



WHEATON COLLEGE

Production Log

MED526

Abigail Hanson

B00842405

Contents

01 Introduction

1.1 Meet the Team	4
1.2 Project Social	5
1.3 HYAR?	6
1.4 Research	8
1.5 Initial Meeting	9

04 The Pitch

4.1 Individual pitch	39
4.2 Initial pitch	41
4.3 Feedback	57
4.4 Revisions	58
4.5 Sign off	60

02 The Brief

2.1 Brief Intro	12
2.2 Contribution	13
2.3 Feedback	21
2.4 Sign off	22

05 Final outputs

5.1 Tasks	82
5.2 Mockups	83
5.3 Workshops	84
5.4 Animation	87
5.5 Social Media	89
5.6 Revisions	96
5.7 Reflection	101

03 Production

3.1 Brainstorming	24
3.2 Initial ideas	27
3.3 Concept one	29
3.4 Concept two	30
3.5 Brand Identity	36

Project 06 Management

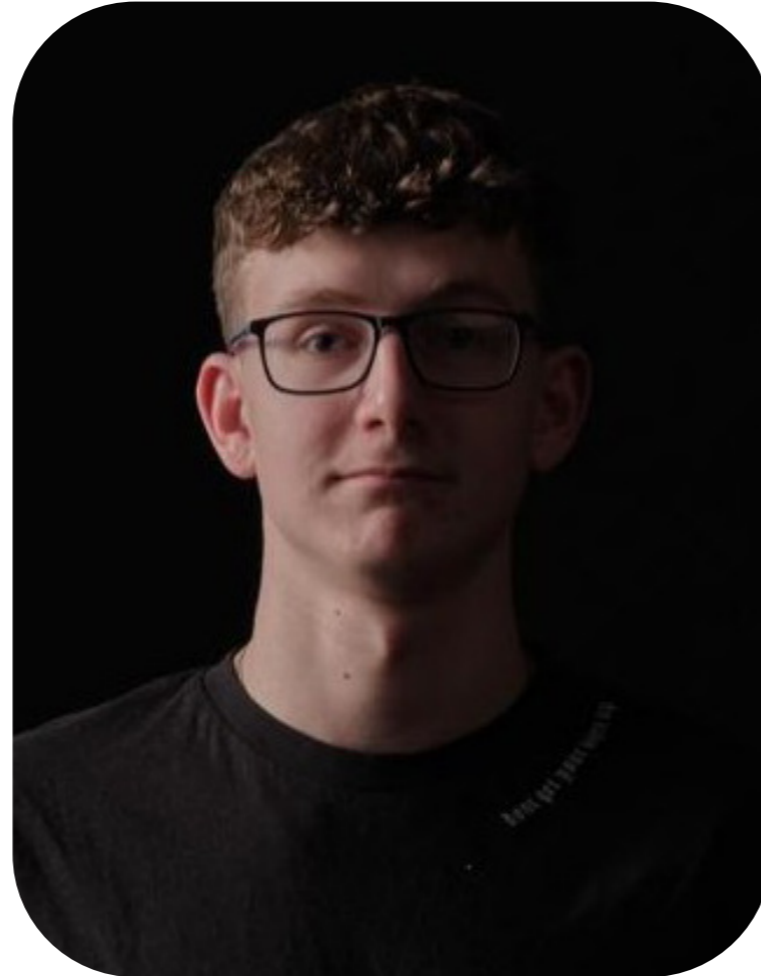
6.1 Time Management	103
6.2 Teamwork	104
6.3 Further Production	105
6.4 Final Thoughts	106
6.5 Bibliography	107

01 Introduction

1.1 Meet the Team



**Abigail
Hanson**



**Kyle
Oneill**



**Ryan
McAllister**

Adrian Hickey
Creative Director

Claire Mulrone
Project Manager

**Darren
Burkland**

1.2 Project Social

Project Social is our MED 526 Interactivity for Social Enterprise module. For this project you work in groups as essentially the creative team for a client referred to as a community partner. This project runs with no budget but we create our assets based on the clients needs.

Our Project social introduction began on the 26th September with group assignment and project introductions from Adrian and Claire running this project. After we had been introduced to the concept and criteria of project social, we quickly formed our group of Kyle, Ryan and I. Coming back from a year in the industry on placement I had never met either of my team members before but over the course of the project we have been able to work well together as a team and were able to successfully deliver our assets.

Healthy Young Adult Relationships Project (HYAR)

Project Specification:

Help create a template for design, icons and graphics for the final research report being launch in November 2024. Develop an interactive creative media output for a new intervention framework model, that will help train professionals who work in the area.

This is a framework of good practice for organisations dealing with Relationships and Sexuality Education and related issues.

The framework will share the outcomes of the research, and the focus groups the young researchers from Lagmore completed and will help them provide the best support for young adults.

There is scope to capture footage to create a video to support the launch the research project, potentially with the young researchers from Lagmore. This could be used to develop a social media campaign raising the profile of the research results and help to engage professionals working in the area.

Susan the principal researcher will have some core insights into the qualitative work that can features in creative media outputs potentially a quotes and graphics.



Skills Required:

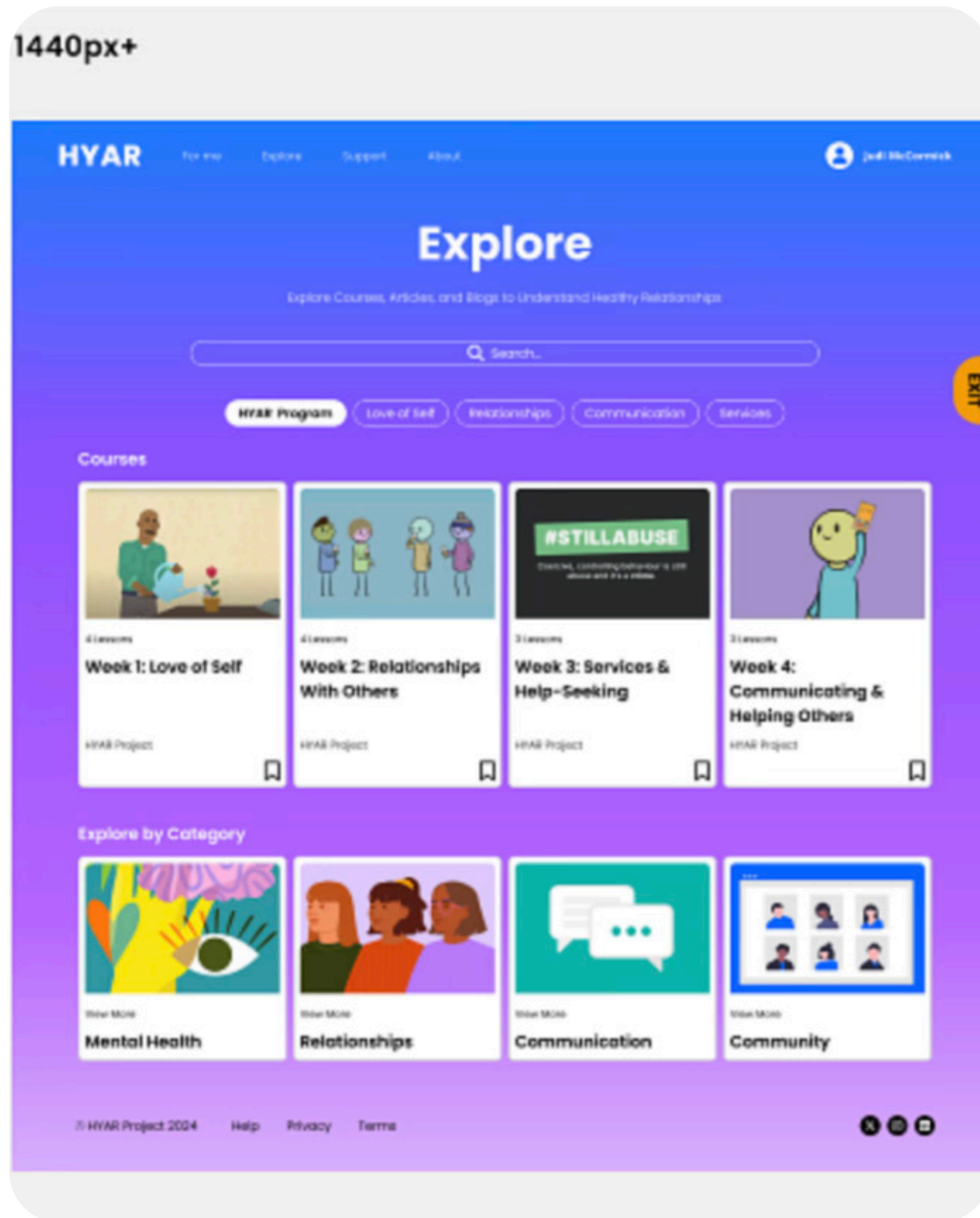
Wordpress/
HTML/CSS/
Photoshop/
Illustrator/
InDesign/
DSLR skills/
Premiere/
After Effects

1.3 What is HYAR?



Healthy Young Adult Relationships (HYAR) is an important research and education project formed by Professor Susan Lagdon supported by a group of young researchers from Lagmore. HYAR's goal is to educate young people, professionals and parents/carers on navigating healthy and unhealthy relationships. Building a national awareness of the brand identity and mission of Healthy Young Adult Relationships.

1.3 App Framework



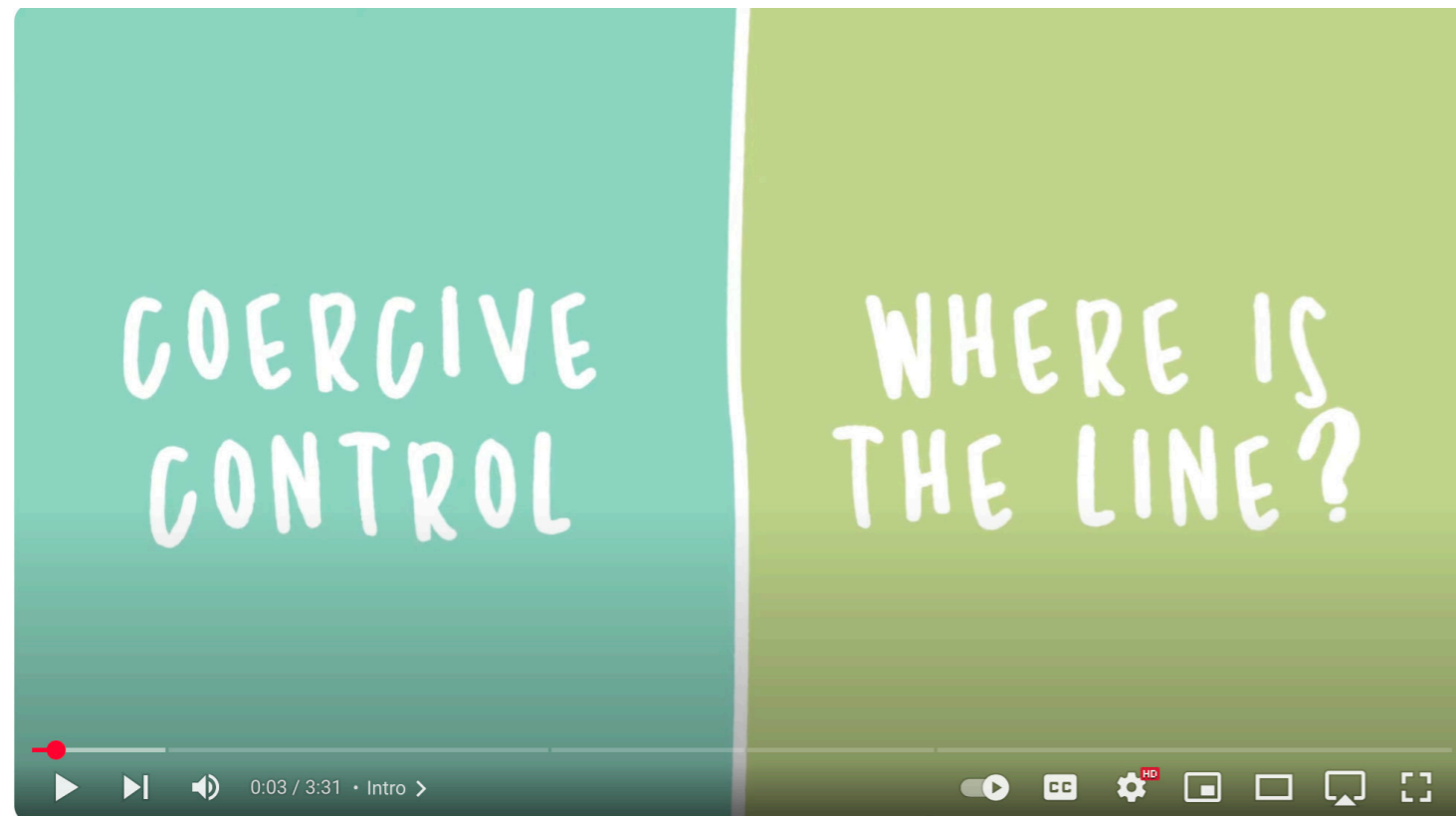
HYAR has developed an app where you can find all of their resources and information. This app isn't launched yet but will be the main hub for resources. The young people at Lagmore played a key role in the design and functions of this app framework and are anticipating its launch.



1.4 Research

Susan was able to send us over some valuable resource links before our meeting. This allowed me to have some context and brief heading into our meeting. On reflection now I would have liked to have completed more research so I could have asked more questions at our initial meeting.

Department of Justice Info graphic on Coercive Control, resource sent by Susan



Coercive Control - Where is the line?

> [J Fam Violence](#). 2023;38(1):39-50. doi: 10.1007/s10896-021-00355-5. Epub 2022 Jan 10.

Public Understanding of Coercive Control in Northern Ireland

[Susan Lagdon](#)¹, [Julie-Ann Jordan](#)², [Paula Devine](#)³, [Mark A Tully](#)⁴, [Cherie Armour](#)⁵, [Ciaran Shannon](#)²

Affiliations + expand

PMID: 35035065 PMID: [PMC8744385](#) DOI: [10.1007/s10896-021-00355-5](#)

Abstract

Coercive control is characterised by negative behaviours which intimidate, threaten, and humiliate a person or restrict a person's liberty. In addition to being a known risk factor for experiencing other forms of violence, research has linked coercive control to symptoms of psychological distress and suicidality. In the UK, coercive and controlling behaviours within intimate and familial relationships have been legislated as offending behaviours. However, there still exists a lack of international evidence on wider public knowledge and understanding of coercive control. The Northern Ireland Life and Times Survey (NILT) is an annual cross-sectional representative survey of social policy topics. Participants are adults aged 18 years or over. Concerning coercive control, respondents were presented with two relationship scenarios: obvious and less obvious coercive control. Following each scenario, respondents indicated their level of agreement to ten statements covering attitudes towards coercive control, victims of coercive control, talking about coercive control, and whether coercive control is a crime. Respondents indicated whether they had heard of the term 'coercive control'. Predictors of coercive control awareness were assessed using multinomial logistic regression. Mixed analysis of variance assessed if agreement levels to the ten statements varied by type of coercive control and victim gender. Most respondents said that they had heard of the term coercive control and knew what it meant. Those who had not heard of coercive control at all were more likely to be on a lower income, less qualified and younger, when compared to those who said they knew what the term meant. Significant interactions between coercive control type

Public Understanding of Coercive Control in Northern Ireland resource sent by Susan

1.5 Initial Meeting with Community Partner

This research was vital insight into the foundations of HYAR which has provided backbones throughout the design and productions stages of this project. We had a meeting setup by Claire for an introduction with Susan that also acted as an initial brief meeting.

Based on the research I was able to pull together my own set of questions to ask Susan to help gain a better understating. We each came with our own set of questions assisted by Claire. I went into this meeting looking specifically for further guidance on tone and messaging as I knew the topic HYAR covers can be very sensitive for some audience members.

Some of these questions were:

What HYAR's primary objective is?

Objective for HYAR is to provide confidence and support for young people. Creating a "safe space" that is not gender specific in the aim to bring everyone together in community. Ensuring we as creative are able to "find the right language for everyone"

Current brand strategy in place?

No strategies or assets to date as the focus is on reporting and facts. No website or social media is active, the only online presence has been Ted talks by Susan and reporting done for UK research and innovation, but HYAR as it's own brand has no current assets

What are critical elements that are essential?

The two essential elements for this project are use on gentle language and imagery for all genders. To also focus on the educational aspect of the training packages and have these as the key deliverable. Educational outreach needs to be in form of in person intervention design.

Who the primary target audience is?

1. Young people
2. Educators like teachers and youth workers
3. Parents of young people
4. Key investing stakeholders

What are success benchmarks?

Brand awareness highlighting the need for support systems like HYAR. Successful research roll-out and integration in schools, communities and at home.

Other key meeting notes



HYAR supports the new legal concept for coercive control with its origins birthed from gender based violence research. Highlighting there is very little research being done in Northern Ireland even with domestic abuse being recognised as a public health issue.

HYAR's educational outreach needs to have a community based approach that involves young people making decisions about young people. It should also take the research conducted and be able to bring it to life, enabling all audiences to have effective conversations.

The brand strategy for HYAR needs to run alongside campaigns from PSNI, Women's aid, department of justice etc on topical issues. Making sure HYAR can also be part of those discussions as an actionable next step.

Post meeting, I was able to redefine my idea of what HYAR was and how it fits into the landscape of awareness in Northern Ireland. I was able to look at some powerful campaigns by PSNI and Women's Aid which are great examples for tone and messaging and how awareness can be produced using powerful imagery without being graphic.

02 The Brief

2.1 Brief Introduction

As part of project social each team is required to create a brief for their community partner based on individual research and outcomes from initial meetings. This serves as a statement of intent that provides the partner with key information about deliverables and deciding factors like budget. In the brief we outlined our project deliverables, project benchmarking, project aims and objectives, target audiences, budget and project timelines.



Healthy Young Adult Relationships

Design Brief

Project Social

24/10/24

2.2 Outlining the Deliverables

Deliverables

Below we have outlined the deliverables agreed our team will produce for handover by week 12:

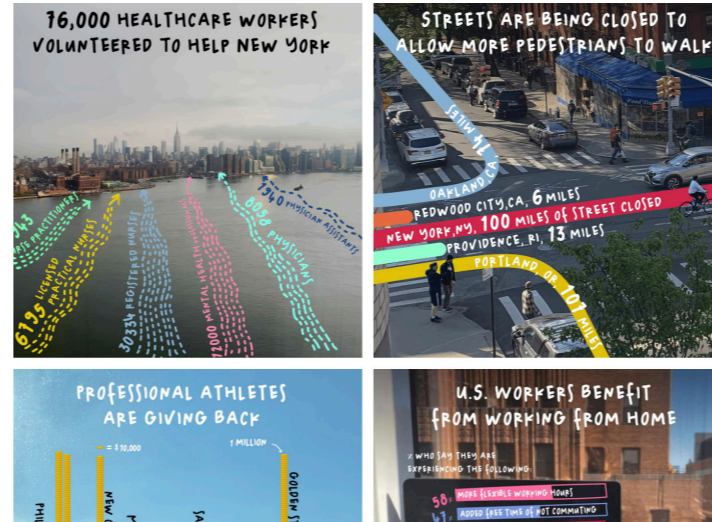
- **Five workshop presentation templates**
- **HYAR visual identity**
- **Brand guidelines handbook**
- **Branded merchandise and apparel mockups**
- **Launching social media accounts and templates**
- **Promotional graphic and video media assets**

This was one of my responsibilities in the creation of the brief. This is an essential part to a brief as specifics are agreed through this process. It clarifies expectations for both parties which ultimately provided us as the “creative team” to have a clear roadmap of goals and outputs. I made sure to outline clearly what exactly we were able to deliver and when. Enabling us as a team to have better collaboration in a shorter time frame as we could plan around this when approved.

2.2 Benchmarking

The benchmarking was a priority piece of information which I knew would take time to complete for effective resources to be found. While this style of sourcing can be time consuming I knew this would not only benefit us as a creative team in the early stages of production but also to show the community partner Susan the current standards in this industry. Allowing for early standards to be set on both side. This secondary source of research was critical in informing decisions within the brief, mainly with prioritisation of asset needs and budget. My initial ideas for benchmarking no included in the final guide focused on use of visual identities and the correlation to the company's overall tone and messaging style. These included:

Happy data



Use of data visitation makes it much more relateable to the community. Great graphics with real images and sketches using bright eye-catching colours.

Happy data



Use of data visitation makes it much more relateable to the community. Great graphics with real images and sketches using bright eye-catching colours.

Period equity



Visually this campaign is very impactful, it address an issue a lot of people are uncomfortable with and doesn't hold back with the graphics. Smart use of the word period to captivate audience. Simple colour scheme but is effective. Could be a good visual benchmark for boldness.

Each team member had their own suggestions aswell, we ultimately came together and decided on our 6 examples that showcased best practice for our needs.

Similar Projects

We have completed a benchmarking process for this project to allow us to showcase HYAR's potential compared to industry standards. To gain a wider scope we have explored a variety of similar organisations across website's, social media and video content. HYAR is a unique project, by searching all platforms we have been able to identify specific use cases as a point of comparison. Below you will see our chosen benchmarks with a short explanation alongside as each holds its own purpose.

The media assessed were

Love for Life
www.loveforlife.org.uk

Womens Aid
www.womensaidni.org

Fine Acts
www.fineacts.co

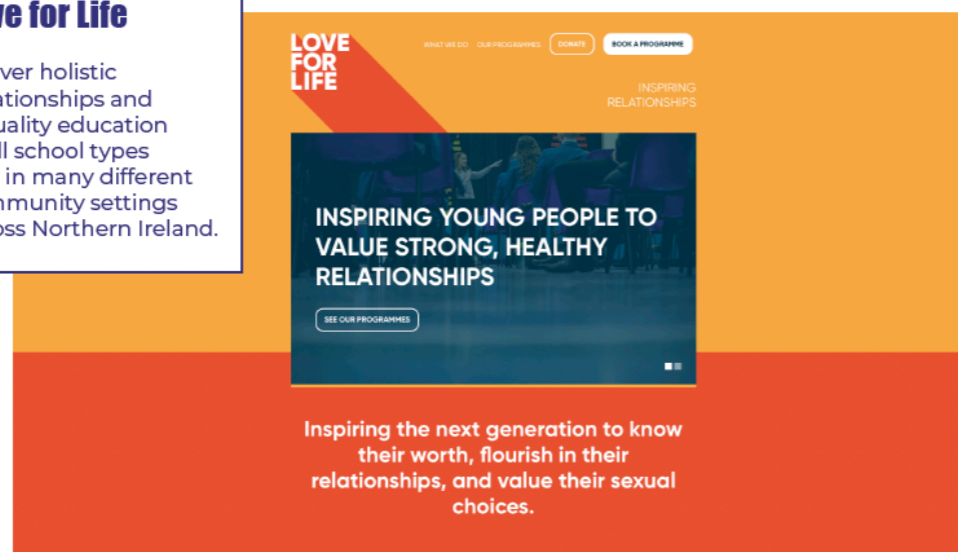
Young Minds
www.youngminds.org.uk

MapNI
www.mapni.co.uk

Call it Out: CRASAC Coventry
www.youtube.com

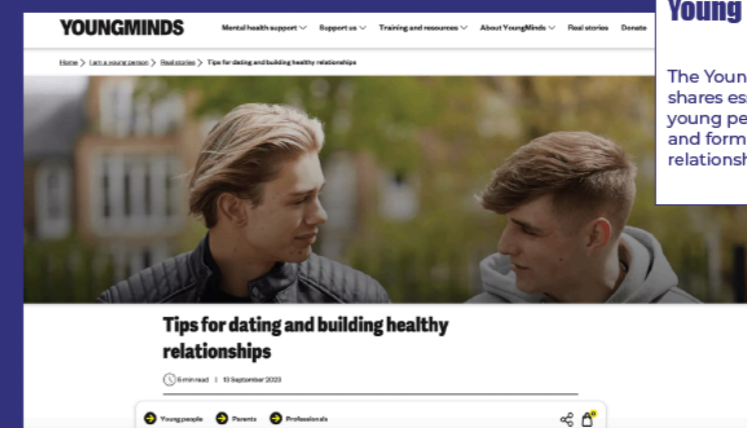
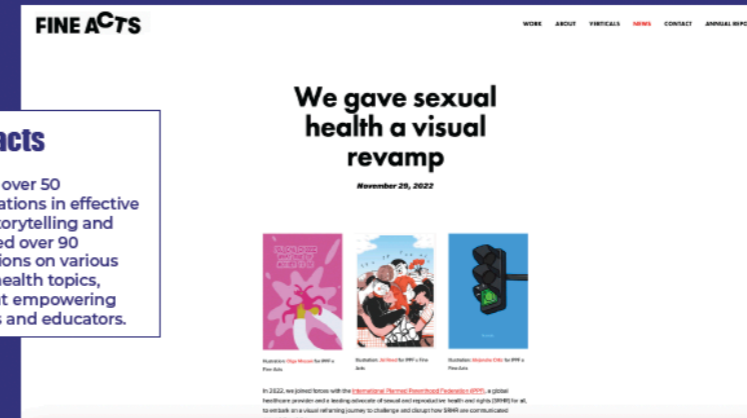
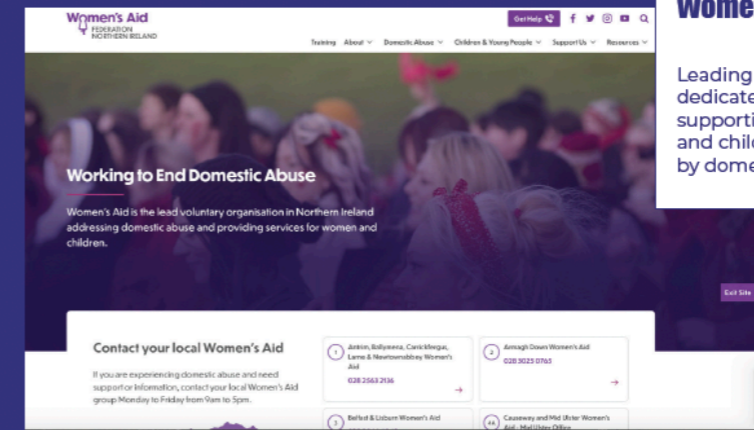
Headspace
www.instagram.com

Love for Life
 Deliver holistic Relationships and sexuality education in all school types and in many different community settings across Northern Ireland.



8

As a complex framework of target audiences and outputs we focused our benchmarking on a range of media with websites, social media and video as Susan had previously stated that these were focus points for HYAR. Highlighting website as a unattainable cost for HYAR currently.



9

I included a short summary for each example for context of how each company fits into the industry. I also created an analysis deducting from the examples what best practice seemed to be in this community, making sure to display emerging patterns clearly and concisely. As mentioned earlier, creating this brief helped to inform my creative decisions before a concept for brand identity was fully formed. It solidified the use of the colour purple as the main colour.



MapNI
Northern Ireland organization dedicated to supporting men who are victims of domestic abuse.

Call it Out
This youtube video by CRASAC Coventry focuses on raising awareness about sexual abuse and aims to change societal perceptions.

Headspace
The Headspace Instagram account effectively utilizes graphics to enhance mental wellness messaging.

10

Best Practice

We found the Northern Ireland based organisation *Love for Life website* to be best practice in the sector. Having a website in this context is essential for community partners as it enhances credibility and provides reliable information.

This website is a great example which showcases a clean way to target three audiences at the same time with different training packages. They are community focused reaching out to a diverse network of groups to teach young people about healthy relationships .

Visually this website makes use of bright contrasting colours which elevates the site. Accompanied by an accessible platform with easy navigation and interactive functions. A well designed layout serves as the key centre piece of information that also reinforces the brand. There are key elements from Love for Life that we can implement throughout the deliverables.

Conclusion

While sourcing benchmark prospects, we noticed that organisations similar to HYAR are rare in Northern Ireland. However, there are many charity-run community support systems we can draw inspiration from, like Women's Aid, MapNI, Crime Stoppers, Refuge, and Cithra. During our research, we identified two key trends that consistently appeared across these organisations

Use of Colour

The first consistent trend seen throughout the brand identity of each organisation was the use of the colour purple. The use of purple is used globally as a recognisable colour in conversations of abuse awareness. In the UK purple represents power and nobility. Using purple to inform HYAR's visual identity will help position it within the community of like-minded organisations.

Call to Action

The second noticeable trend is the prominent use of calls to action, like contact details or "find out more" buttons, across platforms. The Love for Life website is a great example, leading users through content in an engaging way. Following this approach will help HYAR create consistent, audience-friendly content with clear and informative calls to action replicated on each platform.

11



As mentioned before Susan did not feel a website was a priority item for HYAR at this time. I knew this pattern of easily accessible call to actions was something that needed to be embedded throughout our asset creation. Focusing this on a social media platform would be the best use case to effectively target HYARs audiences to drive engagement and actionable outcomes

As a team we were able to combine each source to create a variety of media and content bench markers. I was responsible for Women's Aid, Love for Life and Call it out (Youtube video). I was also in charge of refitting the document to sit in a InDesign space.

Best Practice Grid

Category	Feature	Love for Life	Women's Aid	Fine Acts	Young Minds	MapNI	Call it Out	Head-space
First Impression	Aesthetics	Use's hero images to represent services, bright colours programmes	Informational text first impression with use of hero images	Text heavy with hero images to showcase objective	Shows image of 2 young men speaking	Hero image of male surrounded by text and imagery	Uses text and animation to show key campaign message	Simple, colourful graphics
	Identifiable Target Audience	On Home page	Home page	Front Page	Home page	Home Page	On website about us page	In Bio
	Identifiable Chief Aim	On Home Page	Home Page, shown throughout	Home Page	Landing screen	Home Page	In video Bio	In Bio
Look and Feel	Retina HD	Yes	Thumbnail imagery isn't high quality	Yes	Yes	To an extent, could be better	Yes	Yes
	Colour Coordinated	Consistent use of navy, teal, orange and yellow	Consistent use of colour scheme with use of purple	White and black prominent colours	Consistent use of simple with background and black text	Consistent use of brand colours	Consistent use of black, grey and white with three accent colours	Yes
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes	No
Technical	Call to Action	Multiple on each page	Multiple throughout website	On second scroll down	More to do with quotes	Yes	Campaign CTA at end of video	No
	Content Management System	Wordpress	Schema	Square Space	Wordpress	Wordpress	Youtube	Instagram
	Analytics	Wordpress	Google analytics	Square Space	Wordpress	Wordpress	Youtube Studio Analytics	Instagram
Navigation	Primary menu Format	Fully expose click through	Exposed headings with drop downs	Fully Exposed Click Through	Exposed headings with drop downs	Leave site button, find out more links	N/A	Stories, Posts
	Position	Horizontal top	Horizontal Top	Horizontal Top	Horizontal top	Across the site	N/A	N/A

Category	Feature	Love for Life	Women's Aid	Fine Acts	Young Minds	MapNI	Call it Out	Headspace
	Contact us	Home page on scroll and footer	Contact number at top of every page and separate contact page	Primary menu	Number at bottom	Number and emails at bottom	Only on Website	Link to website
	No. Of clicks	0	1	1	1	1	2	5/6
Content	Explanation of Service	Home Page	Home Page	On front page	Landing page	Home screen	In video Bio	In Bio
	Evidence of Outdated Content	Only sign is feedback statistics with no date, so could be different if looked into now	None	None	None, only started in 2021	No	Link to face book shows as unavailable content, instagram link shows as personal account aswell	None
	Social Media	Link to facebook only	Links to facebook, instagram, twitter	Links to instagram, twitter, facebook	X, Instagram, Youtube, Facebook, tiktok	Facebook, X	Link to Instagram, twitter and facebook in video bio	Yes
	FAQ Section	None	Yes	None	Yes	Yes	N/A	None
	Privacy Policy	Yes	Stay safe online policy	None	Yes	Yes	Yes	Instagram Privacy Policy
Accessibility	How many Font Types	4	6	1	4	4	2	1
	Clear and Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes, most change colour on hover	Yes, all have effect on hover	N/A	Yes, there's an underline	Yes	No	N/A
	Hyperlink change colour if visited	No	No	N/A	No	Yes	No	N/A

I ultimately chose my three components as I felt they covered the key elements Susan had mentioned, covering different styles for different genders, tone and social media targeting/campaigns. These all create their own form of "safe space" for their target audience which is something HYAR is trying to replicate.

2.2 Budget

For project social there is no specified budget as funding for community organisations can be difficult to be obtained. While this work is conducted under the assumption of no spend, we still included some potential costs stakeholders within HYAR would need to consider.

As outlined above Susan said HYAR are currently not in the position to host, design and run a website. This work is created with plans for longevity post our final hand in, for this reason I included some potential costs for consideration with domain names and hosting for consideration. I outlined in the benchmarking section of the brief that a website for building brand awareness is best practice, especially as Susan commented on how much she like the Love for Life website.

I was also able to outline some printable items I knew Susan felt a need for like event popup banners, leaflets and merchandise.

With some of these projected costs I was aiming to give a sense of realistic costs for right now but also included some costs as reference for future endeavours. At this stage the brand identity for HYAR is unrefined but in terms of marketing campaigns there are ideas circulating in mind based on the examples seen by women’s aid and PSNI. This would include things like billboards, bus stop adverts or TV adverts.

Budget

While this project doesn’t have a formal budget, we’ve provided some estimated costs based on HYAR’s outreach needs.

Promotional Material

For the best cost options direct quotes is recommended. Below, we outline average price ranges and highlight reliable local vendors for spending visualisation.

Potential Vendors	Estimated Cost
Northside graphics Vistaprint Belfast print online	Basic branded stationery packs: £15-£30 Premium/custom packs: £30+ depending on customization options.

Merchandise

Uniform branded clothing for public facing events reinforces brand identity. Items like hoodies make great gifts for young people, helping to create a sense of community.

Potential Vendors	Estimated Cost
The signature works Le graphics Branded clothing source	Price per unit can start from £8-£10, Jackets and fleeces can extend up to £20-£40 per unit

Online Ads

We aim to provide HYAR with free options. There are optional expenses for pushing campaigns to a wider audience. It’s helpful to be aware of these possibilities.

Potential Vendors	Estimated Cost
Facebook Ads Instagram Ads LinkedIn Ads	Cost per Click (CPC): £0.50 to £10.00 Cost per 1000 Impressions (CPM): £5 to £30+ *Vary on each platform

Website

We encourage HYAR to invest in this now for future gains. While free website builders are available, they often have many restrictions. Below are some potential costs to consider.

	Potential Vendors	Estimated Cost
Website	Wordpress	WordPress: £120 per year
	SquareSpace	Squarespace: £220 per year
	Wix	Wix: £174 per year
Domain Names	Hostinger	Can be between £0.99 to £1.99 for first year
	123 Reg	
	GoDaddy	

2.2 Compiling the Brief

Friday, October 18

1:09pm Me AH
Project Brief2_Updated (1).indd
4.89 MB · Download

Hi guys, I've updated my own sections there, here is the document to import the new text. I'm happy to put in myself but wanted to give you both the option. Please let me know if either of you would like a hand with anything. Ideally Adrian and Claire would like a version to review today but I know you're busy today Kyle. Thanks guys!

sections still to be updated are

- About community partner
- Project Summary
- Project Overview
- Target audience
- Tone message and style
- Timeline

Once we have completed them we can add the page numbers in our contents section. Ryan could you please update your email address on the meet the team page, student portal wasn't working for me. Thanks guys!!

Wednesday, October 16

KO Kyle O'Neill 1:38pm

Design Brief

**Healthy
Young
Adult
Relationships**

Project Social

Project Brief.pdf · 50.7 KB · [View full-size](#) · [Download](#)

AH ❤️ 🚀

Heres a mock up for the brief before we add in the information

what do ye think?

4:45pm Me AH

Looks great thank you for pulling it together!

HYAR_DraftBrief_MED526.indd
4.21 MB · Download

Benchmarking

We have completed a benchmarking process for this project to allow us to showcase HYAR's potential compared to industry standards and target areas across all platforms where we can utilise best practice. To gain a wider scope we have explored out a variety of similar organisations across website's, social media and video content. HYAR is a unique project, by searching all platforms we have been able to identify specific use cases as a point of comparison best suited to the project. Below you will see our chosen benchmarks with a short explanation alongside as each holds its own purpose.

The media we assessed are

Young Minds www.youngminds.org.uk	MapNI www.mapni.co.uk
Love for Life www.loveforlife.org.uk	Call It Out: CRASAC Coventry www.youtube.com
Womens Aid www.womensaidni.org	Headspace www.instagram.com
Fine Acts www.fineacts.co	

Love for Life
deliver holistic Relationships and Sexuality Education in all school types and in many different community settings across Northern Ireland.

INSPIRING YOUNG PEOPLE TO VALUE STRONG, HEALTHY RELATIONSHIPS

Inspiring the next generation to know their worth, flourish in their relationships, and value their sexual choices.

10/10 completed

Writing the Brief

Add a to-do

- ✓ 10. List the team AH Abigail H. KO Kyle O. RM Ryan M.
- ✓ 8. Provide the timings RM Ryan M.
- ✓ 7. Details on tone, message and style RM Ryan M.
- ✓ 4. Define Target Audience RM Ryan M.
- ✓ 5. Outline the deliverables AH Abigail H.
- ✓ 6. Identify the competitors/similar agencies AH Abigail H.
- ✓ 9. Specify the budget AH Abigail H.
- ✓ 3. Project Objectives KO Kyle O.
- ✓ 2. Summarise the project KO Kyle O.
- ✓ 1. Describe Community Partner KO Kyle O.

Edited Oct 10 AH Abigail Hanson
HYAR Shared Brief Document:
<https://docs.google.com/document/d/1AyHWgF5FnHDamja6Zr5LtQERuvfAjyimedPAeWmjhxBA/edit?usp=sharing>

Another team member, Kyle had created a design template for us all to input our individual parts into. Once I had input my information into the document, I re-shared it with my team so each of them could upload their separate parts. With a quick turnaround for initial partner meeting to the production of the brief I enlisted one of basecamps tools that creates a to-do list with features for assigning people, due date and note taking. This is a tool I plan to use throughout the duration of the project. These can seem overwhelming at first but can be great to have a centralised outline of tasks each person has to do; this also allows us to make sure there is an even division of tasks amongst teammates.

2.2 Second Meeting with Community Partner

My meeting notes

While I was creating my assets for the brief the team was invited to another meeting with Susan. With the complexity of HYAR there were a few inconsistencies with my interpretation of the HYAR.

From this second meeting Claire and each member of the team felt much clearer on the assets being asked of us. Asking for this second meeting was very beneficial for me personally. Meeting face to face with Susan allowed me the chance to ask specific clarifying questions about the deliverables. I walked away from this meeting with a prioritised asset list which enabled us to create the updated brief leading up to our individual design pitches.

HYAR would be running only one programme that would consist of 5 distinct workshops, the main focus of HYAR is to educate and raise awareness (This was where the idea of each 5 workshop being a different colour was introduced. Susan liked this idea in lead up to design pitch)

Engagement of young people but targets professionals, which will then go on to educate parents, youth workers and teachers




Launch event – 14th November (introduced event as a key milestone, presenting as an opportunity for us to capture film and interviews of the night)

I was hesitant to approach another meeting with our community partner as I knew I had many clarifying questions I needed answers to, but I did not want to ask anything “stupid”. I have already learned through the course of project social that there is no stupid questions. Asking questions is actually the best thing you could do when trying to nail down exactly what the client needs and wants. Claire was able to encourage me in the meeting to ask the questions I had outlined which I am grateful for as this clarification allowed us all to take the next step in creating our brief.




Reflecting on this, I understand the value of making sure to clarify everything but it can sometimes be tricky to fully comprehend. Following from this I plan to continue to ask questions as I want our final outputs for the community partner to be quality assets, especially knowing how much work has went into HYAR and the extremely important mission of the project.

2.3 Feedback

With this new knowledge in mind, I recommended another review of the brief as I wanted to make sure we had fully grasped the concept, I felt as a team we had not hit some of the key elements our lecturer Adrian had pointed out to us. We were able to complete this review and improve each section to form our first document together. Through our weekly review sessions with Claire and Adrian we were able to identify some further revisions. We were able to work through as a team and finalise our brief in preparation to send to the partner.

10:00pm Me  Hi  Ryan,  Kyle, looking at the current content for the brief I think we need to have a review on Monday morning if you are both available to come into Uni early. Based on the feedback we were given I feel we are still missing out on a few key points. We need this finalised by COB Monday and sent off as you both know. I appreciate we have class on Monday from 10 - 1 but it would be great if we could spend time around this. We also need to provide Adrian, Claire and Darren with enough time to approve before send off which would mean having our revised version sent ideally before 10 AM to allow enough time for final changes.

I have the updated formatting document on my laptop and I am happy to input the new content in one go if easier. The one linked above in the chat is the updated format. Please let me know if this works for you both, I think it is our best option for a quicker turn around. If neither of you can make it we can work around it, as it needs completed. Kyle would you like me to put the content in for you when you have it ready? it would mean by Monday we could make final tweaks instead of sourcing.

 Adrian,  Claire,  Darren, is there a time best suited that you would be available to have time to review either in person or pdf?

I was asked to update minimal details within my sections of the brief, Once reviewed and uploaded I was then free to help my team work through their section. With the suggestion of a Monday morning meeting I knew we would be able to finalise everything then and there to ensure a quicker turnaround. From the start of project social I have been very aware of the 12 week time line. Meaning a delay on one critical element in either creation or sign off could have a domino effect on other timings put in place. Aware of the scale of work required from project social was initially daunting but ensuring the team and I personally have time management and production strategies will be essential in meeting our outlined deadlines.

2.4 Brief Sign off

With all revisions made and approval from Adrian and Claire we were able to send our brief over to Susan. We were greeted with great feedback that gave us the green light to dive into the creative side of things.

SL Lagdon, Susan
Re: HYAR Final Brief final approval
To: Abigail Hanson, Cc: Mulrone, Claire, Hickey, Adrian, Kyle O'Neill, Ryan McAllister

Siri Found a Contact
Susan Lagdon
s.lagdon@ulster.ac.uk

Dear Abi, Ryan and Kyle

To say I am impressed is an understatement! This is great work and I really enjoyed reviewing the best practice gride.

The colours and work to the logo outline on this report is fab! You have really captured the engaging and simple style that the young people talked about.

Very happy to proceed with next steps, really look forward to seeing what you do next with this.

Thanks again for all your hard work.

Best Wishes
Susan

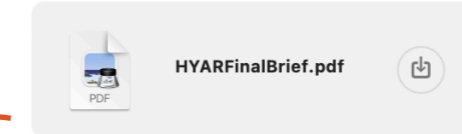
AH Abigail Hanson
HYAR Final Brief final approval
To: Lagdon, Susan, Cc: Mulrone, Claire, Hickey, Adrian, Kyle O'Neill, Ryan McAllister

Hi Susan,

Please find attached our interpretation of the brief for the HYAR Project.

We would appreciate if you could review and approve so we could continue with the creative process.

Kind regards
Abi, Ryan and Kyle



CM Mulrone, Claire
Re: HYAR Final Brief final approval
To: Hickey, Adrian, Abigail Hanson, Cc: Kyle O'Neill

Fantastic feedback everyone, now let's get creative.

Have a great weekend.

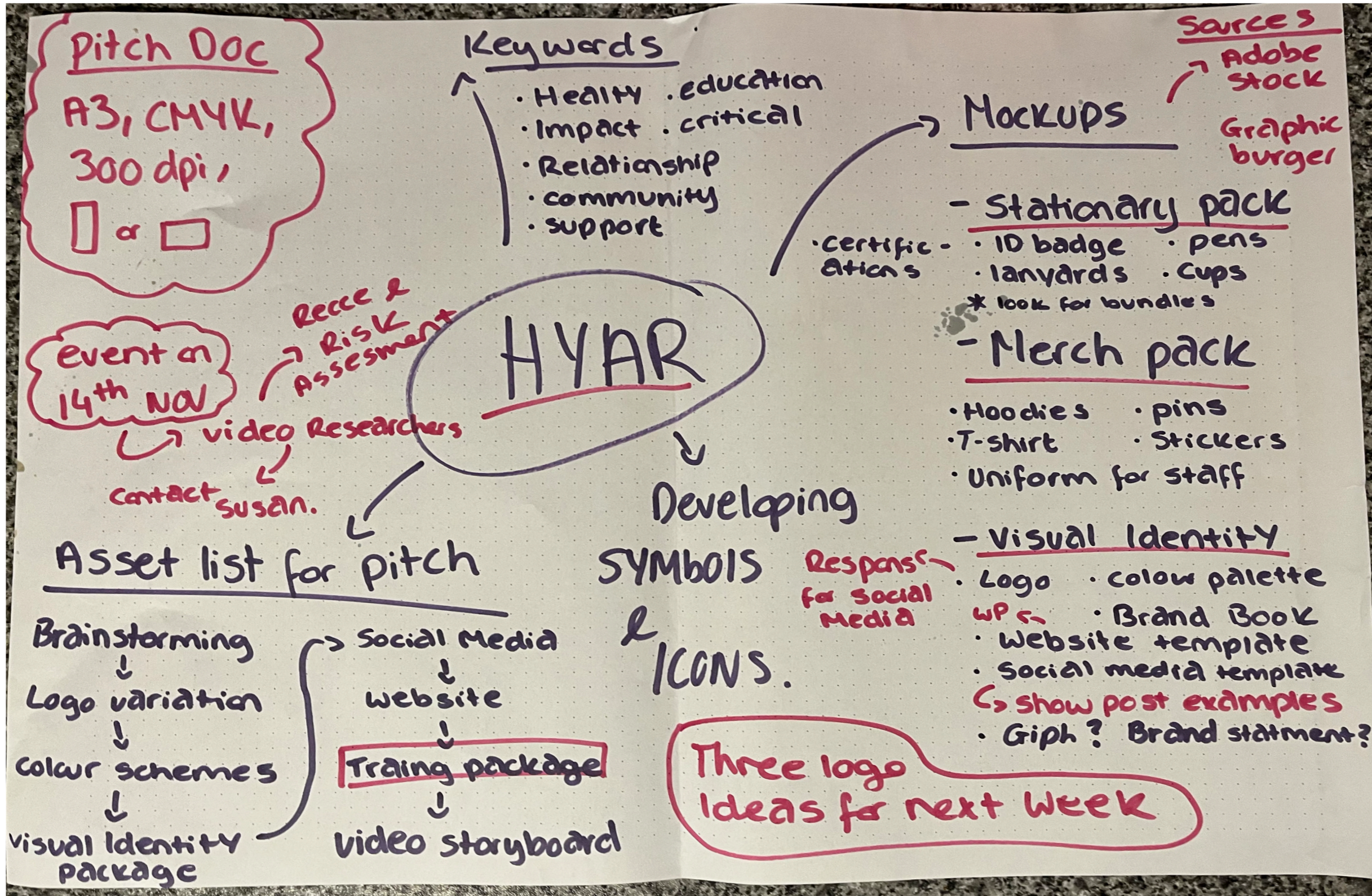
Claire

Receiving this feedback from Susan was very encouraging. This project is similar to agency work as we are working with a "client" in a circle of creation, review, update, send-off. I had some previous experience with brief writing on my placement year last year, but that focused more on specific content briefs rather than building from the ground up. Again I think this was encouraging for the team, as I had never met either of the boys in my group before this academic year. With limited experience team wide, It proved to us we were capable of producing assets, with a excited client on the other side.

03 Production

3.1 Brainstorming

Overview and next steps outline which I was able to share with my teammates and lecturers to make sure I had got the right idea based off our last meeting with Susan



HYAR Ideas pt. 2

Reversing problems.

Something described as turning a problem on its head. Knowledge gap flipped with HYAR training.

Silhouettes

Simple, clear & pure images. Great visual language. Takes faces / people out of the pic but provides a body / story.
↳ storytelling for HYAR, gives a voice.

XRAY??

Reveals what the eye can't see. Medical relationship. Shows inner structures.

Shadows.

person or object with their shadow can communicate simplicity and strength. Touches on hidden subjects. Traditionally sinister overtones, powerful.

Torn Images.

Tearing away a section. Touches on peeling back misconceptions. Shows hard truths

Engaging passerby's

1. Switch the viewers mindset
2. Ambush
create ideas that ambush audiences minds & thoughts.
3. Brainjack
engage as powerfully as possible in order to communicate.

I had multiple concepts in mind that represented "coming together" outlined as a key outcome for Susan. I didn't want the concept to feel too analytical or corporate in terms of the educational aspect. I also didn't want the concept to be too fun and cheery as this wouldn't be the appropriate tone for the serious topics being covered. From the start of this project, I knew striking the balance between tone and creativity would be essential but difficult to navigate. Feeling somewhat stuck in a sea of ideas I began to put my ideas down on paper as a brainstorming session.

Using this brainstorming method I was able to weed my way through the vast number of ideas allowing me to identify two concepts I wanted to take forward with my design. This process also made me think of the meetings we had with Susan identifying key words and messaging that allowed my logo to take shape.

~~Notes~~

Questions - ?

What is the purpose. Shows need for education. Creates engaging content. Indicates satisfaction for knowledge thirst. Seems more personal

Rescaling elephant in the room. Shows things out of place.

Colour Scheme

Consider emotions behind colours

Purple	orange	-> youth, energy
Blue	Yellow	-> social, communi
NAVY	pink? x	-> Associated with women
	Green	-> education

* look at screenshot.

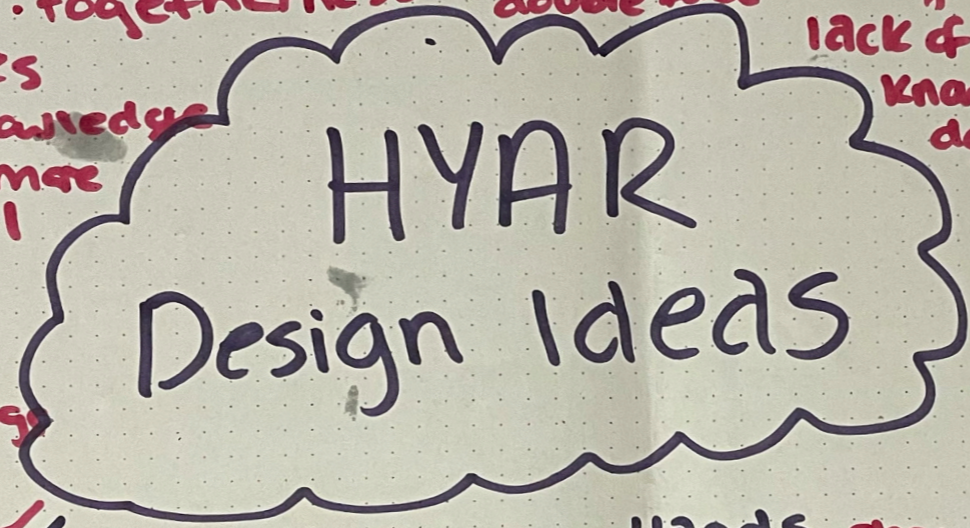
MAPS easily understood & recognisable use of information display.

L> delivers a range of message

L> Northern Ire. togetherhness

illusion something that tricks the eye & mind.

illusions ARE CONPELLING Takes a double take Relates to lack of info, abuse tactics & danger of lack of knowledge



Relate able

- Hands shows uniqueness & individuality that can be bought together.

Hidden Messages

* more for a social campaign, with thinking of relation to Abuse being hidden & people shying away from tricky subjects.

Approach Ideas.

- Building a bigger picture

Keyword Images built from lots of small Relationship elements

- Eyes compelling & Dynamic.

Represents focusing & fixing eyes on tricky subject; needs to remain professional

* expresses every emotion

- Fusion merging, blending of unexpected elements.

education & support eye-catching

3.2 Initial ideas

I was excited to start the design process with HYAR, with no previous design input this was a complete blank slate project. The community partner Susan required a new logo alongside a brand identity. I had already drawn inspiration from the graphics of the headspace visual identity seen in my benchmarking. I thought the use of simple graphics and vibrant colour use was a great use for social media as eye-catching content. It presented informational content in an approachable way which I wanted to replicate through HYAR.



HEALTHY YOUNG ADULT RELATIONSHIPS
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HEALTHY YOUNG ADULT RELATIONSHIPS

HEALTHY YOUNG ADULT RELATIONSHIPS

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HEALTHY YOUNG ADULT RELATIONSHIPS

HEALTHY YOUNG ADULT RELATIONSHIPS

HEALTHY YOUNG ADULT RELATIONSHIPS

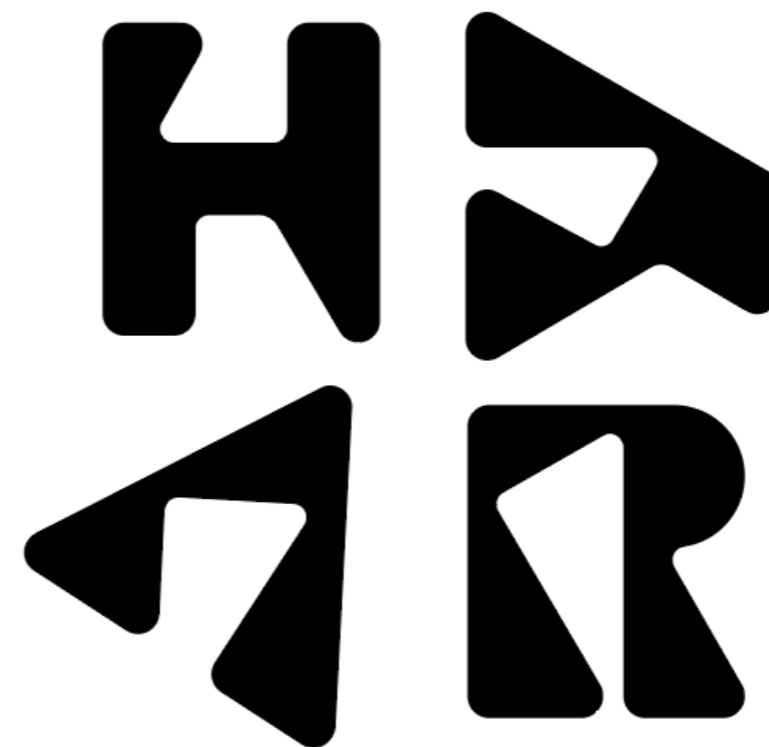
HYAR
HYAR
HYAR
HYAR
HYAR
HYAR
HYAR
HYAR

The image shows the letters 'HYAR' in a very bold, blocky, sans-serif font. Each letter is solid black and has a uniform thickness. The 'H' is a simple rectangle with a vertical bar in the middle. The 'Y' is a triangle with a vertical stem. The 'A' is a triangle with a horizontal bar across the middle. The 'R' is a rounded shape with a vertical stem and a curved top.

HEALTHY YOUNG ADULT RELATIONSHIPS

The logo on the left was my first concept I developed past the sketching out phase. This concept came from the conversations had with both Susan and Claire. The words “building knowledge” had been floating about in multiple conversations which immediately made me think of building blocks being not only relateable to a younger audience but are usually represented as strong, foundational pieces

The logo on the right was a very early concept I almost discarded. In our weekly review sessions my lecturers Adrian, Claire and Darren as a newly introduced lecturer saw potential in the vision of this logo. I wanted to create a square shape with four dynamic elements , each representing the four letter of HYAR. I thought this type of design would work well for social media as it would also provide a icon as a secondary logo. I was asked to go and develop this further looking at ways to intertwine the 4 piece box with symbolic items like jigsaw pieces or speech bubbles



Healty
Young
Adult
Relationships

3.3 Concept 1 Development

In the weekly review sessions I received great feedback for this logo. I felt it was maybe too strong and sharp for the messaging behind HYAR, which also didn't represent the building block feel I was attempting. Darren suggested adding semi circles in the letters for a recognisable feature. As soon as I added the semi circles in the

Design and soften the edges, ideas started to fill my head as I could now see my concept come to life. I was able to build of this and create some logo variations that could work in different scenarios. The small additions and tweaks allowed me to keep the same narrative behind the design but also elevated the design to the next level.



HEALTHY YOUNG ADULT RELATIONSHIPS

Primary



HEALTHY YOUNG ADULT RELATIONSHIPS

Secondary



HEALTHY YOUNG ADULT RELATIONSHIPS

Submark



3.4 Concept 2 Development

This concept had a drastic change through the concept development phase. Once the idea of the 4 piece box joining together was in my head I started to design in adobe illustrator straight away. Bringing ideas to life has been a great experience for me in this project so far. Using technical skills to develop ideas is an exciting way to broaden skills.

The variation on the right shows the three main narratives I was working with, each born from one concept but having their own individual identities.

Initially this was an idea I didn't plan to develop but this style of working has shown me the fruits of experimentation and what it can produce



Jigsaw



Speech bubble



Speech bubble



3.4 Concept 2 Development

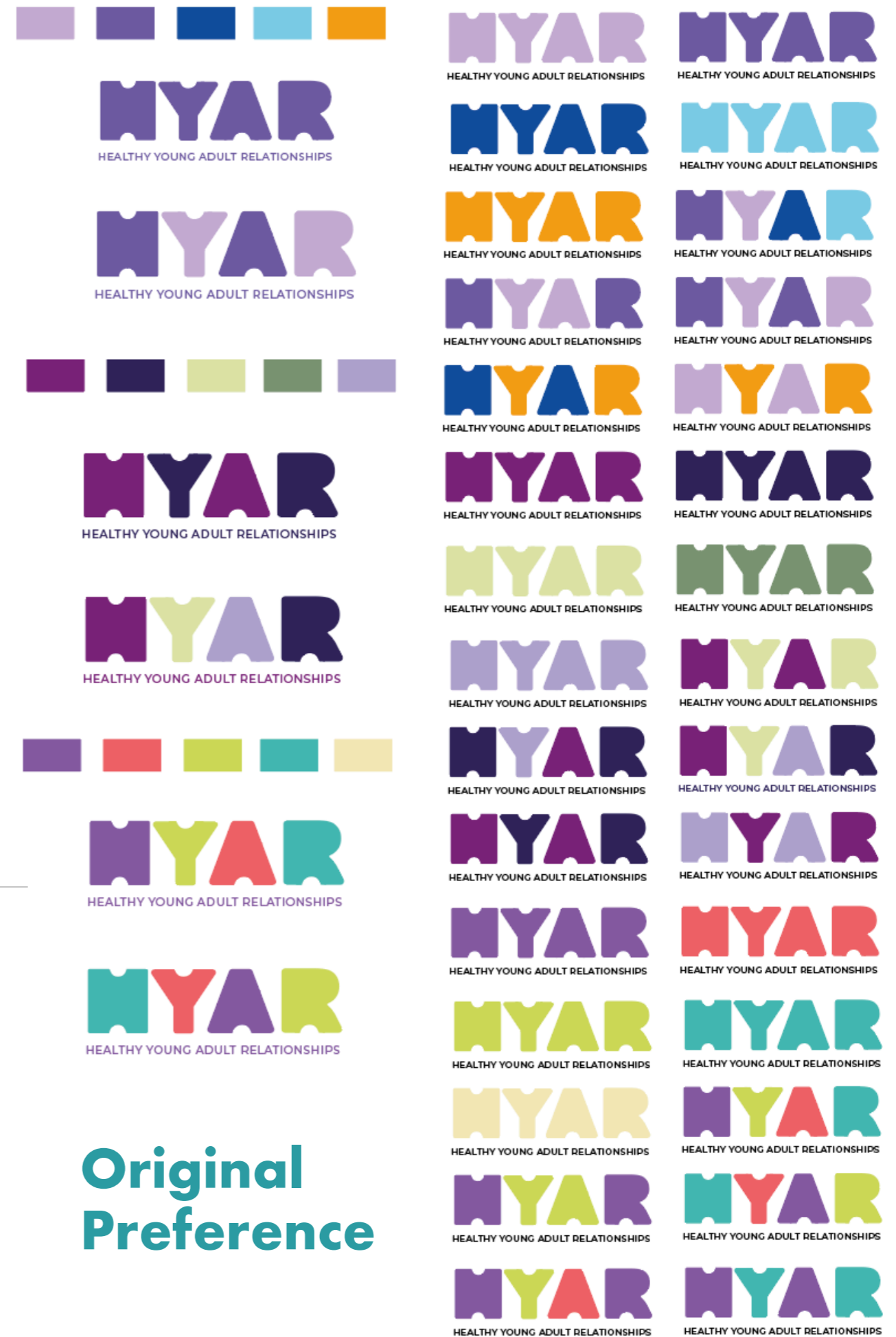
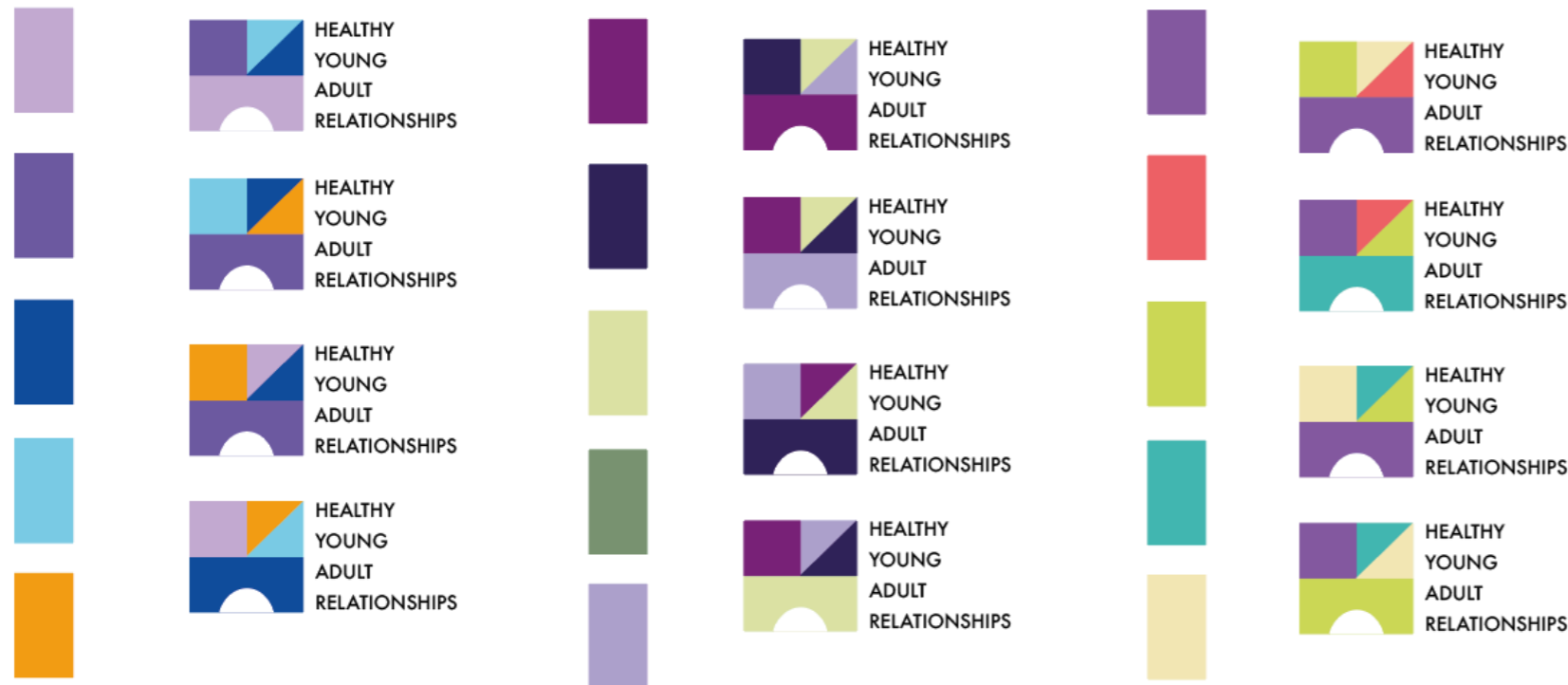
I created many variations of the square element as you can see. I still had the building block idea in the back of my head as decided in light of experimentation to give it a go. Through this process I realised finding the balance between the logo design and the simple aspect of accompanying text to be a hard balance to strick, as you can see with more experiments on the right



3.4 Colour Scheme

Highlighted in my benchmarking you could see a consistent theme throughout domestic abuse awareness charities in using the colour purple. It has been used for decades to signify peace, courage and strength which I felt was a very important pattern to replicate. I knew whichever colour scheme I chose it would need to be built around the colour purple. I started trying

Out multiple shades and combinations but they felt somewhat dull. By adding so much purple it started to blend in instead of standing out. Introducing colour to my logo concepts allowed them to come to life in the refining stage making this process that bit more exciting.



More experiments with colour schemes

Primary



Primary



Secondary



Submark



Primary

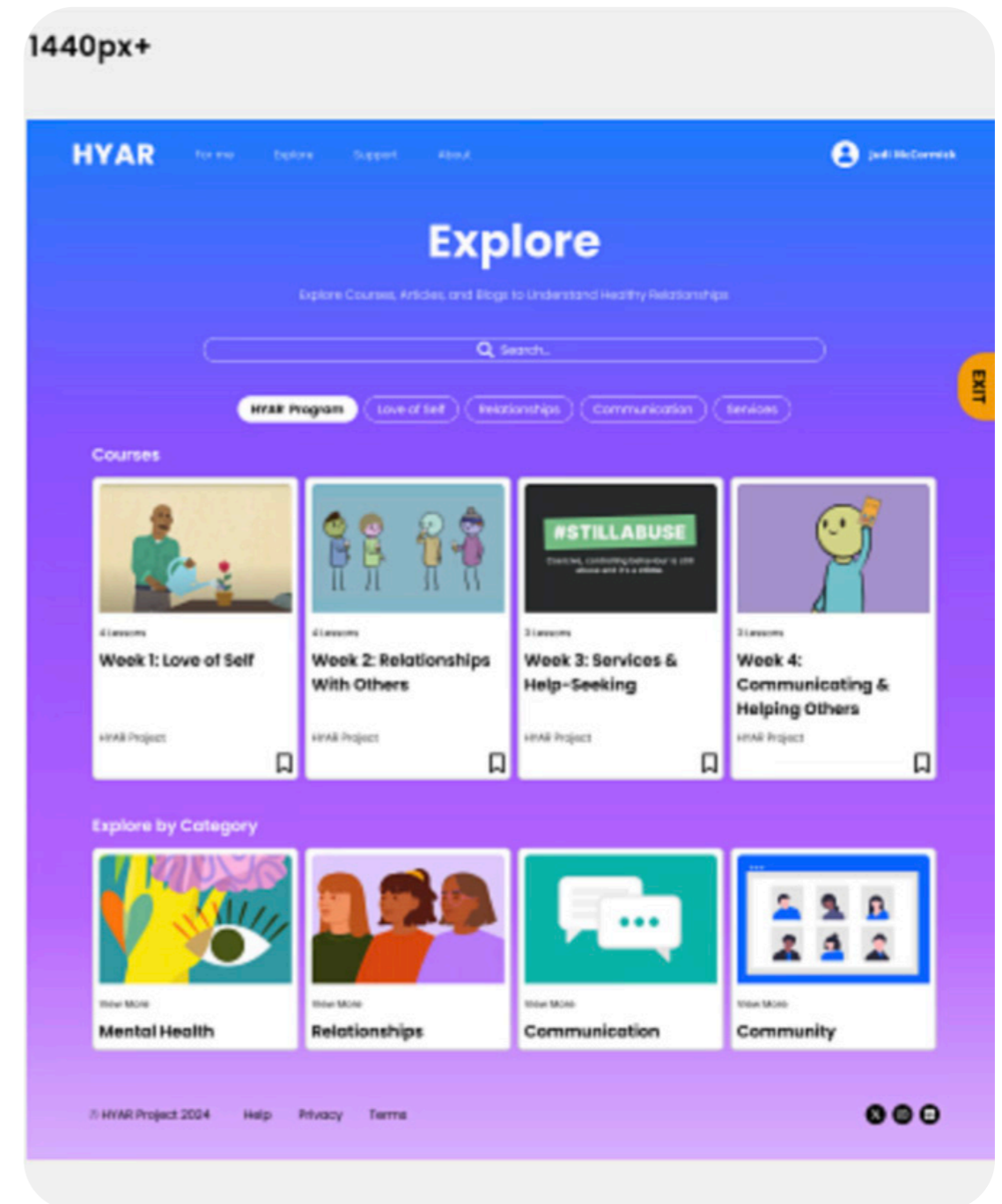


Secondary





HEALTHY YOUNG ADULT RELATIONSHIPS



I had taken samples of the purple used in the developed HYAR educational app as the main colour. Explaining this to my lecturer Adrian noticed a similar colour scheme presenting itself through the app framework screen shot Susan had provided. It was essentially the same colour scheme I had picked but a much more vibrant version. I was able to pull out sample from the framework and placed them

Together. Immediately I knew this was the best colour scheme for the project. It allowed my logo concepts to come to life in the refining stage making this process that bit more exciting. With the colour scheme decided I was able to make the adjustments recommended add colour to the design. I then made multiple versions of each logo with different colour variations. This helpful process was recommended by Darren to allow me to pinpoint what was working for the new visual identity of HYAR.



HEALTHY YOUNG ADULT RELATIONSHIPS



Hi guys quick group question, would anyone be able to take a Look at the attached and give opinions on the title placement? I think my favourite is top middle but would like a second opinion! [DB](#) Darren [Adrian](#)

KO Kyle O'Neill 12:28pm
Hey Abi, I quite like the top middle one, and the bottom left one

Hi guys, would you be able to do the same for my few logos aswell please! [Abigail](#)

Apologies that PDF is not showing it correct when clicked on, here is an image of my logos to look at



KO Kyle O'Neill 4:37pm Me [AH](#)

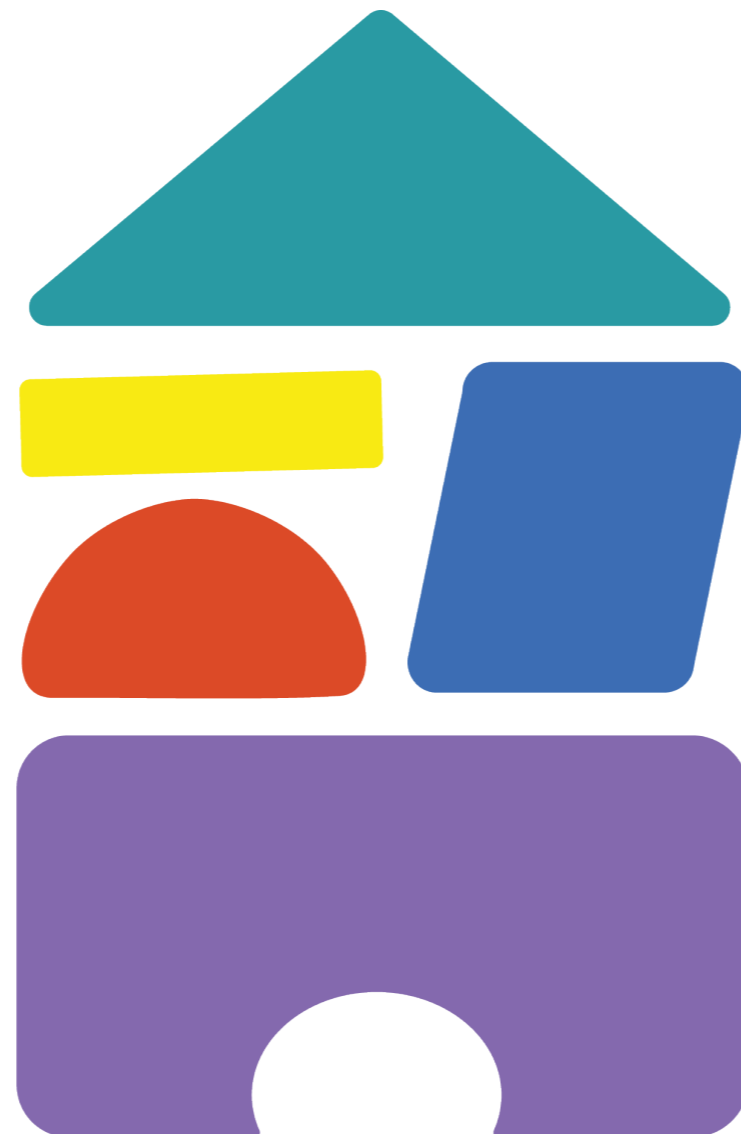
looks good Kyle! I like the bottom left best personally but like the blend overlay on the right

For this concept I asked my teammates for their input in the Healthy Young Adult Relationships placement. With this feedback I was able to finalise my speech bubble concept, I wanted to include my other team members opinions as much as possible alongside lecturer feedback as our age group of 20-21 is close to the target audiences age group.

3.5 Brand Identity

The brand mission and values are all integral parts to a brand identity. I would have liked to explore this more with Susan if there was more time to really figure out the true story of HYAR. I knew with our limited time I needed to visualise this myself and create an extra narrative or element that could strengthen the brand and provide diversity. From our initial meeting with Susan the intervention models were introduced. These would require a completion certificate and accompanying pin. I wanted to create something unique for these assets, so I began to draw out some classic building block shapes starting with the bridge icon. From there I was able to develop individual blocks representing their own colour, linking to the intervention framework design that we had previously discussed with

Susan. I then worked on Adobe Illustrator to form different shapes and structures, eventually creating the “safe place” graphic seen below. This acts as a second narrative of HYAR creating a safe space but also opens up more creative options for future graphics coming up to the pitch.



**Blue
Rectangle**

**Purple
Bridge**



**Yellow
Rectangle**

**Teal
Triangle**



**Orange
Semi-
Circle**

3.5 Concept 1 - Final



Through the review and feedback sessions with Claire, Adrian and Darren I made each change recommended to me. The biggest improvement from this was the addition of the semi circles to create more of a block look and feel to it. This logo ended up being the final design I chose to develop into actual production. The “building knowledge” narrative kept drawing me back to it. Thinking of future production and narrative I felt there would be more opportunity to build awareness with this logo as it highlights education more prominently.

04 The Pitch

4.1 Individual pitches

Once the final brief has sign off by the community partner each team is also required to create their own brief with designs and concepts created from our review sessions with the lecturers.

I was excited to start building my concept, I had the final prioritised asset list after our second meeting with Susan that was shared with the group. Through this time there wasn't a huge amount of group communication as we were all focused on our own designs. This would have been a great opportunity for us all to upload our assets to receive peer feedback but we continued to work separately in this process which in hindsight was a wasted resource . I was able to help Kyle and Ryan with some Photoshop and illustrator technicalities like blending modes and perspective wrap. These were essential for asset creation as these skills directly linked to the upcoming mockup creation.

Susan hosted the HYAR official report launch on 14th November on the Ulster University Belfast campus. Our team was invited along to this event to capture interviews with the young researchers involved in the creation of the HYAR app. I again used the to-do list feature on basecamp to outline our essential captures of the night.

With the busy nature of the report launch we were unable to pitch our individual designs to Susan until after the event on the 19th November. While this gave us a shorter turnaround for our final asset creation the event proved beneficial to us as a group. Photography was take on the night which we were able to use throughout our revised pitch and assets. It also allowed us the chance to put faces behind a job title or name making me feel a deeper drive to produce valuable assets.

4.1 Mockups

Before we could individually create our pitches we as a team had to decided on which mockups we were going to use as they needed to be consistent across all pitches. This is done to allow the community partner to view the designs on the same playing field. We all sent links with potential mockups sourced primarily from adobe stock as this come with licensing under our university account.

Again, we kept a fair combination of mockups picking an equal amount from each persons sources. Unfortunately this meant


Some mockups were images rather than a preset template. With knowledge of photoshop I went into each image and created them as editable templates for my teammates outlining selections and colour overlays for each.

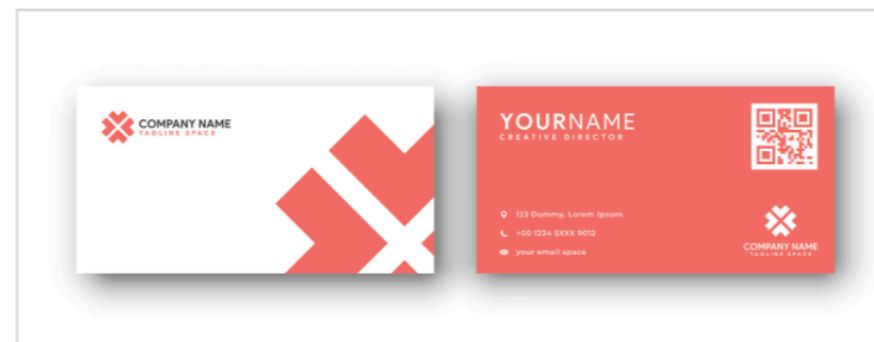
Editable Templates

AH Abigail Hanson · Nov 5 · Notified 5 people

Hi guys, here is all the editable mockup formats. I realised some of the mockups chosen are only in Jpeg format which means they aren't directly editable. I think this will be fine may just take an extra bit of time to properly select, I can help you both with this if needed.

Thanks guys, let me know if I've left any out. Thanks!

 ToteBag_Template.psd
21.6 MB · Download



BusinessCards_Template.ai · 588 KB · [View full-size](#) · [Download](#)

PITCH TEMPLATE Potential Mockups

AH Abigail Hanson · Oct 24 · Notified 5 people

Hi guys, pulled together some potential mockup ups we can use. Let me know of preferences and so we can use the same ones in our pitch. Also feel free to add in any you guys find.

Thanks! Abi

Potential mockup templates

Adobe stock - free to listen with uni account

Social media template on phone (probably don't need all of this)-
https://stock.adobe.com/uk/search?filters%5Bcontent_type%3Aphoto%5D=1&filters%5Bcontent_type%3Aillustration%5D=1&filters%5Bcontent_type%3Azip_vector%5D=1&filters%5Bcontent_type%3Avideo%5D=1&filters%5Bcontent_type%3Atemplate%5D=1&filters%5Bcontent_type%3A3d%5D=1&filters%5Bfetch_excluded_assets%5D=1&filters%5Binclude_stock_enterprise%5D=1&filters%5Bcontent_type%3Aimage%5D=1&k=mockup&order=relevance&search_page=1&search_type=usertyped&acp=&acp=mockup&get_facets=0&asset_id=441743109

Website mockup on laptop and phone - https://stock.adobe.com/uk/search?filters%5Bcontent_type%3Aphoto%5D=1&filters%5Bcontent_type%3Aillustration%5D=1&filters%5Bcontent_type%3Azip_vector%5D=1&filters%5Bcontent_type%3Avideo%5D=1&filters%5Bcontent_type%3Atemplate%5D=1&filters%5Bcontent_type%3A3d%5D=1&filters%5Bfetch_excluded_assets%5D=1&filters%5Binclude_stock_enterprise%5D=1&filters%5Bcontent_type%3Aimage%5D=1&k=mockup&order=relevance&search_page=1&search_type=usertyped&acp=&acp=mockup&get_facets=0&asset_id=424725117

Social media post template - https://stock.adobe.com/uk/search?filters%5Bcontent_type%3Aphoto%5D=1&filters%5Bcontent_type%3Aillustration%5D=1&filters%5Bcontent_type%3Azip_vector%5D=1&filters%5Bcontent_type%3Avideo%5D=1&filters%5Bcontent_type%3Atemplate%5D=1&filters%5Bcontent_type%3A3d%5D=1&filters%5Bfetch_excluded_assets%5D=1&filters%5Binclude_stock_enterprise%5D=1&filters%5Bcontent_type%3Aimage%5D=1&k=mockup&order=relevance&search_page=1&search_type=usertyped&acp=&acp=mockup&get_facets=0&asset_id=647789831

Bus stop advertising - https://stock.adobe.com/uk/search?filters%5Bcontent_type%3Aphoto%5D=1&filters%5Bcontent_type%3Aillustration%5D=1&filters%5Bcontent_type%3Azip_vector%5D=1&filters%5Bcontent_type%3Avideo%5D=1&filters%5Bcontent_type%3Atemplate%5D=1&filters%5Bcontent_type%3A3d%5D=1&filters%5Bfetch_excluded_assets%5D=1&filters%5Binclude_stock_enterprise%5D=1&filters%5Bcontent_type%3Aimage%5D=1&k=mockup&order=relevance&search_page=1&search_type=usertyped&acp=&acp=mockup&get_facets=0&asset_id=647789831

4.2 Initial pitch



HEALTHY YOUNG ADULT RELATIONSHIPS

Logo

HYEAR

HEALTHY YOUNG ADULT RELATIONSHIPS



Submark



HEALTHY YOUNG ADULT RELATIONSHIPS



HEALTHY YOUNG ADULT RELATIONSHIPS

Colour Palette



Violet

#8469AC



Sunbeam

#FDE816



Copper

#DB4814



Deep Teal

#2A99A3



Cobalt

#3D6DB4



Black

#000000



White

#ffffff

Typography

Header

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Body

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Sub Heading

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Caption

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Workshop 2 Mock-ups

Cover Slide



The image shows two side-by-side mock-up slides for a presentation. Both slides have a yellow border and the NYAR logo in the top right corner.

Left Slide:

- Top right: NYAR logo
- Text: Workshop 2
- Text: Education about Healthy and Unhealthy Relationships
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
- Image: A yellow icon of a house with a window and a door.
- Image: A small graphic of colorful geometric shapes (squares and triangles) in the bottom left corner.

Right Slide:

- Top right: NYAR logo
- Text: Our Mission
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
- Image: A photograph of a group of people, including a woman in the foreground smiling and holding a red folder, with other people in the background.

Workshop 3 Mock-ups

Cover Slide



Workshop 3

Awareness of Support Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et



Our Mission

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Workshop 4 Mock-ups

Cover Slide



Workshop 4

Peer communication

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et



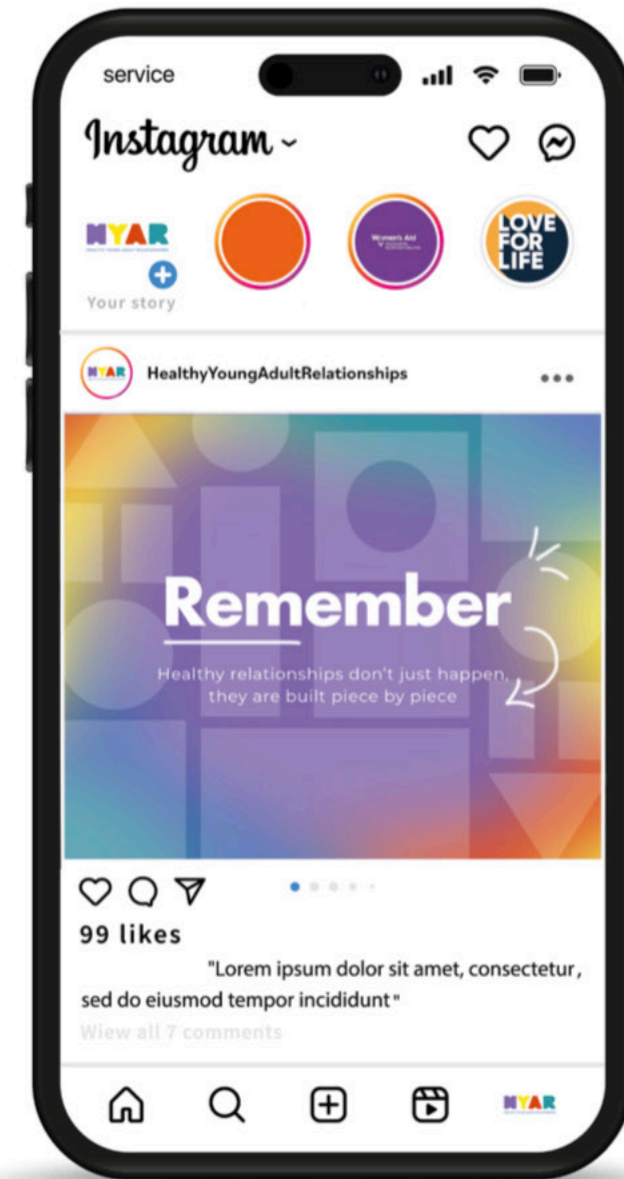
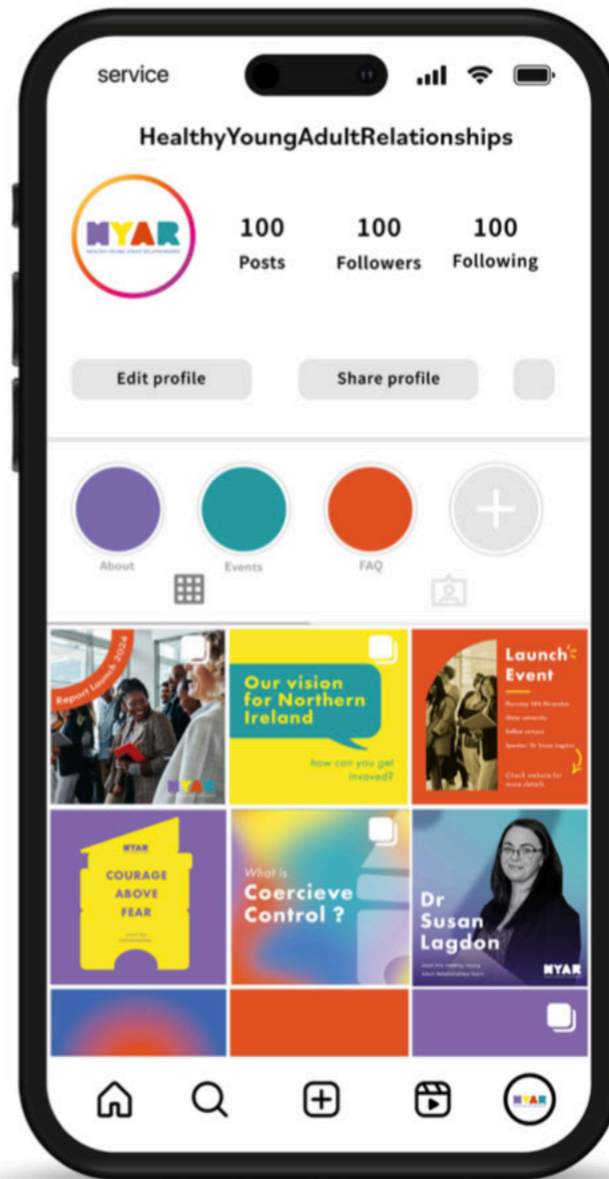
Our Mission

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Social Media



Stationery



Certificate

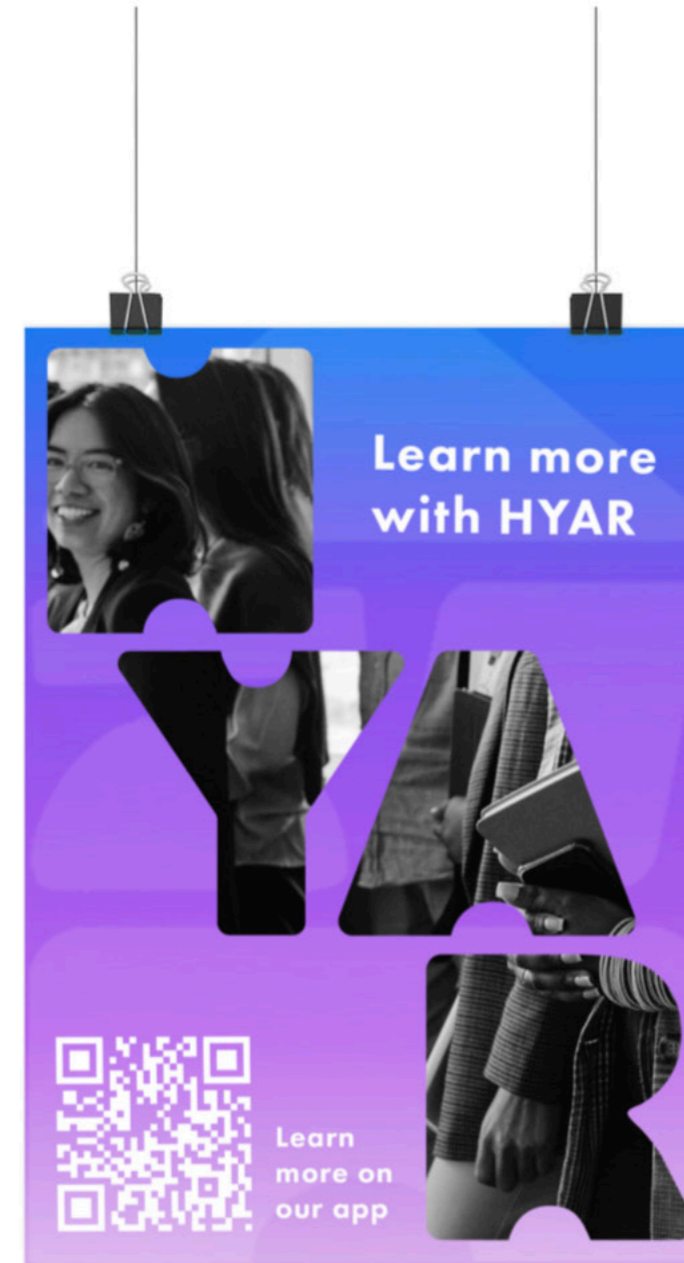
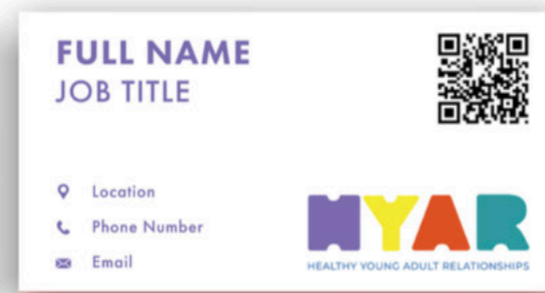
Pin



Merchandise



Promotion



This was an initial GIF to show Susan to motion graphics capability. This was a simple animation with the coloured text changing between key words I pick up on in conversation with Susan and Claire

Motion Graphics



#BUILD RELATIONSHIPS

4.3 Feedback from Community Partner

We each presented our pitches in order from Kyle, Ryan and then me. Susan was thrilled with all of our pitches and loved seeing this stage. I also really enjoyed seeing what my teammates had made, this also gave me insight to what their understanding of what HYAR is and how they want to translate that across to the audiences.

Ultimately Susan chose my design with some small tweaks to the logo. She had voiced the concern at the feedback stage of the brief that the H may not be instantly recognisable as a H. I immediately started working on ways to rectify this. Not wanting to mess with the logo too much I knew the simplest and most effect solution would be to adjust the length of the circle cutout in the letters. With this update made and approved by Adrian I was able to upload for all my teammates so that we each had the most up to date version of the new logo to work with.

Congratulations



Claire Mulrone · Nov 20 · Notified 5 people

Great pitch yesterday, you all gave strong narratives for your creative choices. Susan was please with all the effort you put in and thought they decks were very professional. she was delighted with the results.

Abi your design was chosen but we need to take on board Susan's comments re the H, I know this will be challenging and will impact across the design. She was very impressed with the motion graphic and would love to see a gif of the safe place and the logo its self. Now onto the next stage. Congrats again see, you all tomorrow!!

Claire

After making this update to the logo I completely agreed with Susan that the previous H was much harder to decipher. This is why feedback is so important from fresh eyes. I had been looking at this design for weeks and was unable to detect something as critical as legibility. Feedback and review can sometimes feel daunting and non-constructive but when you see the fruits of asking for feedback it can be a design game changer.

4.4 Revised Logo



HEALTHY YOUNG ADULT RELATIONSHIPS

4.4 Revised Logo



HEALTHY YOUNG ADULT RELATIONSHIPS



HEALTHY YOUNG ADULT RELATIONSHIPS

4.4 HYAR Launch Event

Susan hosted the HYAR official report launch on 14th November on the Ulster University Belfast campus. Our team was invited along to this event to capture interviews with the young researchers involved in the creation of the HYAR app. I again used the to-do list feature on basecamp to outline our essential captures of the night.



With the busy nature of the report launch we were unable to pitch our individual designs to Susan until after the event on the 19th November. While this gave us a shorter turnaround for our final asset creation the event proved beneficial to us as a group. Photography was taken on the night which we were able to use throughout our revised pitch and assets. We also captured some interview footage with the young researchers, we were then able to input this in our final pitch to help Susan visualise the final assets more accurately























4.4 Planning the Revised pitch

With the revised logo signed off I first decided to take some time out to organise our tasks needed for the revised pitch. Susan had liked the majority of the mockups regarding the hoodie, bottle, tote bag and business cards. I had the original file on my laptop and decided to change those myself for a quick turnaround.

All other tasks were split between skill and size. Kyle was our lead video editor which meant he took on the task of creating reel content from the interviews captures at the launch event. Ryan and I primarily worked on the other mockups the needed revisions. Another point of feedback was to remove the use of the app gradient. I introduced the gradient seen in the app framework but Susan wanted that to remain in the app only. The majority of mockups didn't need huge changes but more updates. As a group we were able to divide our tasks up and get working on the revised pitch assets.

22/22 completed
● Revised Design Assets - pitch

Add a to-do

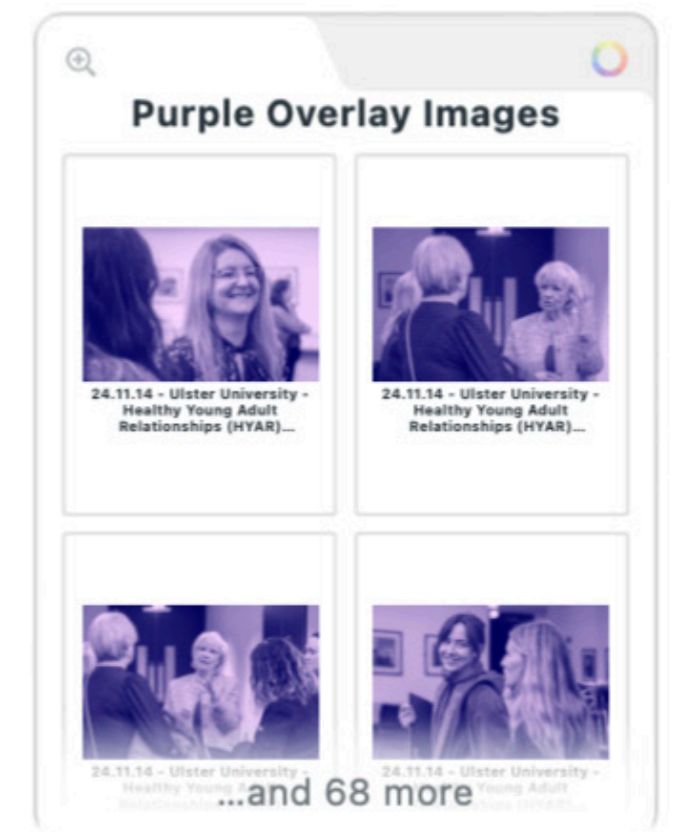
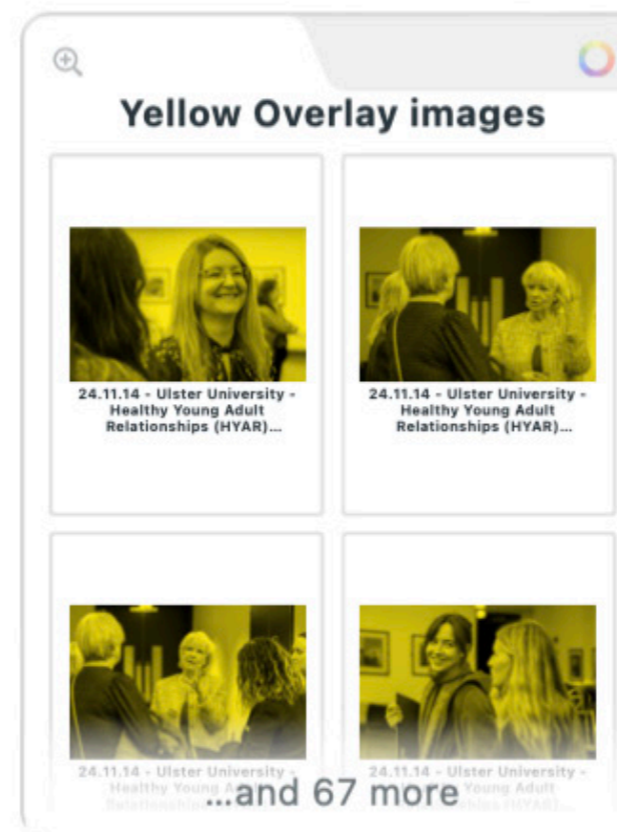
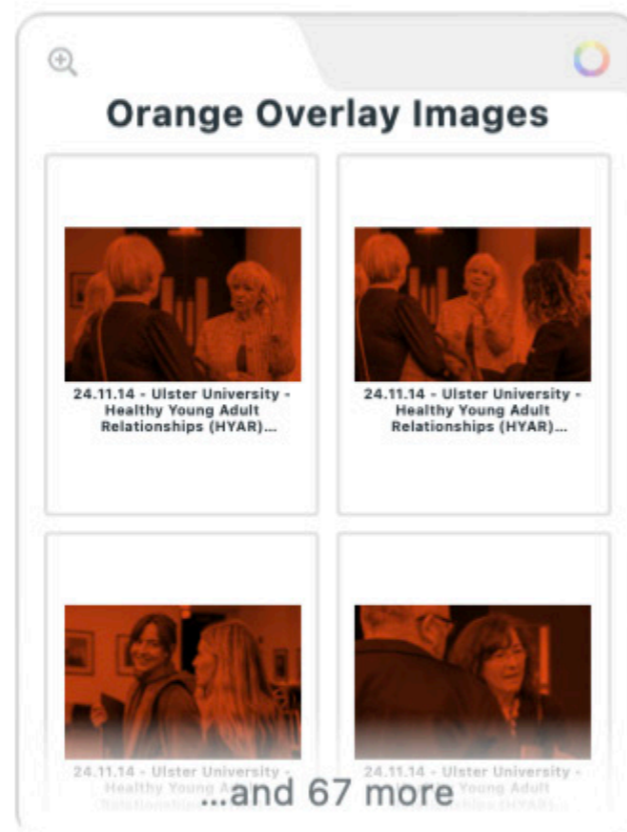
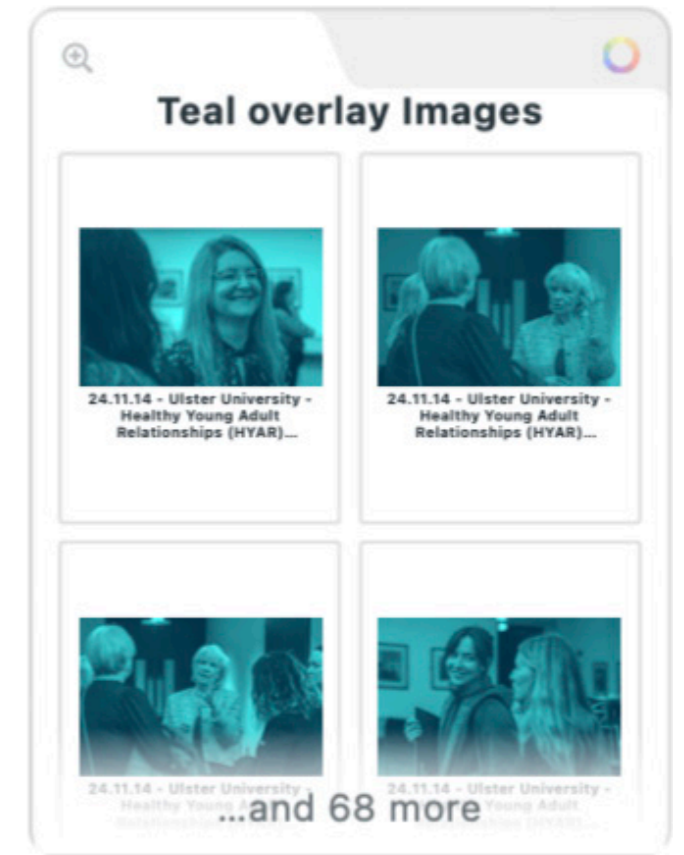
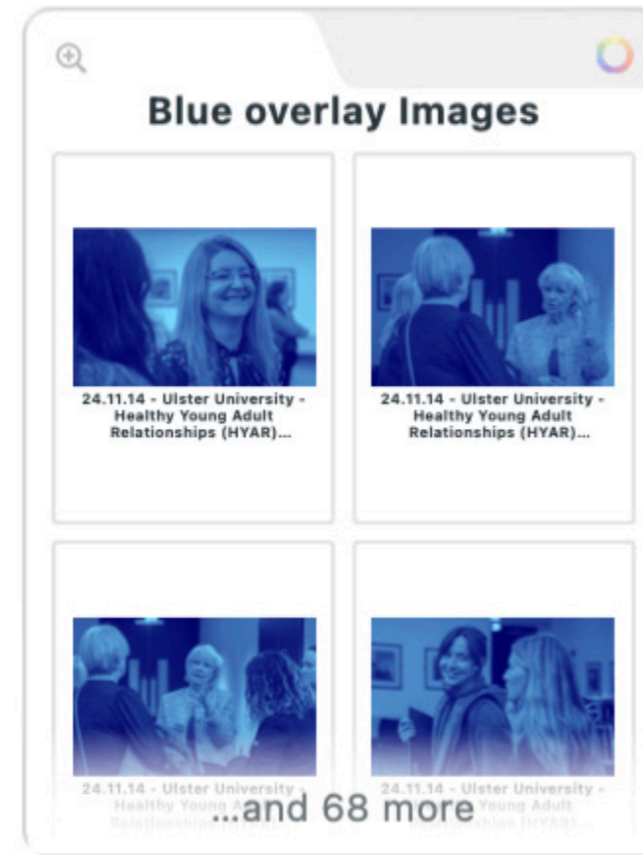
- ✓ Brochures + Leaflets  Ryan M.
- ✓ Video  Kyle O.
- ✓ Facebook Template  Ryan M.
- ✓ Hashtag animation  Abigail H.
- ✓ workshop x5  Abigail H.
- ✓ Poster x2  Kyle O.
- ✓ Coffee Cup x1  Ryan M.
- ✓ Business Cards  Ryan M.
- ✓ Bus Shelter x1  Ryan M.
- ✓ Report Cover  Kyle O.
- ✓ LinkedIn Template  Kyle O.
- ✓ Popup banner x1  Kyle O.
- ✓ Polo Shirt  Kyle O.
- ✓ Notebook  Abigail H.
- ✓ Instagram Template  Abigail H.
- ✓ Hoodie  Abigail H.
- ✓ Tote Bag  Abigail H.
- ✓ Water bottle x1  Kyle O.
- ✓ Pin  Abigail H.
- ✓ Certificate  Abigail H.
- ✓ ID cards and lanyard  Abigail H.
- ✓ Revised Logo  Abigail H.

4.4 Image Overlays

Through the pitch I had started to introduce the idea of using colour overlay images in the workshops to fit better with the colour co-ordination of each workshop.

To ensure all of the team were using the same images with the same edits Adrian suggested I created a stash of the launch night photos in the five colour overlays. I was able to produce these images by using actions in photoshop. This was a new skill learned through Adrian on the same day. I was able to successfully replicate the actions and create each

Overlay successfully. Though this was a large task at the time it was definatley worth while task. It ensured all our images across our assets would be the exact same creating a consistent feel across each use case



4.4 Revised pitch

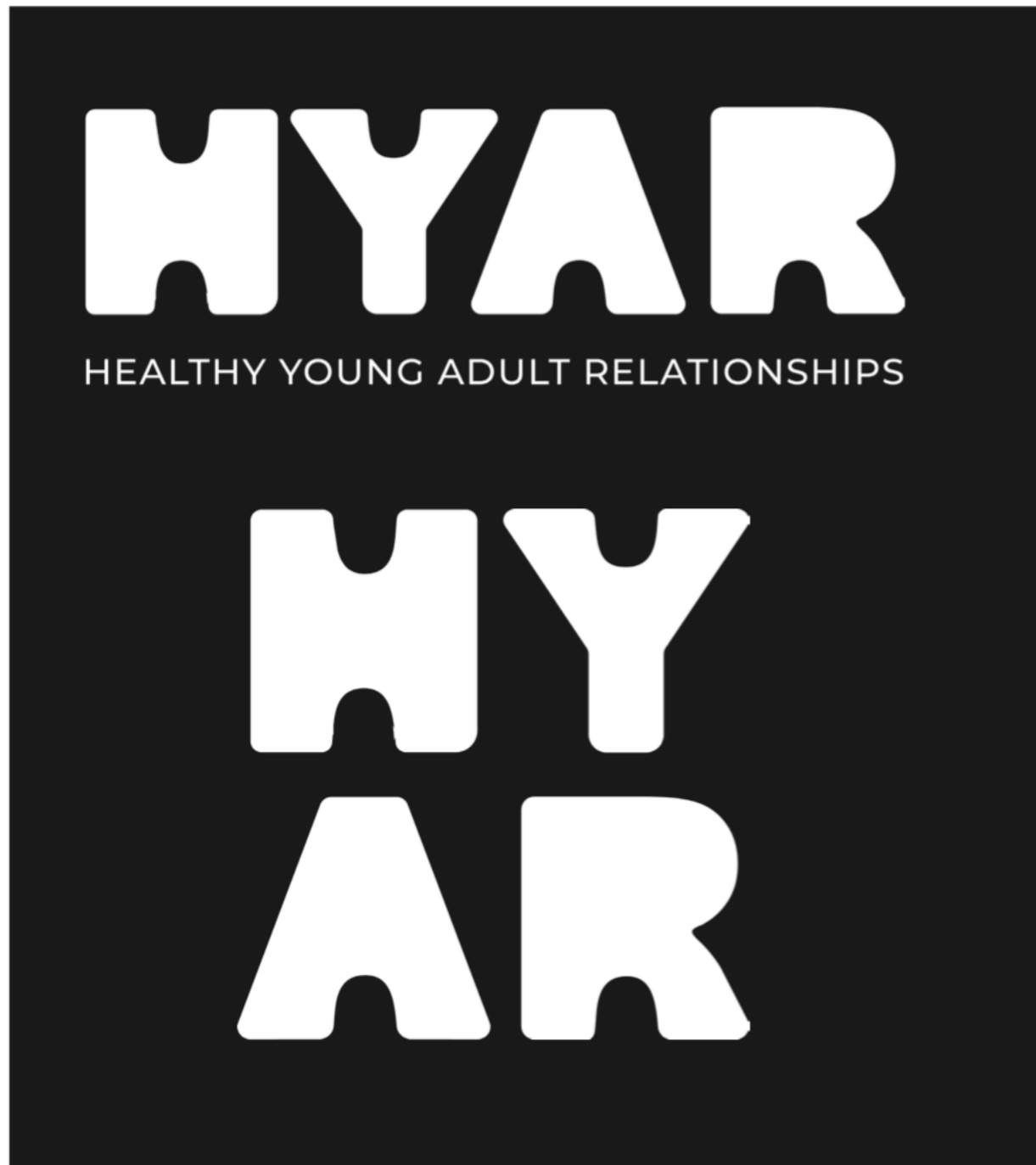


This new logo also included a white box as it;s background. With our use of bright colours across backgrounds and accents we needed a standard version that could be used anywhere, this is now a necessary brand=and guideline development as it shows the appropriate spacing.

Submark



Logo Variations



Colour Palette



Violet
#8469AC



Sunbeam
#FDE816



Copper
#DB4814



Deep Teal
#2A99A3



Cobalt
#3D6DB4



Black
#000000



White
#ffffff

Typography

Header

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub Heading

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Caption

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Workshop 1 Mock-ups

Cover Slide

The image shows a mock-up of a workshop cover slide, divided into two panels. The left panel has a white background with a purple border. It features the text 'Workshop 1' at the top left, followed by the title 'Relationship with self' in a large, bold, purple font. Below the title is the subtitle 'self-love, Self-care, Self-worth and building boundaries'. At the bottom left is the 'HYAR' logo with the tagline 'HEALTHY YOUNG ADULT RELATIONSHIPS'. On the right side of the panel is a stylized graphic of a house with a teal roof, a yellow horizontal bar, a red semi-circle, a blue square, and a purple base with a white semi-circle. The right panel has a purple background with a white border. It features a photograph of two young men looking at a document. To the right of the photo is the heading 'Outcomes' in a bold, purple font. Below the heading is the text 'Relationship with self is the first building block in HYARs training. This workshop will support with:'. This is followed by a list of four outcomes, each preceded by a small house icon: 'Increased healthy relationship knowledge and behaviour', 'Increased IPV (Intimate Partner Violence) help seeking', 'Decreased experience of IPV', and 'Decreased negative physical and mental healthy outcomes relating to IPV'. The 'HYAR' logo is also present at the bottom left of this panel.

Changed each "safe place" graphic back to the original multi-coloured version as per Susan's request

Workshop 2 Mock-ups

Cover Slide

Workshop 2

Education about healthy and unhealthy relationships

Impacts of IPV (Intimate Partner Violence) including coercive control



Outcomes

This workshop outlines and educates about what is healthy and unhealthy in a relationship, touching on impacts of IPV and coercive control

- Reduce social norms regarding acceptance of violence within ALL types of intimate relationships
- Reduce gendered norms regarding use of violence and abuse in ALL types of intimate relationships
- Promote healthy models of ALL types of loving relationships



Workshop 3 Mock-ups

Cover Slide

Workshop 3

Awareness of support sources/services

Increase knowledge and recognition of healthy and unhealthy relationship practices

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Outcomes

This workshop builds on awareness knowledge of support sources and services. Bringing to light:

-  Knowledge and recognition of healthy and unhealthy relationships practices including the law around this
-  Increase positive attitudes towards conflict resolution tactics
-  Aid in the identification of sources of support when facing unhealthy relationships (own or others)

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Workshop 4 Mock-ups

Cover Slide

The image shows a mock-up of a workshop cover slide, divided into two main sections. The left section is white with a blue border and contains the following text: 'Workshop 4', 'Peer Communication', and 'Increase communication capacity between parent/carers, parents and young people'. It also features a colorful icon of a house with a green roof, a yellow chimney, a red sun, and a purple base. The HYAR logo is in the bottom left corner. The right section has a blue background with a photo of a young man and woman. It contains the heading 'Outcomes' and a list of three outcomes, each preceded by a small house icon. The HYAR logo is also present in the bottom left of this section.

Workshop 4

Peer Communication

Increase communication capacity between parent/carers, parents and young people



Outcomes

This workshop looks at healthy peer communication tactics and encouragement. Focusing on how:

-  Increase in communication capacity between peers and young people about unhealthy intimate relationships
-  Communication decreasing victimisation and perpetration normals
-  Builds stronger community perceptions regarding IPV (Intimate Partner Violence)



Workshop 5 Mock-ups

Cover Slide

Workshop 5

Parent/Carer and young person communication

Drawing the line, speaking up and asking for help



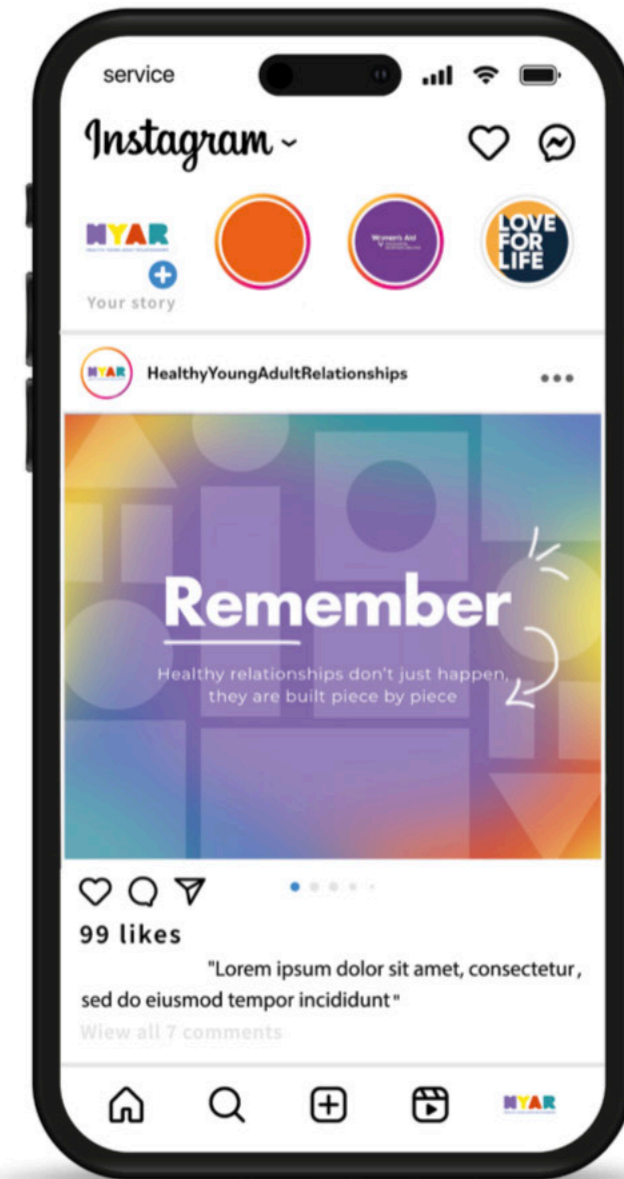
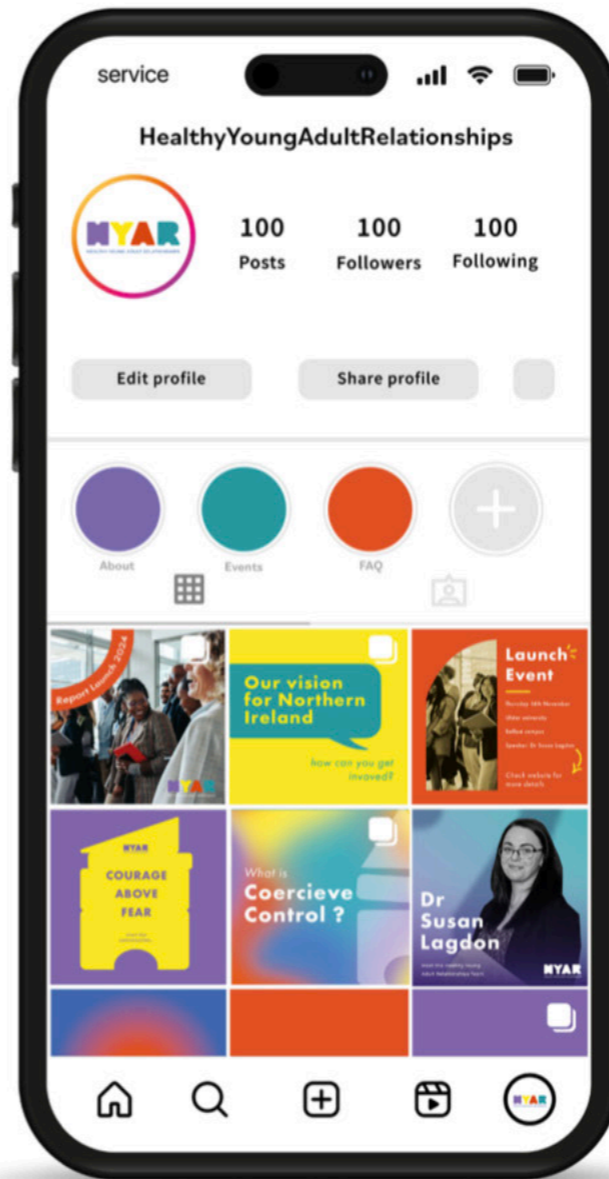
Outcomes

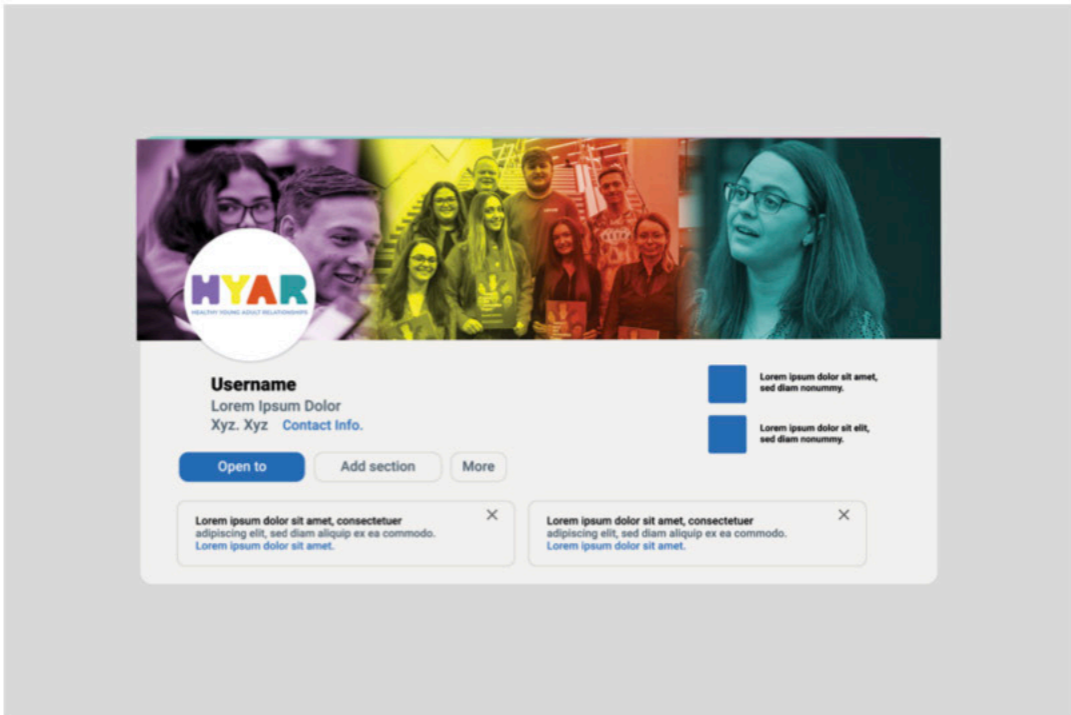
This workshop looks at parent/carer and young person communication. Building safe places and encouraging engagement. Focusing on:

-  Increase in communication capacity between peers and young people about unhealthy intimate relationships
-  Communication decreasing victimisation and perpetration normals
-  Builds stronger community perceptions regarding IPV (Intimate Partner Violence)



Social Media





 HYAR  Suggested for you • Dec 1 •   

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



  Lorem Ipsum and 775K others • 20K comments • 30K share

 Like  Comment  Share

Included multiple social media templates for different use cases and audiences

Stationery



I was able to photoshop the stationery template to only show the notebook cover and report cover as stationery was not the main priority. I re-organised the ID cards so that each are visible and readable

Certificate

Pin



CERTIFICATE
Of Achievement

This certificate is presented to

Full Name

This certificate is proudly presented to (Full Name) for successfully completing the training course offered by Healthy Young Adult Relationships

Presented on

Presented by



The certificate changed to a portrait version as requested by Claire. We went for a simple logo on the pin to drive interest. This was also done to create a unique experience for the person gifted it.

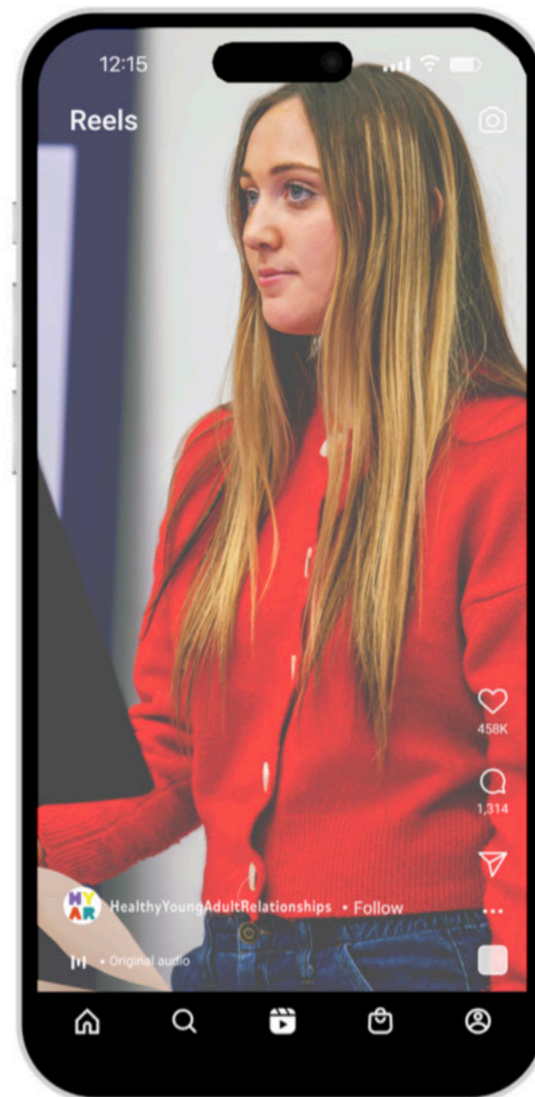
Merchandise



Promotion



Motion Graphics




This revised mockup shows the social media usecase of the hash tag animation and logo, showing how this could look and best practice guidance for different sizing requirements


4.5 Sign off and Feedback

Susan consistently provided our team with great encouragement throughout our send over process.


As a new team working together still trying to figure out team dynamics and workload this was a great reminder that hard work doesn't go unseen.

Once the updates were made to the safe place we were able to move on to our final asset production

 **Lagdon, Susan** 5 December 2024 at 10:07

Re: Revised Pitch feedback 

To: Kyle O'Neill, Cc: Mulrone, Claire, Abigail Hanson, Ryan McAllister [Details](#)

 **Siri Found a Contact** Add ×

Susan Lagdon
s.lagdon@ulster.ac.uk

Dear Kyle, Abi and Ryan,

Thank you for sharing your pitch with me. Before I offer some notes on the final pitch, I wanted to share some of my reflections from the pitch meeting where each of you presented your ideas.

Firstly, I have been so impressed with your engagement with this work. You have taken the time to review the underpinning research, speak with me and spend some time with the HYAR young co-researchers. This commitment transcended to your work.

Each of you pitched your ideas and concepts for HYAR which reflected your style and take on HYAR. I loved that you all incorporated soft but colourful tones as well as typography that was easy to read but offered a relaxed composition.

My final decision reflected the pitch that offered the strongest and most distinct brand identity for HYAR. The thick shapes and how these could be stacked as a 'home' or 'safe space' was very creative and offers a strong statement about HYAR without little to think about.

On that, I have now reviewed the updated pitch and think this has really come together. I love the incorporation of the pictures from our event also. My only suggestion is to keep the 'house/safe space' visual in multiple colours within the slides (I think this was how it was originally presented), as I think this will make it more clear.

Thank you again for all your work on this.

Best Wishes

Susan

5.1 Final Outputs

5.1 Tasks and organisation

With our revised pitch signed off we moved on to the most daunting few weeks of project social. Final asset creation means pulling everything together, reviewing, packaging and handing over. I knew with this section files could easily go missing or get lost. I again used the basecamp to-do list section to outline all of our assets, who was responsible for each asset and any notes that came with it.

I created a folder in our basecamp for final asset review as I knew there would be one final review session with Claire, Adrian and Darren before the submission deadline the next day. I ensured everyone has uploaded all their assets in this folder before that meeting for an efficient review session. I had made suggestions under some assets by team members as well which we were able to go over together at the end of the review. Being close to the submission line I tried to make sure my suggestions were productive rather than critical

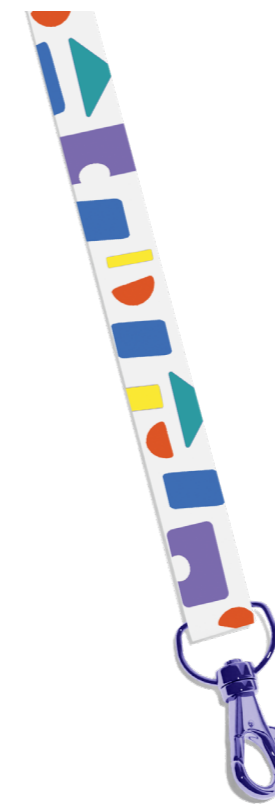
23/23 completed
● **Final Asset list for review**

Add a to-do

- ✓ Poster Kyle O.
- ✓ Fold down leaflet Ryan M.
- ✓ Bus shelter
- ✓ Pop up banner Kyle O.
- ✓ Notebook and report Kyle O.
- ✓ Facebook Posts/Assets Ryan M.
- ✓ Workshop template 5 Ryan M.
- ✓ Workshop template 3 Ryan M.
- ✓ Hashtag animation Ryan M.
- ✓ Instagram Post/Assets Abigail H.
- ✓ LinkedIn Posts/Assets Kyle O.
- ✓ Launch video Kyle O.
- ✓ Workshop template 4 Kyle O.
- ✓ Workshop template 2 Kyle O.
- ✓ Brand Guideline Book Ryan M.
- ✓ Business cards
- ✓ Water bottle & coffee cup
- ✓ Safe place animation Abigail H.
- ✓ Logo animation Abigail H.
- ✓ Workshop template 1 Abigail H.
- ✓ Certificate and pin
- ✓ ID cards and lanyard
- ✓ Hoodie & polo short

5.2 Approved Mockups

The mockups shown on the right were all of the approved designs by the community partner Susan on the day of the pitch. With the adjusted logo I uploaded these assets immediately into the final handover folder.



5.3 Workshop

The workshop framework was created on power point slide master so that Susan would be able to edit and input her own information. This was the highest priority asset Susan needed for use as soon as possible. I made up the first template and shared with my teammates as they both had two each to do.

I was pleased with how this template turned out. I used a simple design that covers key words. Each training session should take about 90 minutes so I also included a break slide

If there was more time with project social I would have liked to develop a complete deck With a range of dynamic slides




Workshop 1

Relationship with self

Self-love, self-care, self-worth and building awareness




Slide Layouts for workshop framework


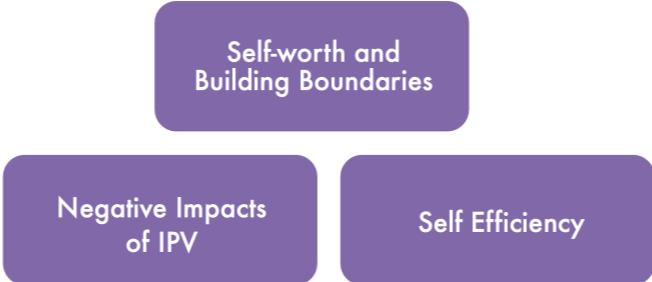


Challenges

- Limited intimate relationship education for young people and awareness of IPV (including coercive control)
- Risk of IPV (including coercive control) within young adolescent relationships




Building Beliefs



Break Slide

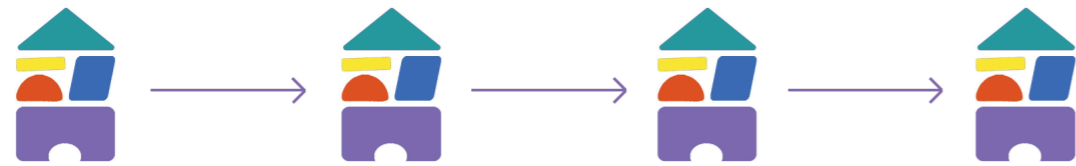
Individual Outcomes

- Increased healthy relationship knowledge and behavior
- Increased IPV help seeking
- Decreased experience of IPV
- Decreased negative physical and mental health outcomes relating to IPV



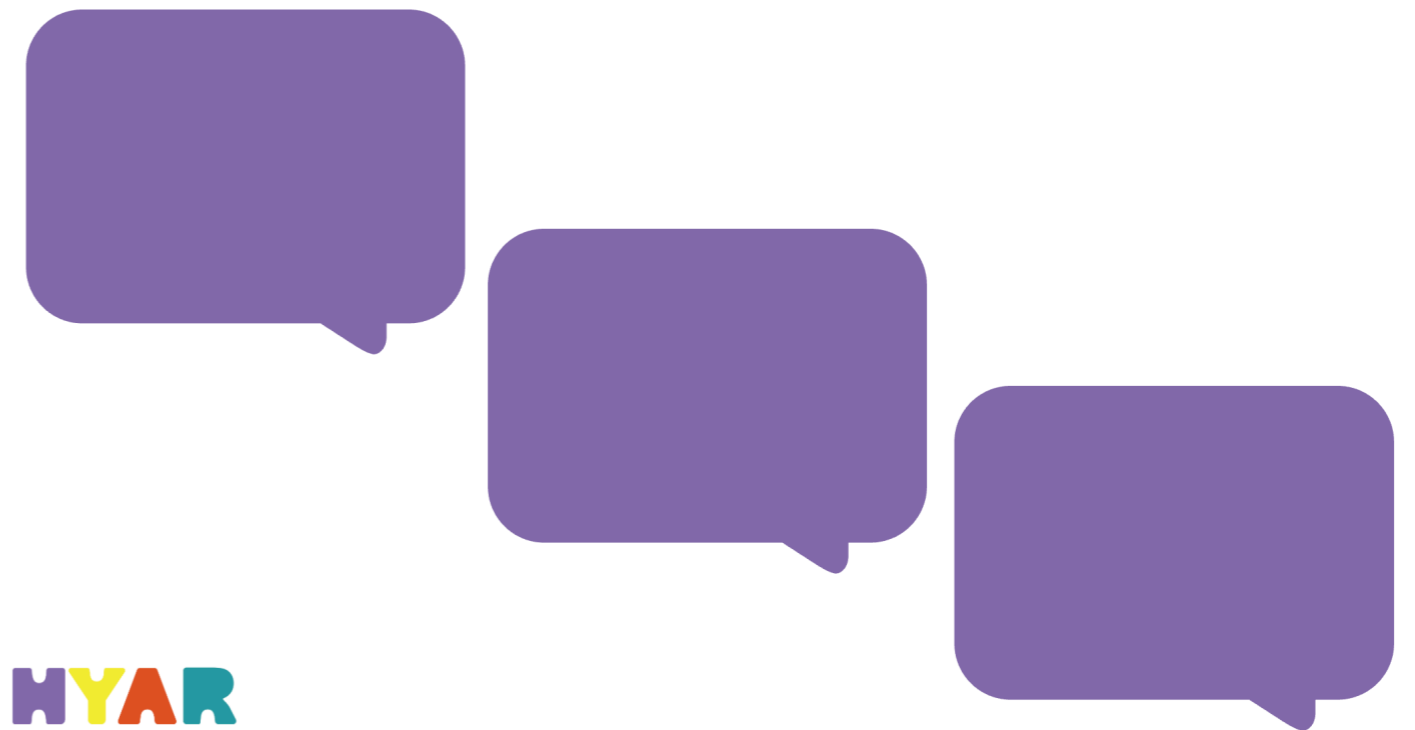
Any Questions?



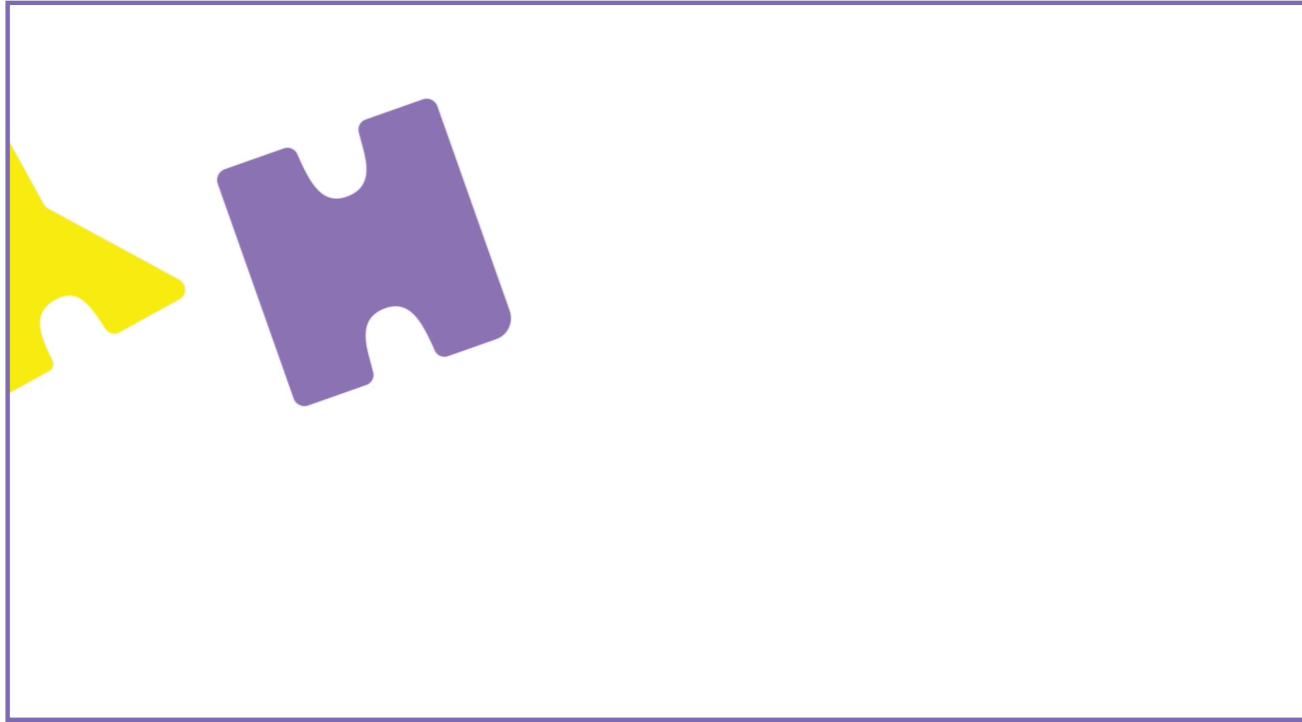


I also created some other layouts in slide master Susan can choose from. This slide would act as a time line. I created this to use as a HYAR legacy option, showcasing the history of HYAR. This could be valuable to outline to potential funders

I created another potential slide layout for Susan. From the initial power point presentation Susan was using shows she likes including quotes of the young researchers. Initially these speech bubble designs were inconsistent in colour and shape so I thought I would provide her the options with an already formatted version

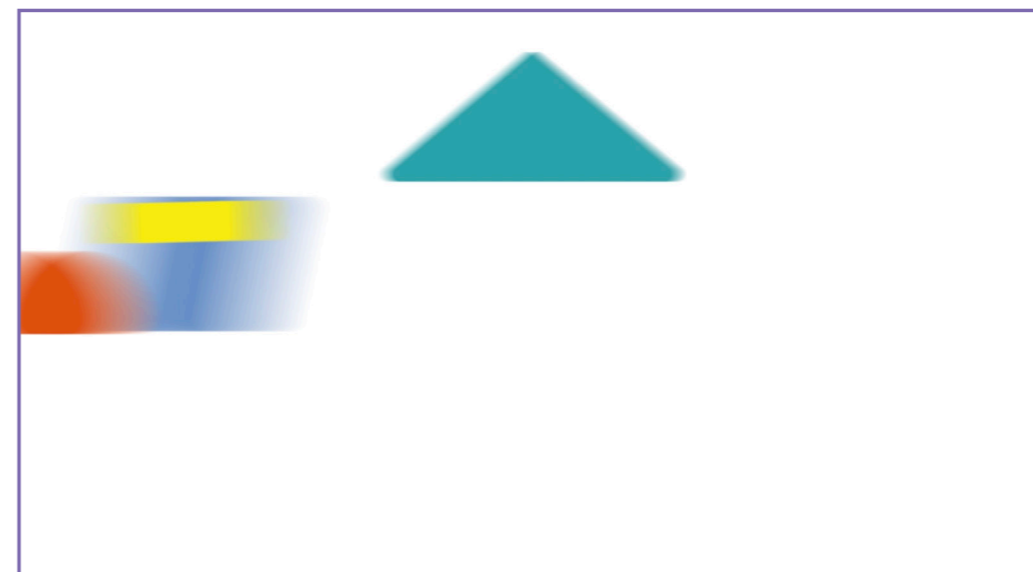
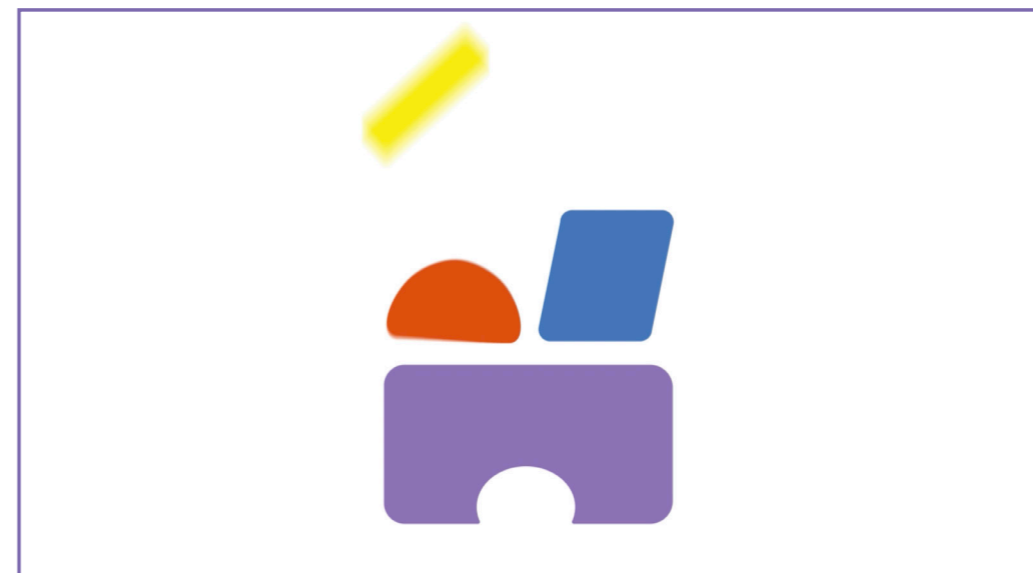
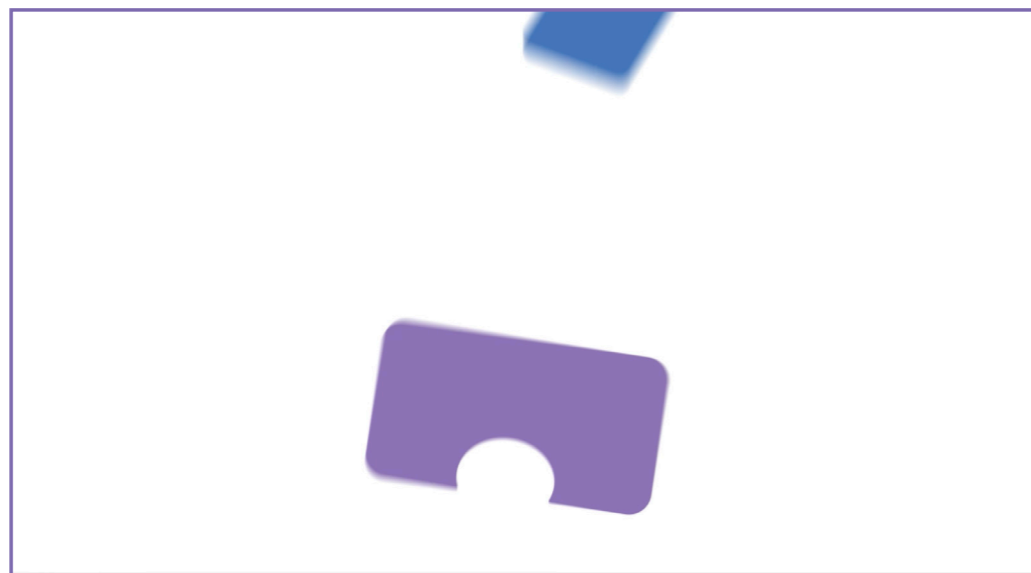


5.4 Animation



I created a Logo animation for use on socials, presentation or other forms of media. Playing on the building block theme I create animation of each letter tumbling in from the left hand side to symbolise building blocks rolling. The final product shows the full HYAR logo followed by a fade out. The fade out allows for more dynamic use and creates a quicker transition. I initially created the animation so that the letter rolled off screen again to the right but after review with my lecturers we decided a fade out is a much more usable product. In the final upload I create multiple versions with sound effects, music and dimensions for social media portrait reel sizing

Alongside the primary block logo animation I also created a animated GIF on the “safe place” block formation. I thought this animation could also be used for social media or presentation adding a fun element to the workshop slides if implemented. The animation shows each block falling on screen from the top, dropping down ontop of each other forming the “safe place”. I also created a version with a stay on screen last frame and a animate off sequence as seen in the bottom right. This was to hopefully suit all usecases Susan would like. This animation also has multiple versions seen on basecamp with sound effects, music and social media sizing



5.5 Social Media

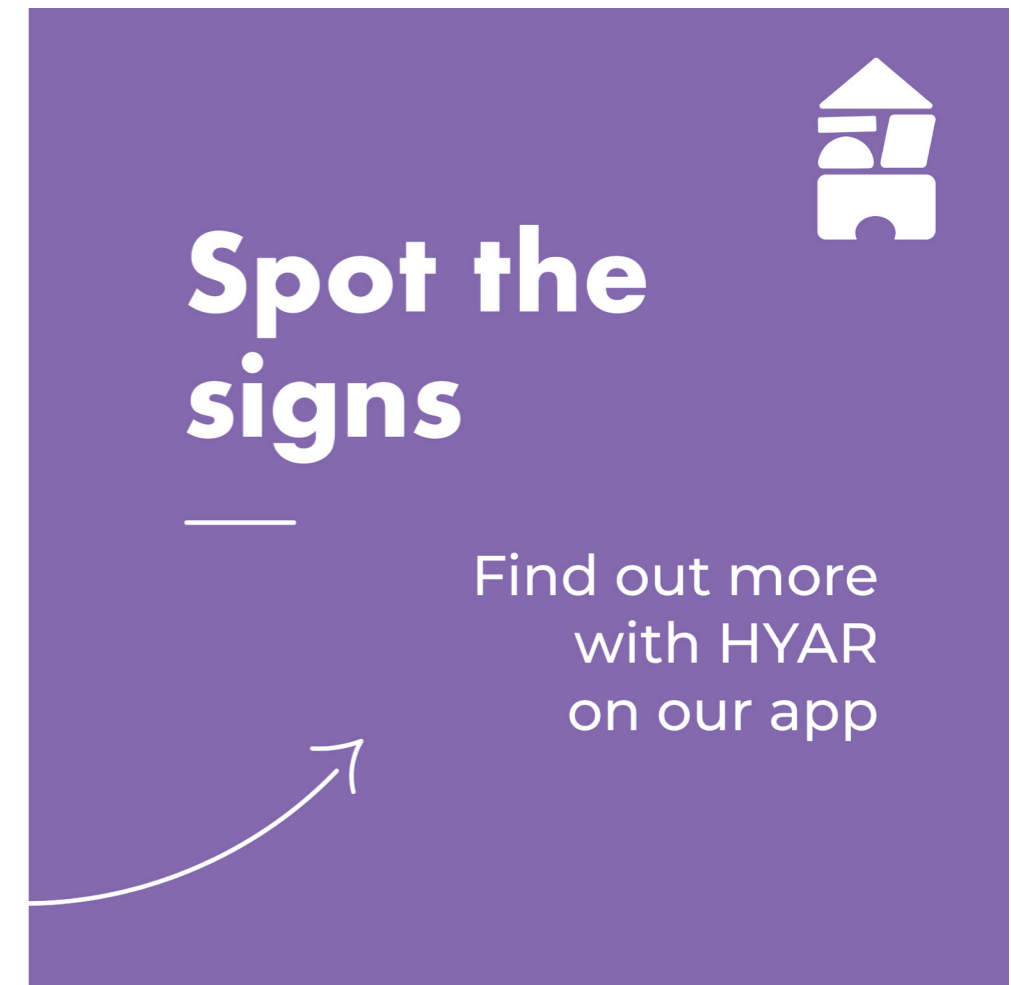
Creating the social media outputs for instagram was an aspect of the final asset creation I really enjoyed. I like the diversity it gives to engage with interactive content which is key in boosting awareness across audiences. With the young people target audience primarily on instagram there is the opportunity to be a safe space,

Potentially providing relief, information and comfort for some viewers. Striking the balance between design and content can be a juggling act. This is why I have created a wide range of instagram posts that Susan could easily lift and post.

The three posts you can see here

Would be used as pinned posts at the top of HYARs instagram feed. It drives brand reinforcement with the strong colours. The simple headings can drive curiosity among viewers making them more likely to click on each post to find out what HYAR is. I also used imagery of people as it makes the content so much more approachable.





This Instagram output would be a simple carousel post. Carousel posts are great for boosting engagement while having the ability to be informational. I made sure to add a graphic element that looks like it continues onto the next page, this will again lead people to want to swipe. I have chosen one of the more serious topics HYAR covers for this post. The approachable nature of the social media may make people stop and think about what coercive control actually is. It follows a pattern of hooking title, information and then call to action. Highlighted in the benchmarking call to actions are a great source for engagement as well, leading people to action is what we are trying to do with this social media post as it has the potential to reach young people, parents/carers and educators around the world.

Report Launch 2024



This post is a simple carousel of images from the HYAR launch night in November. It acts as a nice wrap up, legacy feature for HYAR to look back on and catalogue. This could also act as a key moment for people wanting to get involved, tugging on some strings of the fear of missing out. It also reinforces the faces of HYAR, allowing people to get to know the people behind the research



This is a introduction, meet the team style of post. It acts as a really approachable informal introduction which will work better with a younger audience as it is not too corporate. This would be in a series of posts from different researchers and important stakeholders within the HYAR network

This has been created again for that reinforcement of the brand. It also separate Susan from the face of HYAR which is a general conception at the minute





Some simple call to action, informational posts. Instagram content dose not need to be complex graphics. The main goal is approachability , essentially creating a safe space online for any potential viewers that need support or what to know more about the training services

This post is a filler, during the week post. It is content that gets the viewer thinking, automatically being able to relate it to something they knows. It evokes conversation between the brand and it's viewers again creating that approachable environment



These posts are the same format with different brand colour combinations. This gives a face behind the name HYAR and shows what young people actually think, Susan mentioned this as an important aspect to grasp in our content



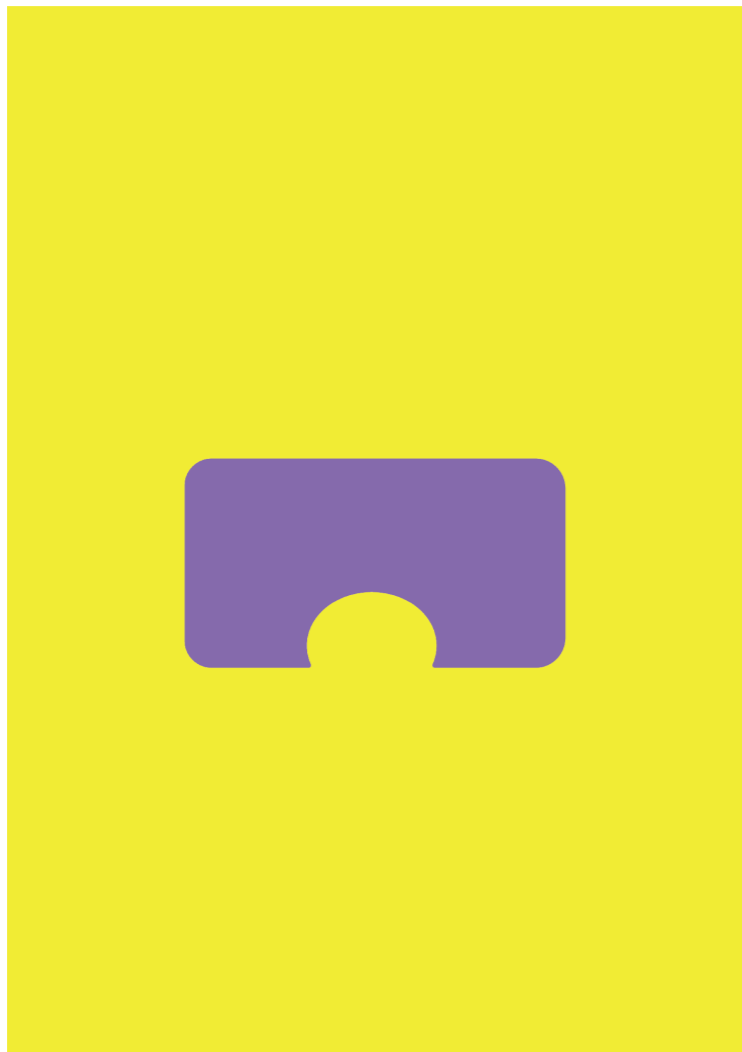
I hope for the app to be used by young people, I think it's an important topic and it is important to have access to that information



It's been great to get other perspectives on the topic, not just from a young person point of view but also by parents and professionals in the industry



This could easily be a series of quotes from key stakeholders of HYAR. You could introduce the shapes of the safe place aswell for a more dynamic look and



These assets are highlight covers for instagrams featured section. This is a fun way to sort and organise your key features like events, FAQ etc. The contrasting colours will help the profile to stand out, there are also many more colour combinations if more are requires. This also helps to drive the brand consistency and identity with a uniform look seen throughout

5.7 Collaborative Review Sessions

As a group we were able to provide feedback to each other outside of Claire, Adrian and Darren reviews. Coming up to the final assets there were many revisions needs to be done across all parties. We successfully completed all our revisions for hand in but I don't think this would have been possible if we as a team had not collaborated of feedback and certain assets.

In the last week of this project I was looking over every asset being uploaded. I added comments to the majority of tasks with my own suggestions. While I uploaded suggestions I made sure to speak to my teammates in person about the suggestions or helping them to fix up minor details. We had many in person meetings before and after class which was a very productive collaboration time.

Edit

Final assets

AH Abigail Hanson · Dec 11 · Notified 5 people

Hi guys, would we be able to start uploading all of our files in the docs and files section for Adrian, Claire and Darren to review as final versions. We should all run our eyes over everything before tomorrow's review.

RM Ryan , KO Kyle I was speaking to Adrian and he is happy for us to go ahead with the workshop templates to make as final versions, I need to make some minor tweaks on some slide layouts that aren't in use, so we can go ahead and input the new information and images!

RM Ryan, thank you for doing the brand guidelines, I have some suggestions for fix up which i will add shortly.



Edited Dec 11



Adrian Hickey, Senior Lecturer in Interactive ...
Attention to detail is our goal now.

Everything as close to perfect as we can get it please!

Tomorrow will be problem solving and sign off.



Dec 11



Abigail Hanson
Here is a link to the folder that we should put all of our assets in for tomorrow

[Assets for Review - Healthy Young Adult Relationships](#)



5.7 Collaborative Review Sessions

The initial brand guidelines document upload wasn't produced with the standard we needed. Ryan was excellent at pulling all the brand guideline assets together and all the document needs was some editing.

I followed up Ryan's submission with my set of suggestions to change seen on the right hand side. On reflection this was helpful for Ryan as it allowed him to have a reference of changes needed. Through this project I took on more of a leadership role which meant I sometimes had to lay out my thoughts clearly. Four future group work I think I personally would need to work on my teamwork abilities



Brand Guidelines.indd

Posted by Ryan M. · December 12, 2024 · 2.98 MB

[Download](#) · [Replace with a new version](#) · [See all versions](#)



Dec 11



Adrian Hickey, Senior Lecturer in Interactive ...

Thanks Ryan - but the Brand Guidelines need to follow the Brand Guidelines - before I open this:

- 1) No logo?
- 2) No company name?
- 3) Incorrect typeface?

At this level we need attention to detail to insure our community partners get the best outcomes.

Can you please review and update?

Thanks in advance



Edited Dec 11



Abigail Hanson

Hi Ryan, thank you for pulling this together! Just some suggestions from me :)

page 1: as Adrian said above we need our logo on the front page with our white box background. Maybe make the brand guidelines the Futura bold as this is our primary font.

page 2: Could we change the font aswell with the contents being headings. Could we also use a higher resolution version of the dafe place graphic, I can direct you to this if needed

page 3: Could you think about changing the background colour to something other than black to align better with out colour scheme. potentially make the logo bigger and more central aswell

page 4/5: I would suggest splitting the long and stacked logo into two separate pages to show where and how each logo is used. Saves repeating itself and should be easier for other people to make sense of. Will need to review the text aswell just to make sure all the information is clear

page 6: We could probably remove this page altogether as it repeats below with the same information.

page 7: again will need to just re-work the text slightly but don't worry we can all help with this!

page 8: this page could also be removed, or would need to be re-designed to change the background colour and the Aa graphic.

Page 9: could we make the Aa a bit smaller just as it draws the eye to it instead of the title. Also change the description font to the body text of monseratt. we need to show the two different weights in use aswell, if you look on the revised pitch we sent Susan it will be outlined there. Need a review of the text again just to make the use case clear.

page 10: Again, could we make the Aa a bit smaller just as it draws the eye to it instead of the title. Could make the Montseratt title much bigger and prominent. again review of text and change to the montseratt font type.



Brochure.png

Posted by Ryan M. · December 12, 2024 · 2.16 MB

[Download](#) · [Replace with a new version](#)



The feedback seen on the left was a combination of Claire, Adrian and Darren and myself. I have included this example to show the power collaborative feedback and revisions can have. It can really elevate designs and ideas as show here.

Edited Dec 12



Abigail Hanson

Text needs to be one size and one colour

mockup up with proper template

QR - bottom right, align
social - bottom left

rename this file as tri-fold leaflet

balance white space in corners with purple
block

put logo centre middle





Bus Stop Gradient.png

Posted by Ryan M. · December 12, 2024 · 26.7 MB

[Download](#) · [Replace with a new version](#)



Having a safe collaborative safe to work on each other work can make a daunting task much easier. This update took some very simple tweaks but it came out lovely at the end that's our feedback and revisions made.

Dec 12



Abigail Hanson

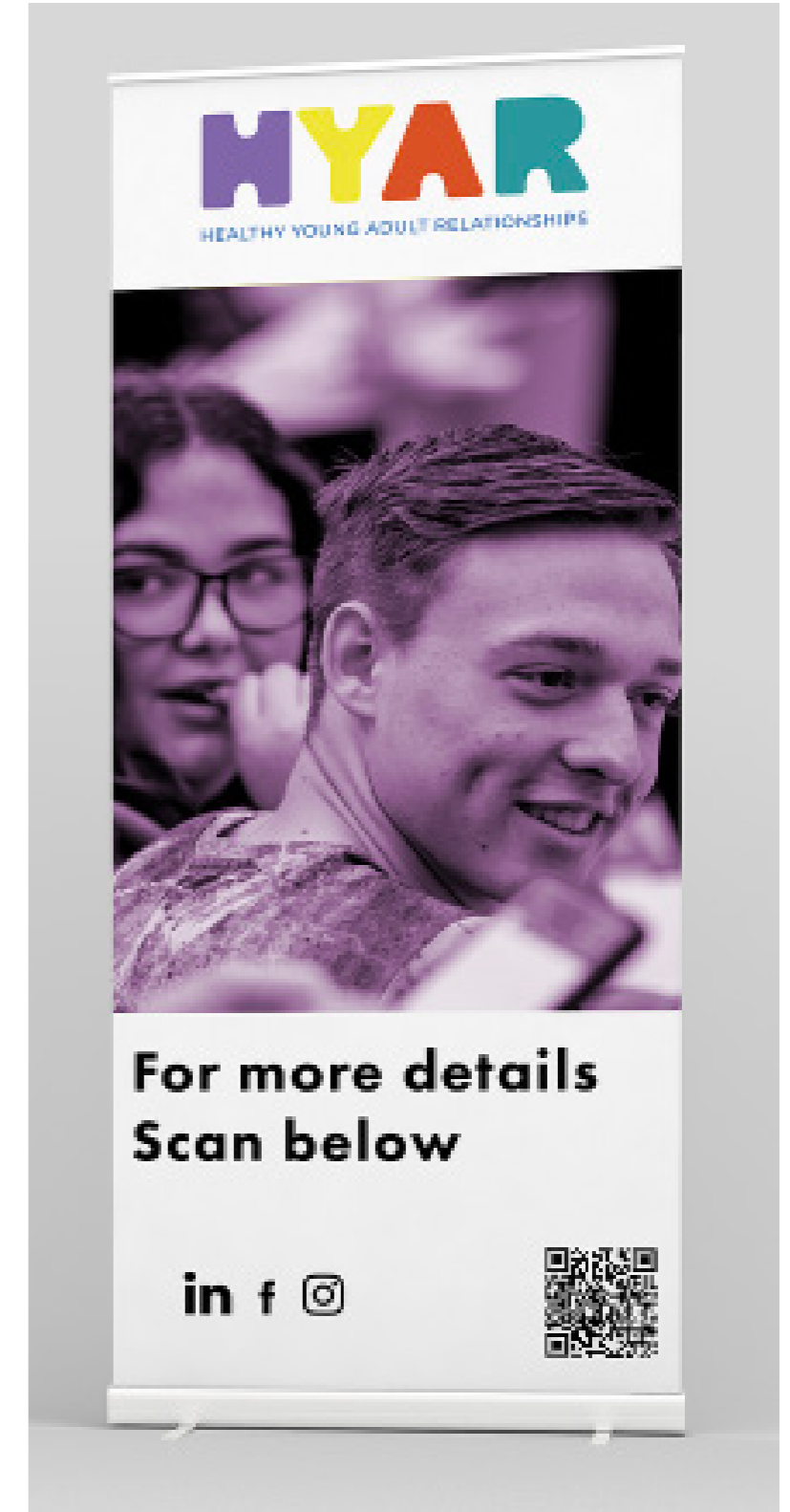
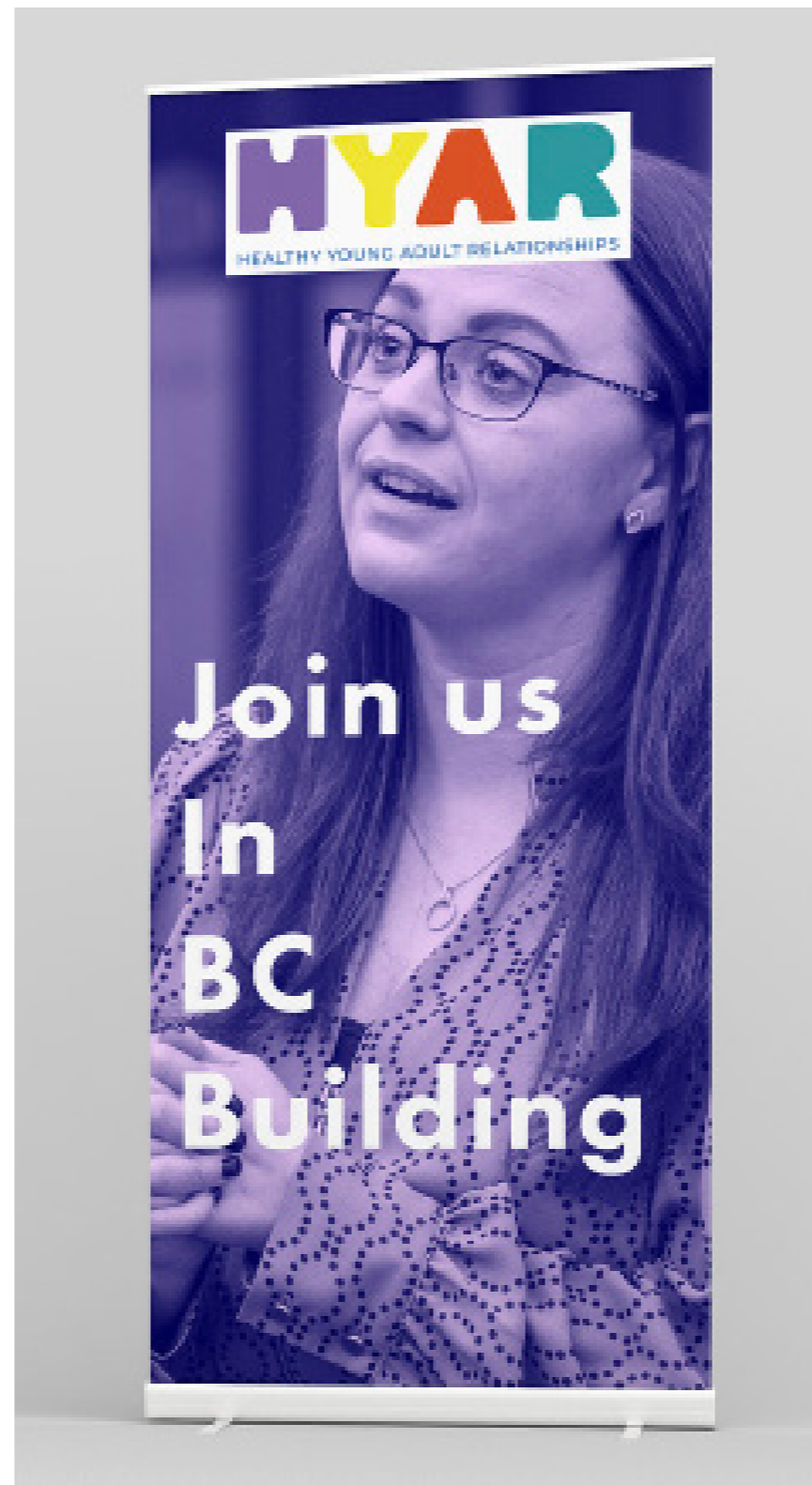
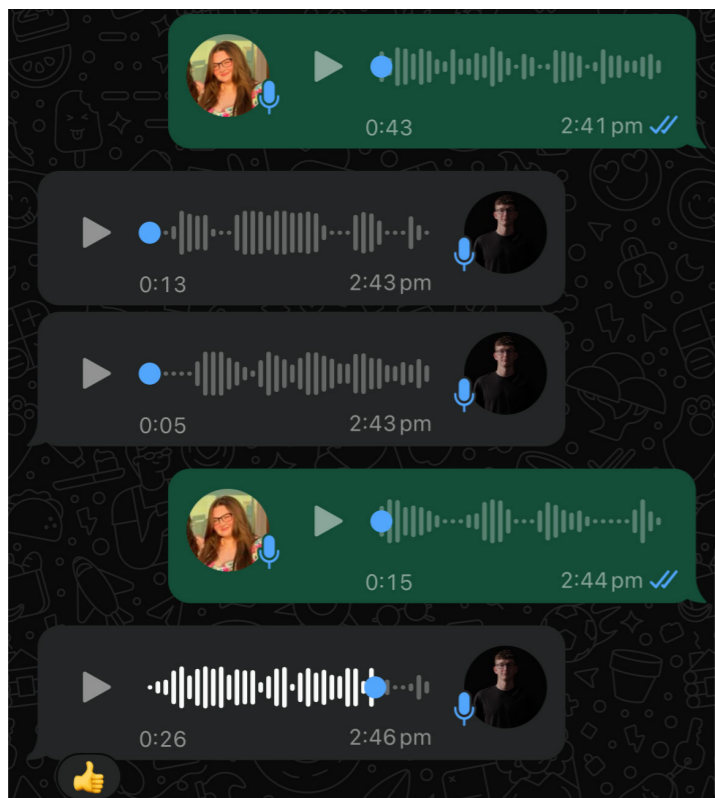
change logo to primary (block logo horizontal)

QR code smaller (establish footer with QR and socials)

make faces bigger and logo space smaller



Our teams main form of communication was on basecamp or in person but we were able to utilise other tools to help each other work through tasks when a in person meeting wasn't available. This reinforces the fact peer viewing work can be very effective when you see the final output beside the original design. Seen in the examples on the right where had suggested making sure the popup banners are re-usable which would mean avoiding any dates or locations



5.8 Reflection

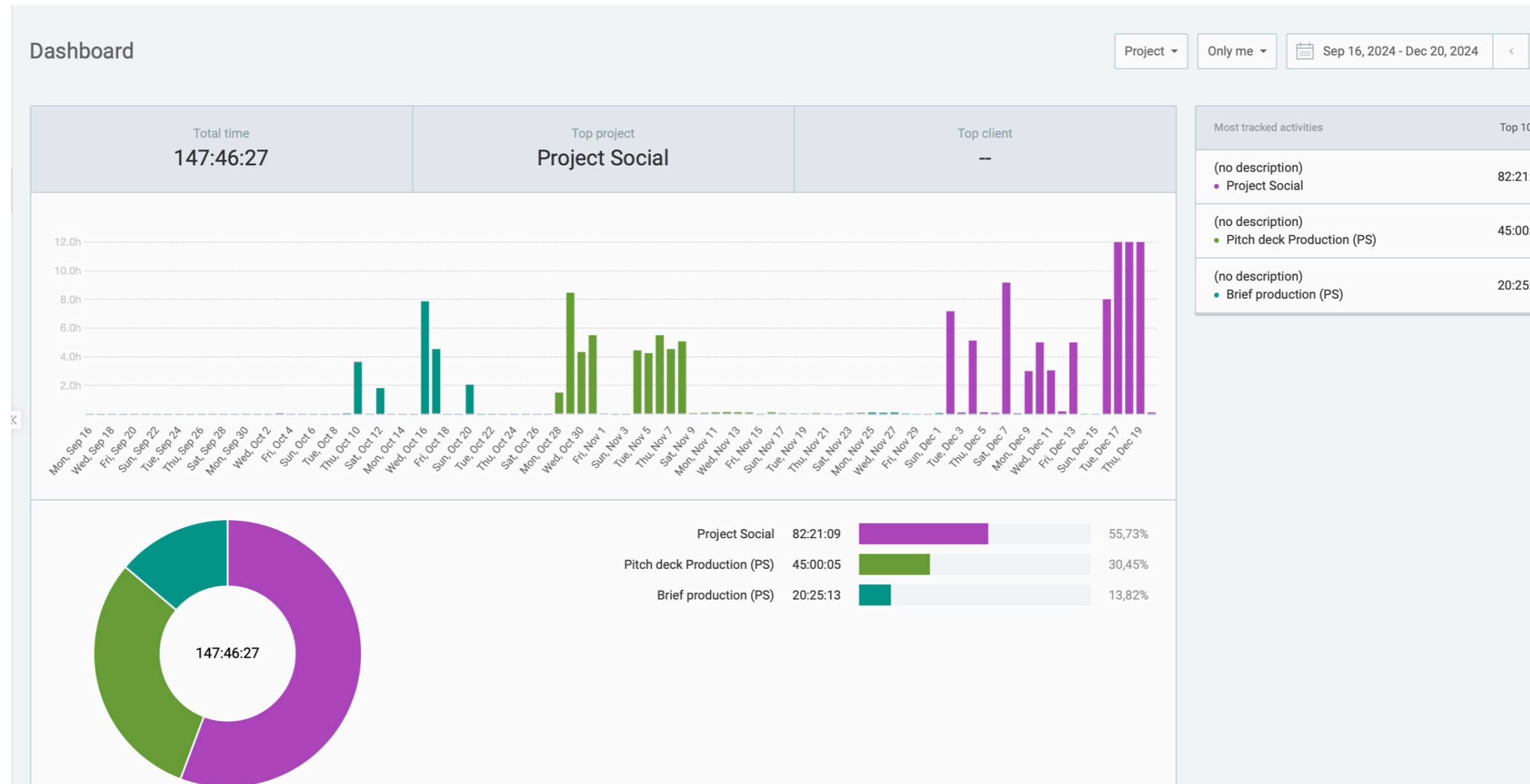
I feel I was able to grasp the concept of HYAR quickly, engaging in the topic allowed me to think not just as a designer but as a potential consumer. I volunteered with women's aid for two years and I have been witness to some horrible stories and injustices that happen in this country alone. Approaching the topic of HYAR itself motivated me to produce to the best of my ability. Our final outputs reflect the technical skills and creative skills from all team members. Even so I feel some assets could have been produced of a higher quality in terms of longevity use.

I feel my theory of graphic design has played a large part in these outcomes, especially regarding white space which can be tempting to fill to produce more content. My technical skills with illustrator have been challenged and greatly improved with logo design and my photoshop skills have also improved with formulating the mockups and creating the colour overlay images.

06 Project Management

6.1 Time Management

220 hours in total



This is my clockify report starting from 16th September dated to the 20th December 2024. Looking at my work habits trends I tend to go for a full day of work and then maybe won't get as much work done the next day, not that style is necessarily wrong. I may benefit for next semester with our major project utilising these online tools that will show me my working habits and how to schedule with that in mind. I could also look into using prioritisation matrix's a bit more as I know the stress of not knowing where to start can often eat into my production time on projects.

6.2 Teamwork

Looking back over the course of our feedback I think Kyle, Ryan and I worked very well together as a team unit. We were able to collaborate on certain aspects of the project but we were also able to go off and do our own contributions. We were able to communicate well. There has been some slips in communication over the course of the project but we have always managed to find a resolution or new method of communicating to get the point across.

I think project social is a great opportunity, especially for creatives to come together to work on a project. A lot of creative roles in the industry are quite solitary in the actual production phase of assets. It was also great to have a space for active feedback, review and polish. That is one of the aspects I have found most helpful in my growth over the last twelve weeks.

One of the main challenges for me was letting go of my design preferences. As my design was picked from the pitch I had a clear outline in my head of how asset should look from the start. I knew this was something I needed to let go of as in a day this project changed from my design to our group design.

If given the opportunity to re-structure our team strategy over the course of the 12 weeks I would have liked to improve our communication within the team. Our use of basecamp was not always consistent between the hey function and chat function. This meant keeping track of conversations or updates was difficult at times. We also used snap chat to form a group chat which we didn't use as often as we could have.

6.3 Further Production

While I am happy with the outputs we created for our community partner Susan there are further assets and help I would have liked to provided for her.

Bigger future tasks would be with the website, I would have liked to be able to provide with at least a landing page for a centralised source of HYAR. With the brand identity graphic I designed there is the potential for a overlay parallax scroll options with each scroll revealing a new layer of the “safe place“ graphic. They’re could be a talk to someone feature with pre set stewards, advice or resources. There is so many potentials with HYAR that a look in 5 years time at the assets being produced could be incredible.

More attainable further production hopes would have been to get the social media sites up and running for Susan. Due to conflicting schedules we weren’t able to get confirmation if we should go ahead and start posting. Social media I think hold the most potential for HYAR at the moment. There’s boundless forms of

Media and creativity to feel inspired by. HYAR has every potential to become a worldwide campaign and using those free, popular channels is the perfect opportunity. Off the back of this I would have liked to been able to create campaigns and scheduling for Susan instead of just an asset handover. Taking inspiration from women’s aid who produce incredibly powerful campaigns but re-shaping the tone and messaging in a style that suits HYAR. Enlisting some marketing strategies with the goal of reaching as many people as possible with his critical information.

Alongside the social media I would have liked to produce a social media guide,

6.4 Final Thoughts

My final thoughts on project social and HYAR are incredibly positive. As my favourite module yet I was able to be creative in space that was very helpful, collaborative and encouraging created by Claire, Adrian and Darren Now the final assets are handed over to the community partner I feel like I was able to use my technical skills for a great purpose and for someone who needs support.

I will be able to carry this group experience on into future job roles with the interpersonal skills that have developed over the last 12 weeks, especially in a peer setting which can be challenging to navigation with group roles and dynamics.

Our whole class among different groups were able to come together and collaborate on ideas, sharing both creative suggestions and technical advice or skills.

6.5 Bibliography

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