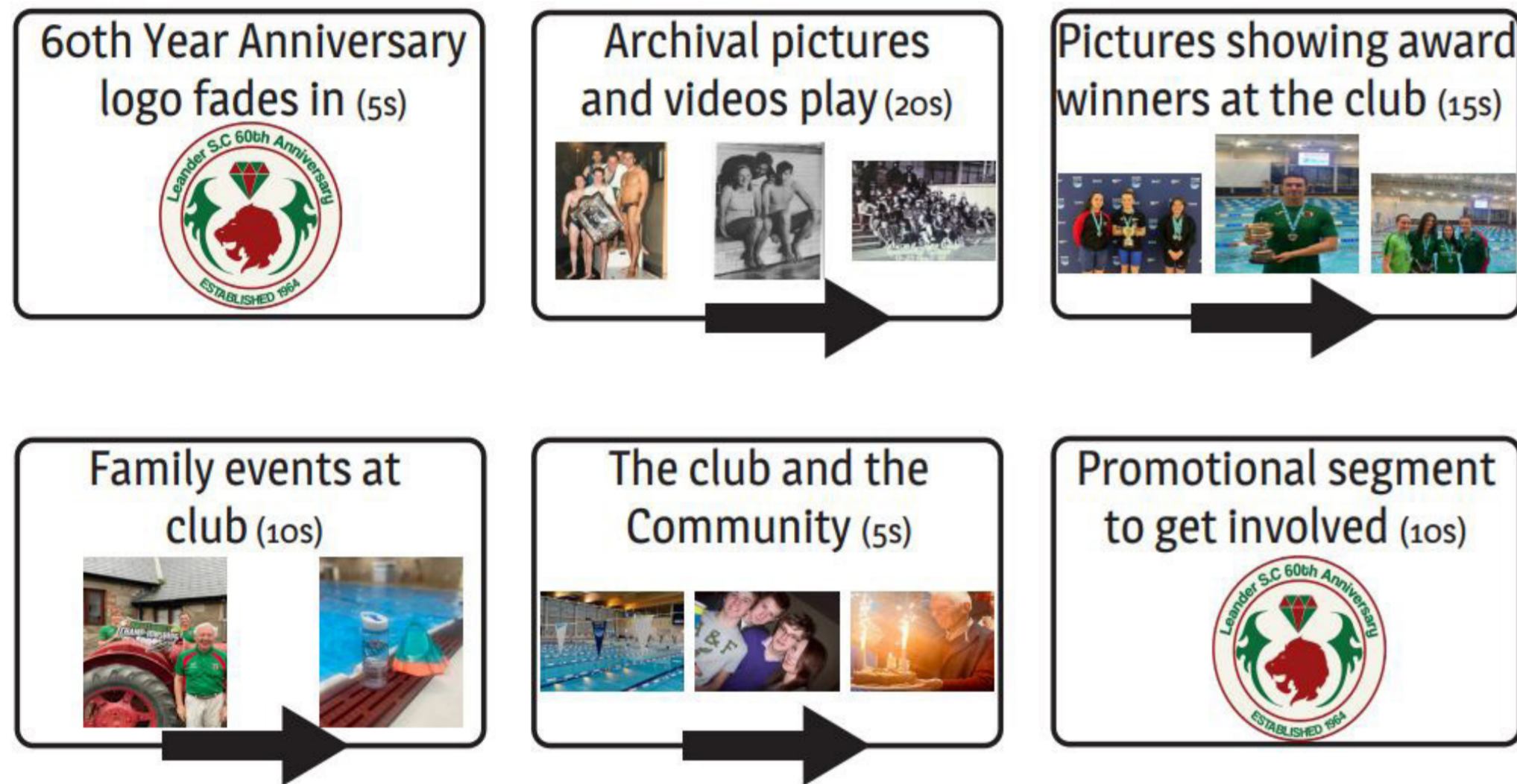

## Instagram   Facebook   Twitter

Storyboard

I felt that as the promotional video was going to be mainly viewed on Leander's social media that it shouldn't be too long as if someone who does not know about the club found the video they may not offer to much time to view it. Short content is becoming more and more popular with 'clips' being some of the most viewed video content on the web. My plan was to use the video to introduce one of the logo's that I have created if the board was to give approval for the change.

| 60th Year Anniversary logo fades in (5s) | Archival pictures and videos play (20s) | Pictures showing award winners at the club (15s) |
| Family events at club (10s) | The club and the Community (5s) | Promotional segment to get involved (10s) |

The video would be in a time line format showing 20s worth of images and footage moving from the past to present day to show the evolution of the club, as Leander are such a successful club I allowed for almost a quarter of the time to display the awards they have won and some of their swimmers who have made it to the highest level. Helen was so passionate about the clubs involvement with the community therefore I felt it was necessary to include some of the clubs family events and work in the community. The final 10 seconds would be used to show the viewer how they or their children can get involved with the club. The main vision I had for this video was to display Leander as a professional club but really push the fact that it is a family intriguing new talent to the pools.

Presenting the pitch

The group couldn't find a phone template that we wanted to use, I decided to research the mobile phone templates available then from there I used Adobe Illustrator to create my own iphone template. I emailed the created templates to Niall and Aoife so they would also be able to use them in their pitch.
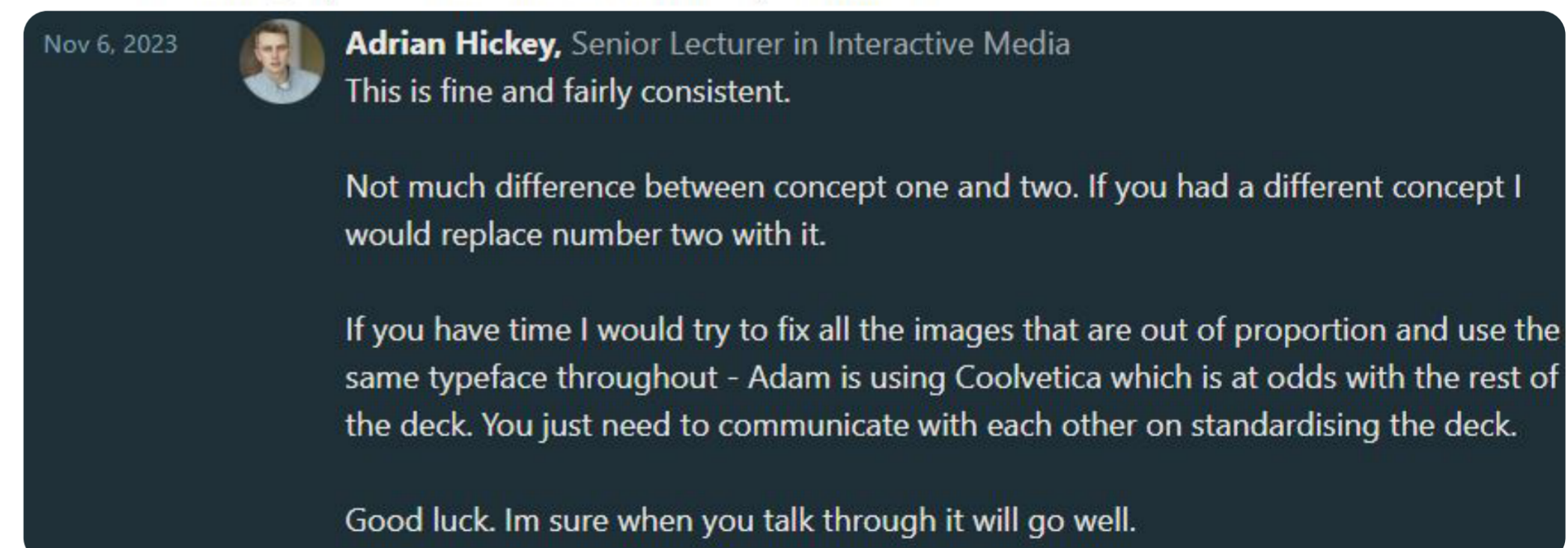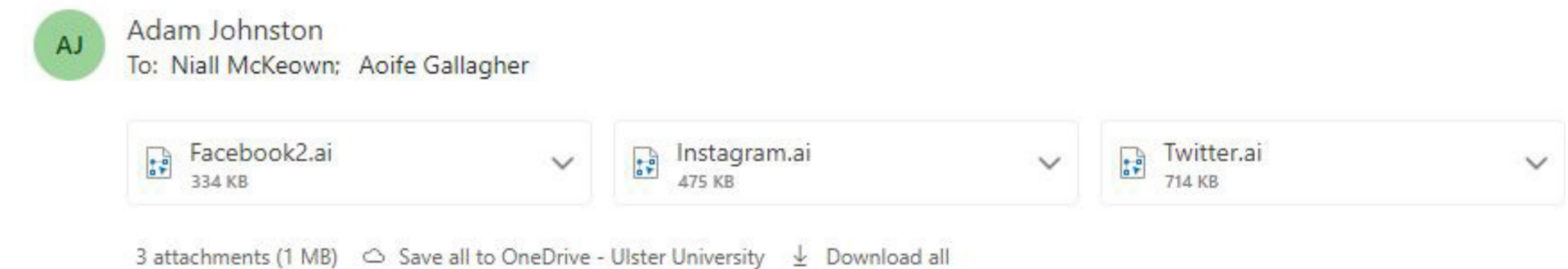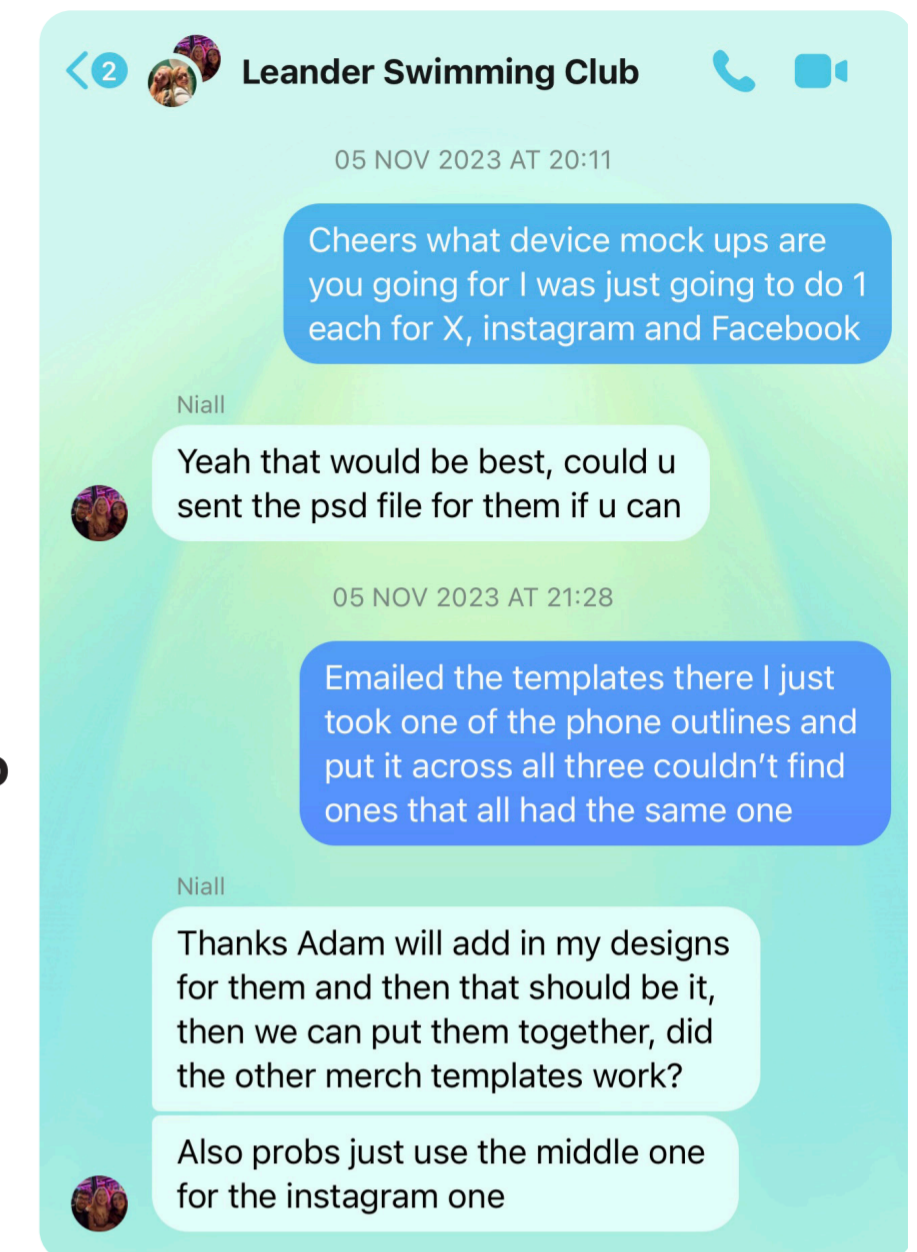
Once I finished my pitch and sent it across to Niall to combine the three pitches, Adrian brought it to my attention that my that I had used a different font to Niall and Aoife. I had used Coolvetica as this was the font that I was using in my designs although I should have checked with the rest of the team in terms of design style to keep them the same.

I read Adrian's feedback which was on the morning of our second meeting with Claire and contacted the group to ask exactly which fonts they had used and the font sizes depending on titles and text. I also forgot to turn off facing pages on in Adobe InDesign which also needed to be fixed. I am pleased that I was able to get these issues fixed and replaced in the combine PDF before my pitch.

> I emailed it to you there Niall, let me know if it looks okay to you, it said there was an issue exporting and it had to convert something but it looks fine to me

Niall
Looks great Adam thanks! Will send it over to Basecamp too so Adrian can get back in the morning

> Forgot to turn facing pages off, I've fixed it now if you want me to resend?

Niall
Will get it sorted in the morning, may have some changes to make if Adrian makes changes

06/11/2023, 08:54

Niall
The font I used is called Magra it's a Google font, forgot to say

Yeah if u can, and ur facing pages

> Downloading the fonts now what size did you use and is it just bold For titles and regular for text?

Niall
40 for the titles and then 35 for everything else, yeah bold for titles and then regular for the rest

06/11/2023, 09:29

> Stuck it up in Basecamp

I uploaded my altered pitch onto basecamp.

Pitch

AJ Adam Johnston · Nov 6, 2023 · Notified 4 people

I fixed my fonts and turned off facing pages, if you have time to add this new version Niall.

Concept 3: Leander Swim Club.

Version 1:   Version 2:   Colour Scheme:

Kelly Green (Primary)

Cherry Red (Primary)

Diamond White

White (Secondary)

Pitch Outcome

I was nervous about presenting my idea's to Helen as from the initial meeting it seemed that I was not going to be able to change much and had to stick to most of the existing brand of the club.
Although I was pleasantly surprised with the outcome of my pitch, Helen liked my logo designs as I had taken some parts of the original logo and updated it to a more modern design. Helen chose to use my logo as part of the rebrand although the original logo had the diamond white colour as the fill colour of the circles and Helen wanted it changed to just white. Also to make the club appear most as a competitive club I wanted to remove the A from Leander ASC as it stands for amateur and felt it would be best removing it to move forward in the competitive direction, Helen asked for Amateur to be kept and spell out Amateur Swimming Club on the logo instead of abbreviating the words. At the bottom of the my logo designs I had Established/EST 1964/64' as this is a common feature of club logo's, Helen asked for the bottom of the logo to have 'Celebrating 60 Years' as there is some controversy around the club as to if 1963 or 1964 is the exact year they were founded.
The new logo was also going to be the main feature for the anniversary hoodies that would be handed out their swimmers and club members, I suggested that the design for the hoodie be the logo enlarged across the centre of the chest.   I was suggested that I try placing a smaller logo over the left side of the chest or the front and create some variations of graphics on the back.

Pitch Notes

Claire Mulrone · Nov 8 · Notified 4 people

Great pitch team, Helen was really impressed and grateful for your advice and vision.
Heres a copy of the notes I took regarding the agreed media outputs.

Use Adams updated original logo
Spell out ASC
Include 'Celebrating Sixty Years' at the bottom on the inside of the circle
Design an invite and a save the date flyer

On merchandise please use a smaller placement of the logo on the left.
Explore the graphic on the back of the sweat shirts, provide new options for Helen to reveiw.
Please get the logo back to Helen once it's been signed off by Adrian for the purchase of hoodies in the works at the moment.

Use Niall's idea of a montage idea for the celebration with Aoife's facts for facts with the common wealth and other competition stats. Use the throw back Thursday posts. Helen has more old photos to send too.

Helen to collate headline facts that could be used, including venues, members, families, lessons etc
The celebratory event will happen on 3rd February 2024.
Devise a month long social media campaign for February using clips of the montage and historic facts and new updates to be used across all of the platforms.

Create in Canva, three standard templates for social media posts.
Create three celebratory templates for the social media campaign.
Develop a set of brand guidelines for the logo.
develop a guide on how best to develop posts for social media, include advice on the creation of reels and photography. advice on how to present the volunteer coaches photos on social media and the website.

Nov 8   Adrian Hickey, Senior Lecturer in Interactive Media
A clear way forward. Well done!

Leander Swimming Club 60th Anniversary Logo:

This is the final logo that I created making the changes that Helen had asked for the background was changed to white, the club name was spelt out and the bottom text was changed to Celebrating 60 Years. I then had this design signed off by Helen and Adrian to allow for it to be sent to the hoodie manufacture that the club was using.

Leander Swimming Club 60th Anniversary Hoodie (Option 1):

Front (Above logo on chest)   Back (font - **Coolvetica Bold**)

LEANDER A.S.C
CELEBRATING
60 YEARS

Leander Swimming Club 60th Anniversary Hoodie (Option 2):

Front (Above logo on chest)   Back (font - **Coolvetica Bold**)

LEANDER AMATEUR SWIMMING CLUB
CELEBRATING
60 YEARS
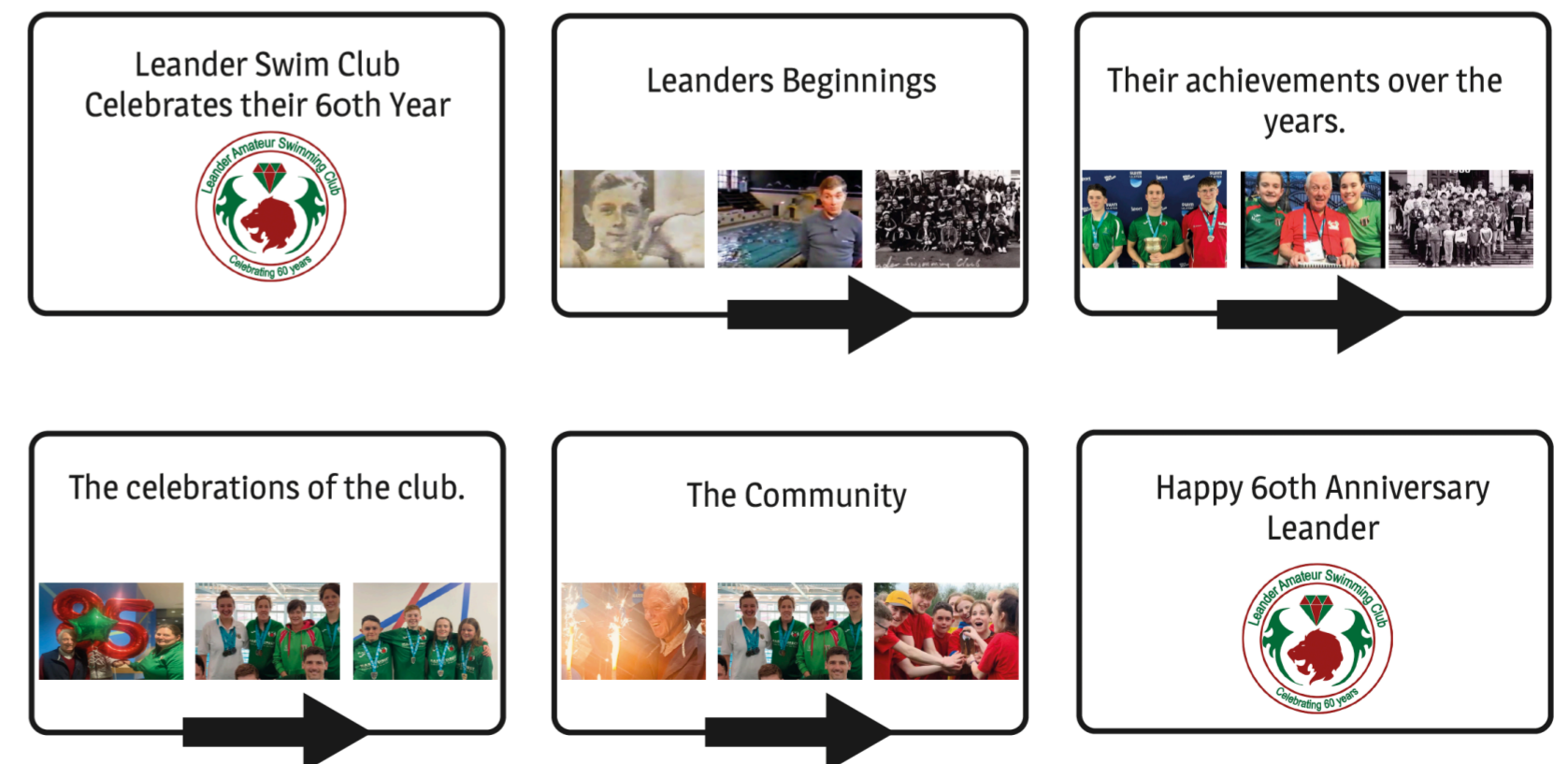
Leander Swimming Club ASC 60th Anniversary Storyboard

Leander Swim Club Celebrates their 60th Year

Leanders Beginnings

Their achievements over the years.

The celebrations of the club.

The Community

Happy 60th Anniversary Leander

Asset Development

Moving forward in creating the final assets that Leander A.S.C would use we had a meeting as a group and discussed which team member's existing skill sets worked best for each piece of media that needed to be made then they would take the lead on that task.

I would use canva to create social media assets for Helen to use on the Leander Instagram account, along with the posts I will be creating a schedule for the posts describing when I believe the posts should go up along with the captions. I plan on the schedule running from 25/12/23 to the day that the club is celebrating their anniversary on 03/02/24. Helen has also asked that I create some save the date invitations to be sent out. Aoife and I will work together to give Helen a set of social media guidelines.

Niall will take the lead of creating the 60th Anniversary video for the clubs celebration. As Niall already has experience in video production from his placement last year we felt he was the best to take on this task as it will be the main focus to draw attention to the celebrations.

Aoife was going to take the lead on helping Helen grow her understanding of social media and the best way to maximise eyes to their accounts. Aoife will be mainly in charge of the social media guidelines assisted by myself and using her existing knowledge to make Instagram reels (shorts) from the asset's Helen has already provided us.

Leander Swimming Club 60th Anniversary Hoodie continued:

In Helen's response email to the final outcomes PDF that I had sent to her she asked if there would be chance to implement a graphic on the back of the hoodie of a swimmer. I wasn't expecting this as in the pitch meeting Helen had said that they didn't want any graphics on the back of the hoodie as it would increase printing costs so just to just some text on the back as seen in my designs above. But as Helen had requested it was no problem to create some options for her to look at.

Helen Lunny <helen.lunny@yahoo.co.uk>
To: Adam Johnston
Tue 14/11/2023 14:21
Cc: Mulrone, Claire; Adrian Hickey; Niall McKeown; Aoife Gallagher

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Hi folks

Sorry for the delay in coming back. I was away and then have been sick.

Our committee meeting was postponed at short notice last week but taking place tomorrow night instead. I did get some feedback from a few of our committee and it was positive on the 60th logo which is great so we will use this for our hoodie if you can send through a vector logo please.

As regards the back of the hoodie, would it be possible to get more design done on this like a graphic which includes a swimmer or something like that if you have time?

I've more photos /stars to send through so will do this later on today all being well.

Many thanks
Helen

Although I was the one at the time creating the graphics it had been discussed in class that Niall would create the back graphic for the hoodie as he had already started developing some idea's in illustrator. There was a lack of communication on my end so when it came to Helen needing the graphic for printing, there wasn't one. I messaged Niall and it is completely understandable that he was focused on his task and I should have checked earlier to see if he was definitely creating one.

24 NOV 2023 AT 11:07

I can't really remember but did one of yous create a graphic of a swimmer for the back?

24 NOV 2023 AT 14:36

Niall

No wasn't able to get to it was focused on the storyboard

Helen needed the graphic on the day the email was sent out, but I was able to get some designs together for her and get them sent across in time for them to be added to the hoodie if desired. I was not happy with the designs I had sent across as it was rushed but I wanted to make sure that Helen at the least had an option to add. Again this was die to my lack of communication on this particular subject.

Leander Swimming Club Instagram posts:

LEANDER A.S.C

CELEBRATING 60 YEARS

LEANDER A.S.C

CELEBRATING 60 YEARS
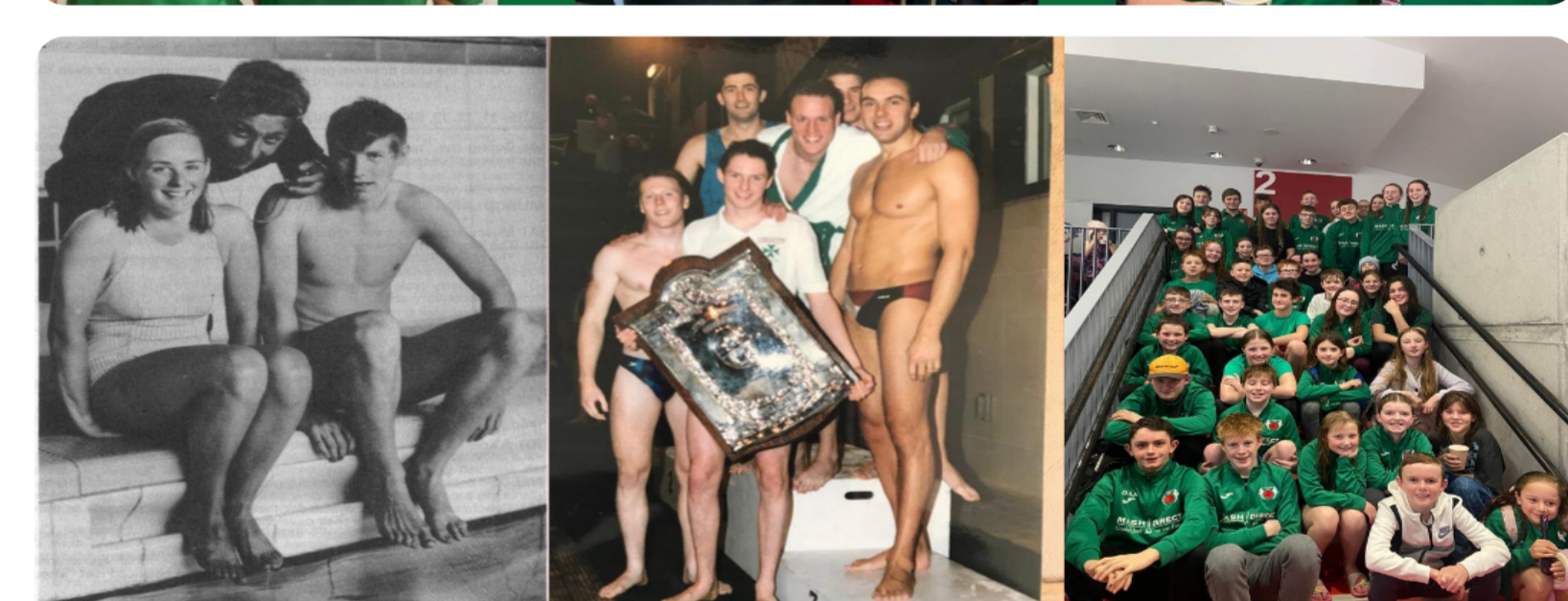
I created these posts using canva. All images within the posts are assets provided by Helen for the project. I wanted to use the three main colours that I was asked to use for other designs throughout the project.

As these are scheduled posts I didn't want them to be over the top and look off from the rest of the timeline.

WISHING YOU ALL

Happy Holidays

from, all of us at, Leander A.S.C

Merry Christmas

03.02.24 LEANDER TURNS

60

Happy New Year
2024

WE ARE ENTERING OUR
60TH YEAR AS A CLUB IN
2024

Weekly Schedule

	Learn To Swim	Fundenmentals	Junior Development	Post Primary Recreational	Masters	Performance
Monday	Lisnasharragh 18:30 – 19:00	Lisnasharragh 18:00 – 19:00	Lisnasharragh 18:00 – 19:00 (Skills)	Lisnasharragh 19:00 – 20:00	Lisnasharragh 19:00 – 20:00	Olympia 06:00 – 08:00 Lisnasharragh 19:00 – 20:00
Tuesday		Olympia 18:00 – 19:00	Olympia 18:00 – 20:00		Olympia 20:00 – 21:00	Lisnasharragh 06:00 – 08:00
Wednesday		Olympia 18:30 – 19:00 19:00 – 19:30 19:30 – 20:00				Olympia 06:00 – 08:00
Thursday						Olympia 06:00 – 08:00
Friday			Templemore Baths 18:00 – 20:00			Lisnasharragh 06:00 – 08:00
Saturday				Whiterock 08:00 – 10:00		Whiterock 08:00 – 10:00 Aurora 15:30 – 17:30
Sunday	Grove 09:15 – 09:45 09:45 – 10:15 10:15 – 10:45 10:45 – 11:15	Grove 09:15 – 10:15 10:15 – 11:15	Grove 09:15 – 11:15			

NEW LOGO?

COMING SOON

INTRODUCING OUR 60TH ANNIVERSARY LOGO

Leander Amateur Swimming Club
Celebrating 60 years

Instagram post Uploading Schedule:

I created this social media schedule for Helen to use, it shows all of the above assets which would be the images being posted, on what date to post and the caption to attach. Every post is finished with the #TeamLeanderASC I wanted Helen to start using this hashtag under all of the posts on the Leander A.S.C accounts as this will build up a profile on its own by creating a way to draw more swimmers to the build by being able to see all of the content in one place without actually being on their profile. This can be done by simply posting the hashtag under other posts.

Social Media Schedule

When to post	What to Post	Caption
Post #1 Upload on 25/12/23		Happy holidays from our family to yours #TeamLeanderASC
Post #2 Upload on 28/12/23		We are close to the big 60! Here's how far we've come. #TeamLeanderASC
Post #3 Upload on 01/01/24		We hope you all had a safe and happy celebrations. Happy New Years from all of us at Leander A.S.C #TeamLeanderASC
Post #4 Upload on 08/01/24		We are excited to announce we will be using a special edition logo to celebrate our 60th Anniversary #TeamLeanderASC

Social Media Schedule

When to post	What to Post	Caption
Post #5 Upload on 15/01/24		If you have ever wondered where and when we train? check out our weekly schedule and get in touch #TeamLeanderASC
Post #6 Upload on 22/01/24		Introducing our new 60th Anniversary logo! What do you think of it? #TeamLeanderASC
Post #7 Upload on 29/01/24		Meet the team, these are some of our top coaches here at Leander #TeamLeanderASC
Post #8 Upload on 03/02/24		We turn 60 today. Just want to say a big thank you to everyone who has supported us over the years. #TeamLeanderASC

Logo design:

Designing the a new logo was by far the hardest of my tasks to complete, I didn't have a lot of creative freedom as I didn't want to stray to far from the traditional logo. The design process was mainly taking parts from the existing logo (top left) and making small alterations. I created a total of six logo's before agreeing on the final one seen on other asset's in the production log.

Feedback from Communitity partner throughout

The feedback I received for the logo I created appeared to go down well with everyone at Leander. I expected that this piece of work would be best received as the current logo was very outdated and not up to the level of a 'competitive club'. Helen needed the logo as a SVG to be able to resize it for printing purposes, these was a more difficult task than I had anticipated but I was able to get everything sorted and sent for the deadline to have the hoodies printed.

As previously discussed the graphic for the back of the hoodie turned out to be an unexpected disappointment. Although given the circumstances that it was a short time frame to get some created and sent away I was happy that I managed to get that done.

Helen Lunny <helen.lunny@yahoo.co.uk>
To: Niall McKeown
Cc: Adrian Hickey; Mulrone, Claire; Adam Johnston; Aoife Gallagher
Sat 16/12/2023 17:28

On behalf of Leander ASC, many thanks everyone for this - it looks great. Apologies for the delay in responding but I keep getting locked out of my yahoo account and it's been a nightmare!

Pleased to say I collected our Anniversary hoodies yesterday with the new logo you designed and the Eventbrite link for our Feb event is going live tomorrow using it. We look forward to using the other social media templates over the coming months - can they be sent as jpgs or in other versions that I can use/ share online - you'll know better what I need to do this! I think I need the logo in a jpg too.

Helen had the Anniversary Hoodies collected and let me know that the new logo is now live online. Due to unexpected circumstances I was unable to get Helen the JPG. files but I will get all file types sent away so they can be edited in future if required.

Adam Johnston
To: Helen Lunny <helen.lunny@yahoo.co.uk>
Cc: Mulrone, Claire
Mon 04/12/2023 14:55

| Option 1 (Front).svg | Option 1 (Back).svg | Option 2 (Front).svg | Option 2 (Back).svg | Option 3 (Front).svg |
| 244 KB | 234 KB | 184 KB | 145 KB | 280 KB |

Show all 8 attachments (2 MB) · Save all to OneDrive - Ulster University · Download all

Hi Helen,

Here are the save the date designs I created different options for you to choose from, some are double sided and others just designed for the front depending on how you want them printed. If there are any issues or if you would like to combine ideas please let me know.

Kind Regards,
Adam Johnston

This sender helen.lunny@yahoo.co.uk is from outside your organisation. Block sender

Helen Lunny <helen.lunny@yahoo.co.uk>
To: Adam Johnston
Cc: Mulrone, Claire
Mon 04/12/2023 15:46

Many thanks Adam, I'll get this out this week.

All the best
Helen

The save the date designs were used and I believe printed and sent out to those who will be celebrating with them. I didn't receive much feedback on the save the dates but I wasn't asked the change any designs I sent so I can only assume Helen found them acceptable, I believe the designs were to a professional standard.

Save the date:

I was tasked to create save the date invitations for Helen to be able to send out to past and current club members as well as others who may have been important to the club throughout their 60 years. All of the following designs were created using Adobe Illustrator. I wanted to make these look almost like wedding save the dates, that was my main inspiration while researching my concepts.

Option 1 (front)

Option 1 (Back)

Option 2 (front)

60th Anniversary

Leander Amateur Swimming Club

Celebrating 60 years

03.02.24

Option 3 (front)

Leander Amateur Swimming Club

Celebrating 60 years

Leander A.S.C

60th Anniversary

03.02.24

Option 2 (Back)

We invite you to
join us in celebrating
our 60th Anniversary

Save The Date

Option 3 (Back)

We invite you to
join us in celebrating
our 60th Anniversary

Save THE Date

Option 4 (One Sided)

Leander A.S.C

We invite you to
join us in celebrating
our 60th Anniversary

03.02.24

Save The Date

Option 5 (One Sided)

Leander
A.S.C
60th Anniversary

We invite you to
join us in celebrating
our 60th Anniversary

Save The Date
03.02.2024

Final Feedback

Helen sent the final feedback via Claire who then forwarded the email to us, please find feedback emails below.

From: Helen Lunny <helen.lunny@yahoo.co.uk>
Date: Thursday, 14 December 2023 at 11:52
To: Mulrone, Claire <cm.mulrone@ulster.ac.uk>
Subject: Feedback

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Logo

The feedback on the logo produced by Adam has been very positive and it is now being used on the Anniversary hoodies which I'm collecting today.

Overall, the other design work in relation to social media templates etc. has been fine - probably just a little more basic than I had anticipated it would be e.g. in relation to the graphic for the back of the hoodie. The video has turned out well - it would have been good to have captured a bit more within it but understand the time constraints so we can add to this if provided with an editable copy.

I have found the students very easy to work with and understand I bombarded them a bit with so many photos to work through. More active interaction on the context in which the photos were being used would have helped as I didn't realise only about 10-15 would be possible and was struggling not to miss any key people.

I would like to pass on my thanks for all the work they have done and wish them the best in their studies.

I'm happy to provide more feedback later but have to run now - so sorry.

Thanks
Helen

HL   Helen Lunny <helen.lunny@yahoo.co.uk>
To: Niall McKeown   Sat 16/12/2023 17:28

Cc: Adrian Hickey; Mulrone, Claire; Adam Johnston; Aoife Gallagher

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Pleased to say I collected our Anniversary hoodies yesterday with the new logo you designed and the Eventbrite link for our Feb event is going live tomorrow using it. We look forward to using the other social media templates over the coming months - can they be sent as jpgs or in other versions that I can use/ share online - you'll know better what I need to do this! I think I need the logo in a jpg too.

Thank you for all your time and patience with the million photos! All the best in the rest of your studies and hope you get a break over Christmas!

Thank you

Helen

The overall feedback for the whole team was positive. Helen and the rest of the board appeared pleased with the logo and how she was able to implement it across various media outputs.

Although positive logo feedback, she then spoke on the social media templates being 'fine' and 'more basic than I had anticipated' speaking on the templates I was asked to create these assets in Canva with low quality images provided. I prefer to use more industry standard software such as Adobe products as I have total creative freedom and am not limited to what a template website will let me do, I feel this is reflected in the Logo and Save the date designs as I used Adobe software to create them.

The quotes above are also in relationship to the graphics for the back of the hoodie which I completely understand they were poor quality designs made quickly, again due to a simple communication error.

Project Time Tracking

As a group we decided on using the time management app Clockify, after looking into different apps we felt this one would suit us best. I used clockify to track every time I worked towards the project, this includes time spent in class and independent research and design.

The next few graphics will show the breakdown of my time spent on the project, the below image shows a breakdown of each task and how long I spent on it, following on to the next page you can see a pie chart graphic along with the total hours and finally a bar graph that provides the dates I entered the time logs and corresponding colours to the list below as I may have down different tasks on the same day but at different times.
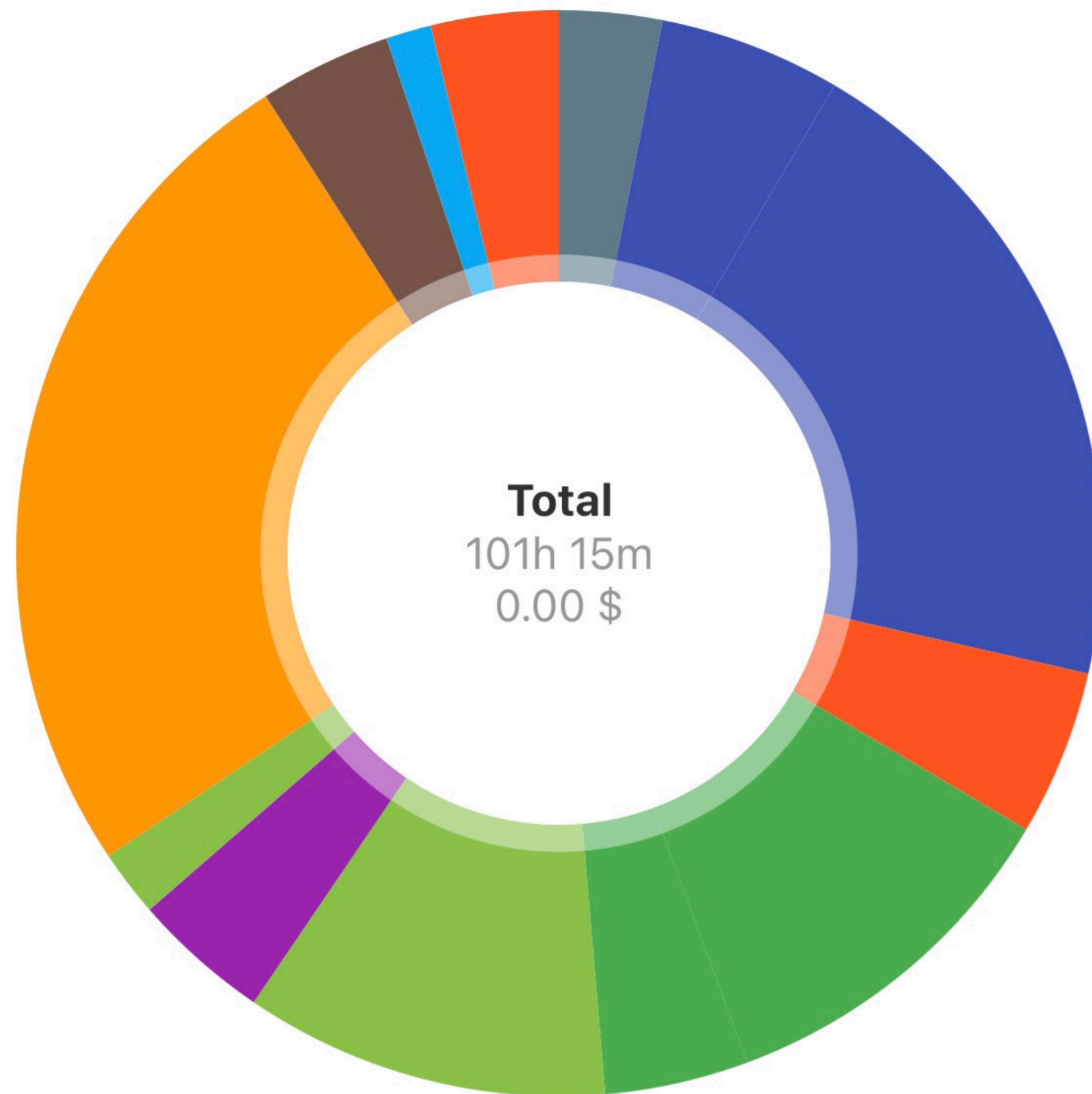
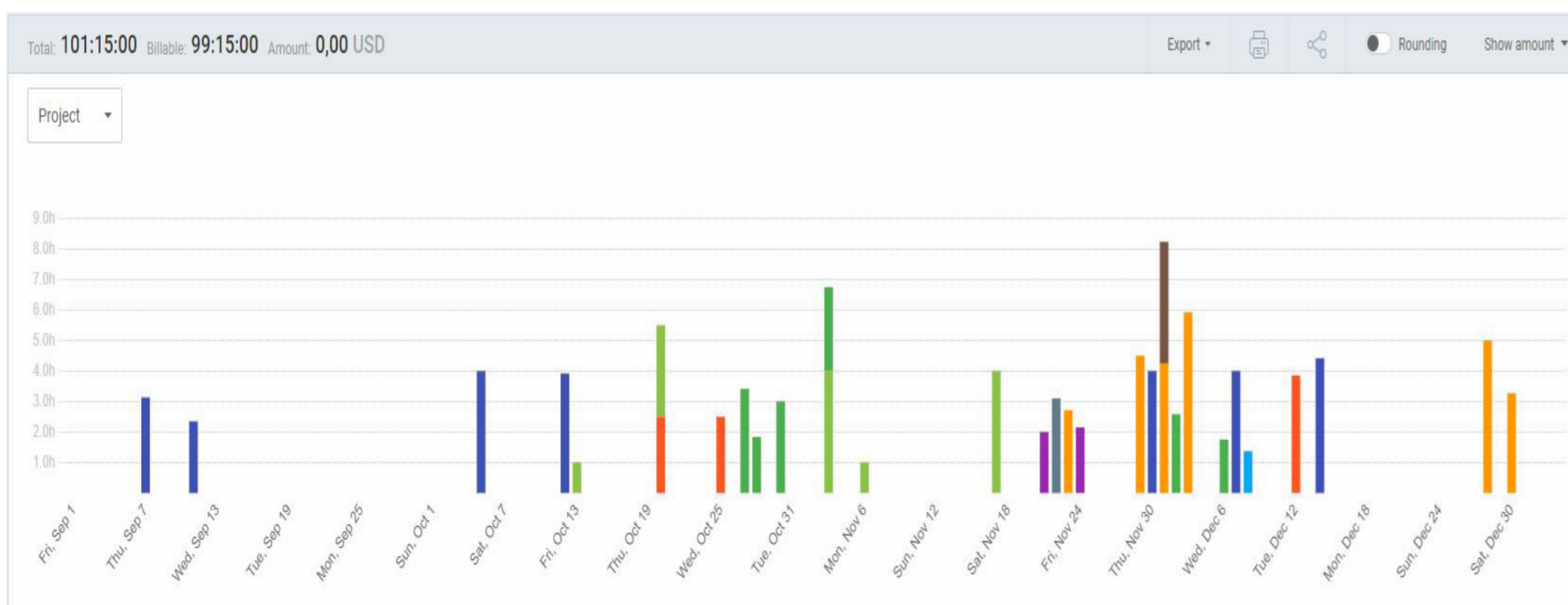|	TITLE ⇕	DURATION ⇕	AMOUNT ⇕
1	60th Anniversary hoodies - Leander Swimming Club	03:06:00	0,00 USD
2	Benchmarking - Leander Swimming Club	05:29:00	0,00 USD
1	Class	20:20:00	0,00 USD
1	Completing the brief	05:00:00	0,00 USD
3	Creating the Pitch	11:00:00	0,00 USD
2	Instagram posts - Leander Swimming Club	04:20:00	0,00 USD
1	Logo Design - Leander Swimming Club	11:00:00	0,00 USD
2	Making Design changes - Leander Swimming Club	04:09:00	0,00 USD
2	Meeting	02:00:00	0,00 USD
4	Production Log - Leander Swimming Club	25:39:00	0,00 USD
1	Save the dates - Leander Swimming Club	03:59:00	0,00 USD
1	Social Media Guidelines - Leander Swimming Club	01:22:00	0,00 USD
1	Social Media Schedule - Leander Swimming Club	03:51:00	0,00 USD

Total
101h 15m
0.00 $

My Reflection

Personally this is the largest group project I have been a part of. It was a great experience getting to work so close with a community partner, although my communication still needs to improve I feel this experience has greatly strengthened my ability to communicate clearly with a client, which is a skill I will continue to grow. Claire in particular really helped me grow my knowledge of how to engage with a client in a friendly way and how to get exactly what they want without being pushy about it. I feel I speak for the whole group when I say Adrian really implemented a mind set of overcoming challenges and being able to look at them from different angles to keep moving forward instead of coming to a standstill with the project.

My experience working with Niall and Aoife was excellent I definitely am able to take away new skills and traits that I picked up from them, although again my communication does need to improve both of my team members were quick to help with any problem I had and provide any advice.

My overall outlook on this project is that it was a great educational experience, it has shown my strengths and more importantly my weaknesses that I can use this experience to improve them.

Leander as a whole was a pleasure to work with and I am grateful to of had the opportunity to work with them.

Total: **101:15:00** Billable: **99:15:00** Amount: **0,00** USD   Export ▾   🖨   ⌇   ⬤ Rounding   Show amount ▾

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