Production Log

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

Kyle O'Neill

PROJECT SOCIAL
.AGENCY

The Science Shop
Knowledge•Ideas•Results

Contents

The Team

Kyle O'Neill
Videographer
Graphic Designer
Editor

Abi Hanson
Motion Graphics
Graphic Designer
Brand Design

Ryan McAllister
Graphic Design
Video Editor
Multimedia

First Meeting

In our first meeting, we got to meet with our community partner, Prof. Susan Lagdon. Susan is a senior lecturer in psychology at Ulster University and the chief researcher of the Healthy Young Adult Relationships (HYAR) project. Claire Mulrone also led us through the meeting to guide us in the right direction.

During the meeting we were able to gain a better understanding of what the project is about, the idea behind it, the target audience and what attributes she would like from us. It also became clear that the brand needed to be clean, inviting and have a sense of belonging.

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

Target Audience

Following our meeting with Susan, we gained a better understanding of who the target audience for this project is. This project is aimed at Professionals who work with and educate young people

Their audience will be youth workers, teachers, psychologists and parents, who will use the workshops that we created around Susan's research to present to and teach other professionals how to deal with young people and their relationships in the correct manner.

We wanted to create a workshop that was professional, but also mindful that it is a sensitive topic that we are working on. Through this we created the safe place logo which can used a starter point in workshops.

Project Deliverables

From our meeting with Susan, we agreed on the deliverables that we needed to produce for HYAR.

Create a visual identity and brand for HYAR

Develop a brand book

Showcase a website theme in the pitch

Develop a range of merchandise and apparel

Create HYAR certificate of achievement

Create a HYAR pin awarded to professional who have completed the training.

Create social media templates for Instagram, Facebook & LinkedIn

Create 5 workshop presentations for the training of professionals
on the five themes. (Works shop presentations not be more that 10 slides)

Video interviews with Lagmore researchers.

The Brief

The Brief

As part of this project, each team was tasked with creating a brief that incorporated insights from the meeting and findings from independent research.

This project brief represents the final step in identifying the community partner's needs for the interactive product.

It includes an overview of the project deliverables, competitor benchmarking, project goals, target audience, branding, and a detailed project road map.

Contents

About HYAR

The Healthy Young Adult Relationships (HYAR) headed up by Dr. Susan Lagdon alongside a team of researchers. HYAR aims to reduce intimate partner violence among young people by promoting awareness of healthy and unhealthy relationship behaviors. It focuses on closing knowledge gaps, especially for young people, through inclusive education and prevention.

HYAR engages not just young people but also parents, guardians, and communities, emphasizing that preventing intimate partner violence is a shared effort. The project is developing practical tools, including a web-based app, to provide easy access to information, support, and guidance on healthy relationships.

Overall, HYAR seeks to empower young people and communities with the knowledge and resources to build safe, respectful relationships.

Project Summary

With our involvement in his media project as the "creative team" we are aiming to develop impactful and educational content that promotes healthy young adult relationships and addresses intimate partner violence among young people in Northern Ireland sourced from Susan and the teams research.

By involving young researchers from Lagmore Youth Project and developing a range of creative outputs, we hope to help influence both public awareness and professional practice, making a lasting contribution towards the prevention of violence and the support of young adults in developing healthy relationships. With our top priority being to create a wide range of creative outputs with a focus on educational packages and training resources for professionals.

Project Objectives

The first step of the project is to establish a strong visual identity and brand for HYAR that reflects its values, mission, and vision. This will involve creating a number of educational training packages and resources to facilitate the training of professionals,, primary logo, secondary logo variations, and a logomark or icon suitable for various platforms. A colour palette and typography selection that align with HYAR's character and style will also be developed.

Additionally, guidelines for imagery, patterns, and graphic elements will be established to ensure consistency across all branding materials. Furthermore, a brand book will be created to provide detailed guidance on the use of HYAR's visual identity, including the logo, colour palette, typography, and other visual elements. This resource will offer clear instructions for maintaining brand consistency, across different mediums such as print, digital, and merchandise.

The project will also involve designing merchandise and apparel such as t-shirts, hats, and tote bags to promote the HYAR brand. Additionally, a bespoke certificate of achievement and a distinctive HYAR pin will be designed to recognize professionals who have completed the training, establishing them as "HYAR Ambassadors." For digital engagement, social media templates will be developed for platforms like Instagram, Facebook, and LinkedIn to maintain visual consistency and enhance HYAR's online presence.

Target Audience

The target audience for HYAR consists of three main groups, which are parents, youth workers and teachers, who will spread the information learned to young adults to get an understanding of what is right and what is wrong in young relationships. HYAR will have to make sure to include men and women together to achieve one of their main objectives of creating togetherness.

Teachers

HYAR being an educational purpose will easily be able to be transitioned over giving information to teachers so they will know how to discuss these issues that HYAR are resolving by having teachers being able to communicate to young adults how to behave in relationships. This will help HYAR's main goal of reducing abuse in young adult relationships.

Parents/Guardians

HYAR are trying to explain the importance of healthy relationships to parents as they are the closest contact to the young adults who may be struggling, enabling them to facilitate conversations around this difficult subject. This is why HYAR have set up their information methods in a way where the parent will be instructed on how to communicate the key messages efficiently to the young adults.

Youth Workers

As they are already close to the understanding of helping young people they will be able to spread HYARs message of showing what is allowed in a relationship and what isn't. Having youth workers getting the key information from HYAR will help the message be heard even more.

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

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
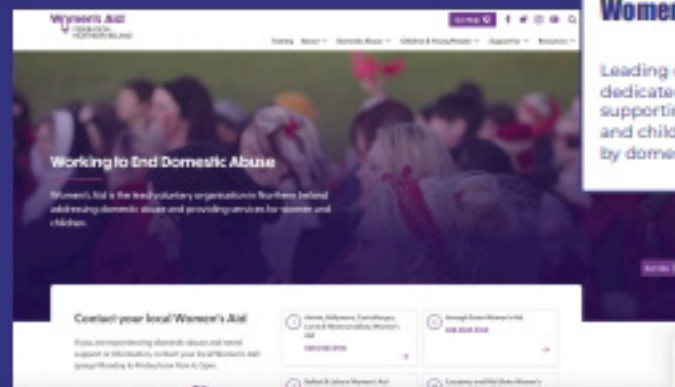www.youtube.com

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.

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.
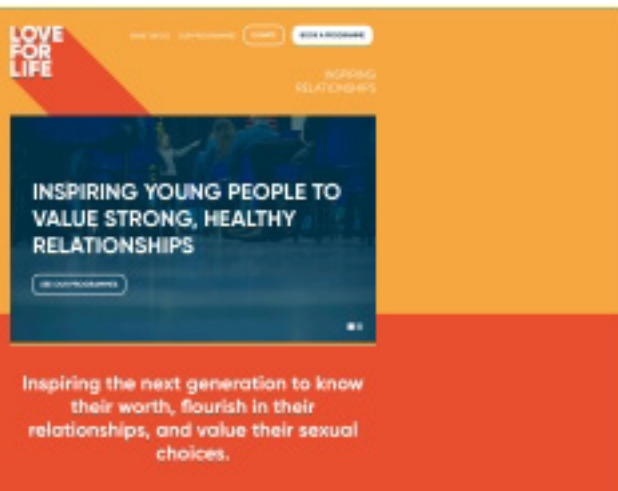
Women's Aid

Leading organization dedicated to supporting women and children affected by domestic violence

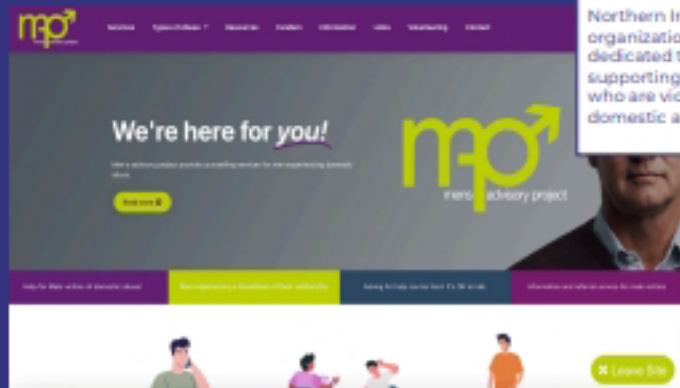

Working to End Domestic Abuse

Fine acts

Trained over 50 organizations in effective visual storytelling and produced over 90 illustrations on various sexual health topics, aimed at empowering activists and educators.
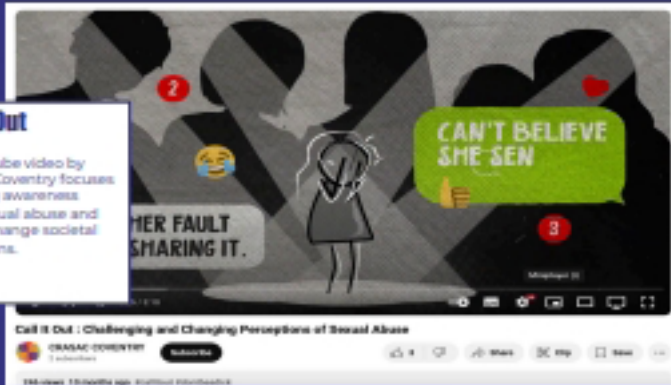

We gave sexual health a visual revamp

Young Minds

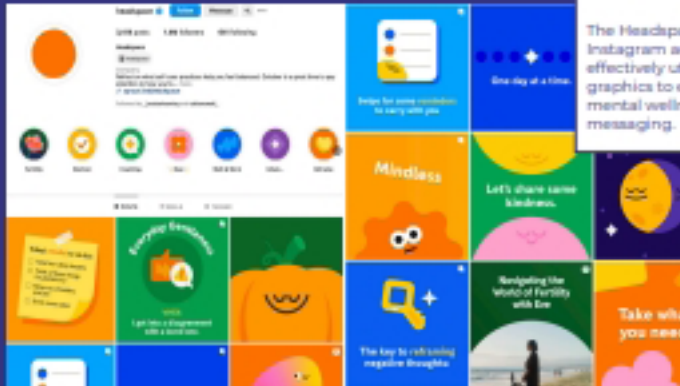The Young Minds blog shares essential tips for young people on dating and forming healthy relationships.

Tips for dating and building healthy relationships

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 a engaging way. Following this approach will help HYAR create consistent, audience-friendly content with clear and informative calls to action replicated on each platform.

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

Tone, Message and Style

To deliver the messages that needs to be communicated to the target audience we will need to focus on the tone of our language, our creative choices, and our methods of action. To do this we will need to focus on our benchmark to see how similar brands have conveyed their messages to not only give the target audience the information that is required but how they also made it appeal to a younger generation to keep them engaged with what HYAR is communicating; making sure to use gentle language and graphics when discussing tough topics. By using empathetic language to share positive messages and offering relatable examples we can encourage open conversations that will help create a safe space for discussion for HYAR and beyond.

By outlining our deliverables, we can keep a consistent feel across all media. Our benchmarking shows that similar websites effectively use different fonts and styles some for serious content and others to attract a younger audience. This approach will help us connect with our target demographic while maintaining professionalism. Using bright, modern colours with a simple design allows us to create an inviting platform through social media and training platforms.

Timeline

Weeks	Planned outcomes
Week 1-3	Writing the brief
Week 4-6	Develop the pitch
Week 6-8	Developing the delieverables
Week 8-11	Present assets
Week 12	Dedicated time for final changes and handover

To ensure we're prepared for any unforeseen challenges in our asset creation for HYAR, we have developed a contingency plan. This will equip us to quickly adapt and respond if we encounter any complications during the production process.

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

Meet the Team

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Claire Mulrone

Project manager

cm.mulrone@ulster.ac.uk

Benchmarking

Benchmarking involved analyzing a variety of organizations within a sector similar to that of the "Healthy Young Adult Relationships (HYAR)" project.

This exercise proved valuable in identifying ways to make the final website competitive within the sector.

We researched and compiled a list of 7 comparable organizations, organizing the information into a single Excel spreadsheet.

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	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
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	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

Benchmarking Analysis

We identified the Northern Ireland-based organization Love for Life as an example of best practice in the sector. Having a website is vital for community partners, as it enhances credibility and serves as a reliable source of information. Love for Life's website effectively targets three distinct audiences with tailored training packages, showcasing a strong community focus by engaging a diverse network to educate young people about healthy relationships.

Visually, the site stands out through its use of bright, contrasting colours, which elevate its appearance, along with an accessible platform featuring intuitive navigation and interactive elements. The well designed layout functions as a central hub of information while reinforcing the brand identity. Key features from the Love for Life website can inform elements of our deliverables.

While researching benchmarks, we observed that organizations like HYAR are uncommon in Northern Ireland. However, there are several charity-run community support systems, such as Women's Aid, MapNI, Crime Stoppers, Refuge, and Cithra, from which we can draw inspiration. Through our analysis, we identified two recurring trends across these organizations:

Benchmarking Analysis

While researching benchmarks, we observed that organizations like HYAR are uncommon in Northern Ireland. However, there are several charity-run community support systems, such as Women's Aid, MapNI, Crime Stoppers, Refuge, and Cithra, from which we can draw inspiration. Through our analysis, we identified two recurring trends across these organizations:

Use of Colour

A common thread in the brand identities of these organizations is the use of purple, a globally recognized colour for abuse awareness. In the UK, purple symbolizes power and nobility. Incorporating purple into HYAR's visual identity will align it with similar organizations and strengthen its position within the community.

Calls to Action

Another noticeable trend is the prominent use of calls to action, such as contact details or "find out more" buttons. The Love for Life website exemplifies this approach, guiding users through content in an engaging and accessible manner. Adopting a similar strategy will help HYAR create audience-friendly content with clear, consistent calls to action across platforms.

Project Aims

From our first meeting with the community partner and additional research we were the able to outline the aims, audience and platforms for this project. The aims for the HYAR project creating a welcoming, fresh and accessible brand for HYAR along with a visual identity, workshops to be used in the HYAR learning experience, social media outputs and interviews wit the HYAR researchers.

Being able to identify and understand your audience is crucial for any brand, especially one in a sector like HYAR. Without having a clear grasp of the audiences needs, it becomes a challenge to deliver on the projects objectives effectively.

The HYAR project serves a diverse audience, spanning from professionals such as youth workers and teachers, to parents, which then leads to how they deal with youth, with a core message of promoting and educating healthy relationships among the youth. While the brand is primarily focused on education of professionals, it has a roll on effect on how these professionals will deal with young people and their relationships.

Branding

From our meetings with the community partner, we had gathered that Susan wanted the brand to feel inviting, safe, but also educational. As there are not many brand identity's similar to this, and there was brand basis to work off for HYAR, we had a lot of creative freedom to experiment with different designs.

We had all collectively agreed the best way to work with his was to use the letters H Y A R, as that had been what Susan had previously done to shorten the brand name. It had to be designed in a way that was accessible to all, while also enticing from a social media point of view, with a sense of professionalism to it.

Budget

The community partners budget was limited, and was primarily focused on the workshops.

However, we agreed to develop additional design elements that could be utilized in the future if further funding becomes available.

These would include business cards, pop-up banners, bus-stop advertisements, merchandise, certificates and pins, and social media designs.

Project Roadmap

The project roadmap is very important as it is a way for both the community partner to understand the turnover timeframe, aswell as us to keep track of our project objectives. As a whole it will help the project run as smoothly as possible.

Meet with our community partner to understand their vision and goals for the project.

Perform in-depth research on the sector and benchmark competitor/similar projects to identify best practices and common pitfalls, guiding informed design decisions.

Develop a project brief outlining the aims, plans, and findings from the research. Submit the brief to the organization for review and approval.

Once the brief is approved, the design team will create solutions in response to the brief and present them to the community partner.

Each team member will design a unique interpretation of the brand's visual identity, workshops and assets based on the brief.

Present all design directions to the community partner in a formal pitch, allowing them to select their preferred approach or suggest improvements.

After finalizing the chosen design direction and incorporating any requested changes, we can work on the mass production of the workshops.

Create social media assets, merchandise mockups, and advertisement to support the community partner in launching their new visual identity to the public.

Thoroughly review work, obtain approval from the community partner, and deliver all assets along with detailed guidelines.

Brief Send Off

At this point, we had created a brief and got guidance from Claire and Adrian, so it was time to send off the brief to our community partner and gain feedback if needed.

Abigail Hanson

To: Lagdon, Susan

Thu 24/10/2024 11:21

Cc: Mulrone, Claire; Hickey, Adrian; Kyle O'Neill; +1 other

HYARFinalBrief.pdf
4 MB

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
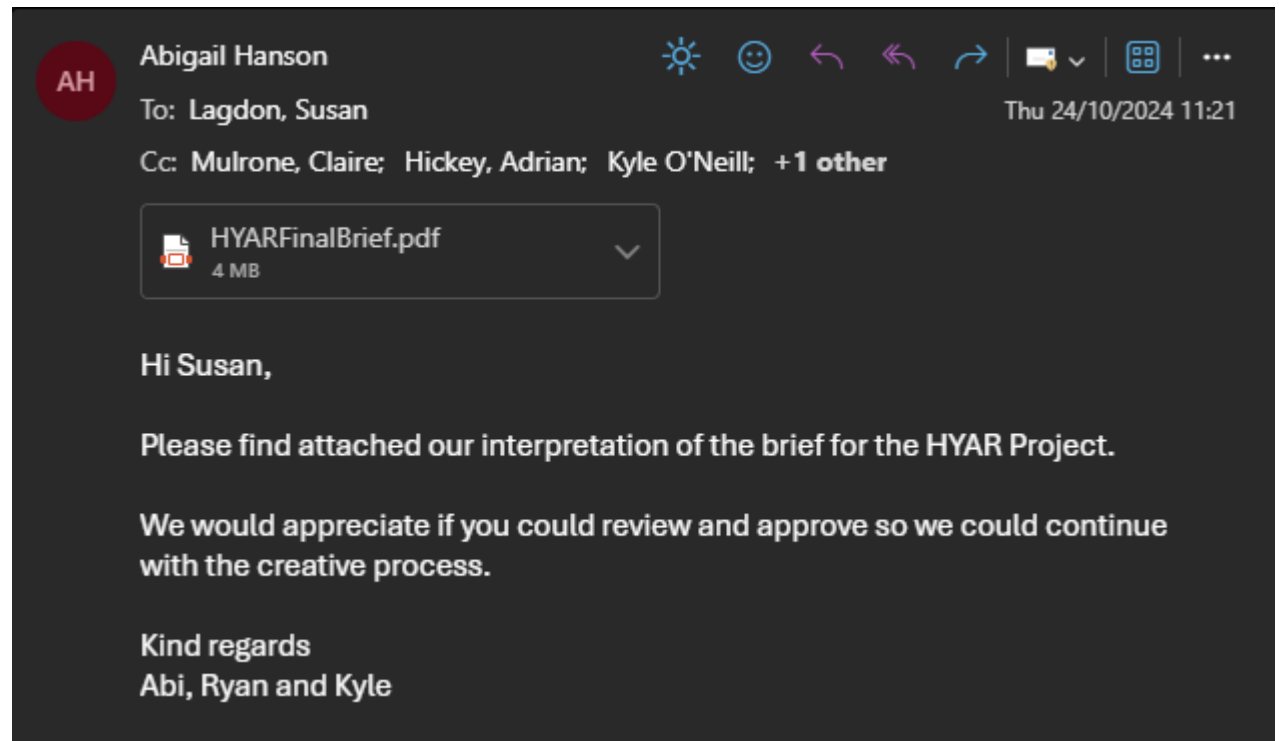
Brief Feedback

As a team, we were delighted to see that our community partner had responded on the same day that we had sent the brief, which really helped us being able to advance to the next stage.

By getting feedback from the brief, it provides confidence for us and our community partner that we are all on the same way of length about what we are producing.

Happily, our community partner, Susan, did not require any changes and was happy with the direction we were going in.

LS

Lagdon, Susan

Thu 24/10/2024 18:56

To: Abigail Hanson

Cc: Mulrone, Claire; Hickey, Adrian; Kyle O'Neill; **+1 other**

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

Logo Generation

Concepts

This was the part of the project where I was able to fully become creative. I was looking forward to start this part as I had the creative challenge of designing a brand logo and a brand identity, as-well as a cohesive workshop format.

I began by creating a simplistic design incorporating a gradient of a light blue and purple across the name, and the HYAR word format. This was a testing stage in me creating a design and also turning on my creative switch. I was drawn to creating a logo out of the letters HYAR, but then also realised I needed to move away from a gradient design as it was not as appealing.

Concepts

These were the first concepts where I felt I saw some direction in my design, like my last design, I wanted to create a logo based off the 4 letters. The colours I chose at the time were blue and purple, which in reflection I moved away from as this was a non-gender specific brand.

I also tried to experiment with letter stacking, to create shapes and a potential logo out of the letters H Y A R, but I was struggling with that concept at this stage so I went away after receiving feedback from Adrian and Claire to create a better concept.

Revised concepts

After our crit session in class, where I showcased my ideas so far, I gained positive and helpful feedback about ways I can improve on my design and what direction to take. From that feedback, I went on to create these designs, firstly focusing on the letters.

I created several different different designs with different colours and spacing to get a sense of what felt right for HYAR, Personally I was drawn to the multicoloured letter logo as each colour had a meaning resembling HYAR's aims. This was also agreed upon by the team and I pursued developing this even further.

For my text overlay designs, this was the best layout to visually see the letters, which ultimately led it to have a resemblance of a fox's face. Although my vision was noticed, I was advised to drop that design and focus on my other one as potential was seen.

Revised concepts

Following on from my feedback, I presented these designs in the following weeks crit class.

There was delight to see the progress made throughout to get to this design. Each design was similar but unique in its own way, which led the decision making of the final choice quite difficult for me.
I had decided to go for the most practical and easy to read design, as for HYAR, we want to make sure we are getting the aims of the project across as clearly as possible.

Revised concepts

Finally, I made a decision and this is the logo I decided to use for the pitch. It has a clear identity of what the logo is representing, with the projects name underneath the HYAR letters. The colours stacked effect of the letters was used to represent a sense of community.

Pitch To Partner

The Pitch

Claire had arranged the Pitch date with our community partner, Susan Lagdon in the Agency on the 19th of November. Abi, Ryan and myself all had to pitch our own interpretation of the HYAR project.

This was a new and exciting experince for me as I have never participated in something like this before, I had to remain professional and listen to the clients feedback to maximise our best results as a team

HYAR Pitch

This event occurred **4 weeks ago** (Tue 19/11/2024 15:00 - 16:00)

The Agency

Logo

This is the logo I used to represent the HYAR project. The letters stacked on top of other was made specifically to resemble a community, which is what HYAR was trying to build. Each colour had a specific meaning representing the emotions of the HYAR audience which I will talk about in the colour slide.

Logo

In the past, I would normally have only presented my logos in one format, but as a team we were advised to create alternate white and black designs to showcase how the logo would work on different colour backgrounds. In reflection the way I represented the different colour styles was incorrect as I altered with the logo design and created a stroked effect, which is not what I wanted the logo to entail.

Colour

The colour choices are always an extremely important part of logo design. This project really made me understand the importance of colour choices and the deeper meanings they may have, instead of just picking one because I though it looked nice.

I wanted to create a colour scheme that also had symbolism to the HYAR projects core identity.

This resulted in me picking green, orange, blue and purple. Green symbolises harmony, unconditional love, and mutual respect. Orange symbolises optimism, happiness, enthusiasm and youthful connections. Blue symbolises tranquillity, peace, and calmness and the purple which was a colour liked from our community partner from beginning, symbolises devotion and bonding and the ability to commit to another.

Pure Green

#11a84b

Youthful Orange

#f26924

Mature Blue

#009bd0

HYAR Purple

#5c1f5b

White

#ffffff

Black

#000000

38

Typography

Typography is important part of logo design and brand identity. When selecting a font, it is essential that it aligns to the personality and core values of the community partner. For example, if the brand wanted to portray a fun and playful identity, using a traditional serif font may not be appropriate. This is why font choice is so important as it reflects on what the brand is trying to portray.

For the header, I chose the font Impact, as it stands out, showcasing power and the strength of speaking out. For the sub heading I used Haylard Micro as it is less strong while still being noticeable and stylish. Then for the main body text I used Tisa Sans Pro as it can be used with a modified thickness whilst beingclear and readable for main body text

Header

Impact

HYAR

Sub Heading

Haylard Micro

HYAR

Body

Tisa Sans Pro

HYAR means Healthy Young Adult Relationships

Workshops

One of the main deliverables we distinguished from the brief was to create a set of workshops based off Susans research, which she would use to educate professionals such as youth workers and teachers on how deal with young people and their relationships in best practice. She wanted a friendly feel to it, so it felt engaging, and non-corporate like. As a team we decided to split the research into 5 different workshops for Susan to use.

In the design aspect, I decided to use each colour from the HYAR logo I created as it would keep everything feeling connected, but then in workshop I combined all 4 colours across the page as it resembles the end of the workshops and everything they have learnt coming together.

I had used Impact as the title of each workshop, in an oval shape to symbolise a sense of togetherness.

Cover Slide

Relationship With Self

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

Cover Slide
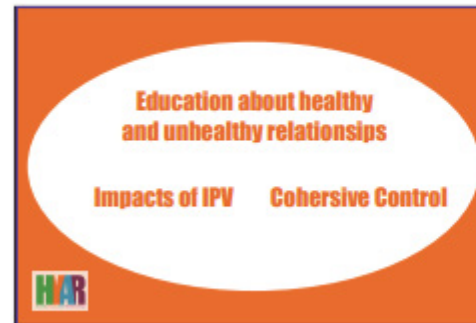
Education about healthy and unhealthy relationsips

Impacts of IPV   Cohersive Control

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Then for the information, I felt it was important to have images of young people dispersed throughout the workshops as that is what HYAR is all about, making sure the younger generation are educated about healthy relationships. I placed them with a colour effect on them co-ordinating with each slide, on the left-hand side, with the HYAR logo on the bottom right. The information for the project would then be allocated the space on the left-hand side, with the subheading at the top in Haylard Micro and the body text in Tisa Sans Pro

Cover Slide

Awareness of support sources/services

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Cover Slide

Peer Communication

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Cover Slide

Parent/Carer and young person communication

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nul-

Social Media

Susan had requested that we create mock ups for what her social media outputs and accounts would look like. Susan had a small budget so social media was a priority for her. We chose an Instagram template to use as this is what she would primarily be engaging with her followers on.

The logo would be in the placeholder, with each story highlights section being each colour of the HYAR logo. There would be 3 pinned posts at the top which would say "Welcome to HYAR" as a starting point, with follow up posts underneath with quotes from researchers and information about HYAR, all following HYAR's colour code.
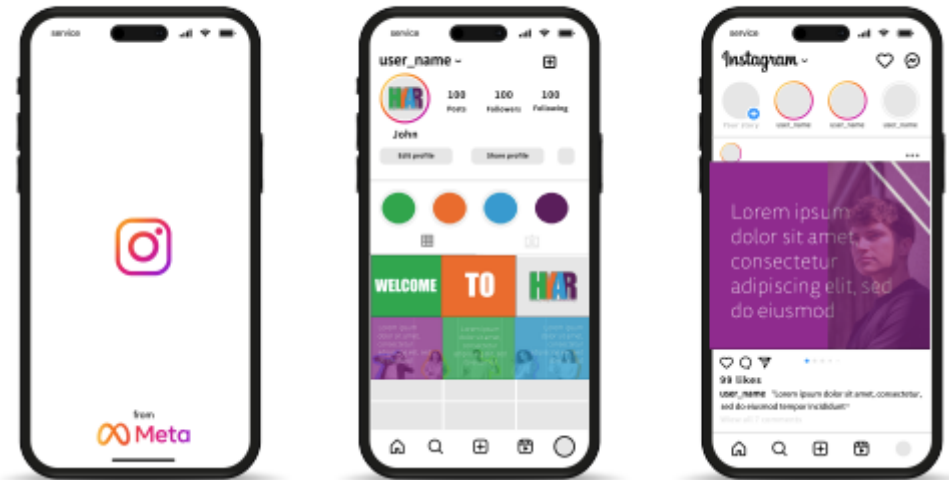
Stationary

Although Susan had a tight budget, we all created mocks ups for a stationary concept for when she may have access to more funds, these include a notebook, In HYAR's signature purple colour, with the logo placed inside an oval. I also mocked up a report sheet for formal documents, aswell as a signature envelope and logo cards.

Alongside them was a lanyard. I created the lanyard with a purple design on it, sticking to HYAR colours, with the lanyard having the logo front and centre so people will know exactly what it is.

Merchandise

We as a group collectively decided what merchandise we will use and what was most fitting for HYAR, we selected a tote bag, water bottle and a zip up hoodie. These pieces of merchandise would be given to those participating in the HYAR workshops, which would also help to spread awareness about the project. The tote bag was quite simplistic as the logo would be placed centre on both sides.

I gave 3 different coloured bottle variations, one black, one grey and the other white. This was to showcase what the logo would look like on different coloured bottles. Then for the zip-up hoodie, the cheapest to produce would be a black hoodie. The logos would be placed in two places, on the left hand side around the area of a heart, and the other one in a bigger size on the back, helping to spread awareness about the research and the project.

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Advertising

In relation to advertising, we had to think as team what would be the most effective and cheap forms of advertising to mock up for Susan.

We decided on a pop-up banner, a poster and business cards. The idea of the pop up banner was for workshops, they would be placed in and outside the room they were taking place in. It was designed with the HYAR colours and for a directional use.

The posters at that time were primarily a second option for the pop uo banner. I found that using the poster to direct people to where the workshops were being help would be beneficial as universities can be complicated to navigate around. Again following the HYAR colors throughout all this.

I designed the business cards in a simplistic but noticebale way, with the logo separated from the purple by a white oval and lines. In hindsight this was a lapse of judgement as the lines across took away from the sense of community the oval brought to the design. On the back I placed the HYAR logo in the bottom right corner with space on the left for the persons details to go into.

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Interviews

I oversaw prepping, shooting and editing any video footage we captured in the duration of working on the HYAR project. I had the opportunity to interview the Lagmore researchers about their experience with the HYAR project. Susan had stated in our meetings how she would love to get some footage talking to them, so this was a huge relief to get organised. We shot it on the Belfast Campus before the Pitch so I was able to show her a snapshot of what I aimed to create
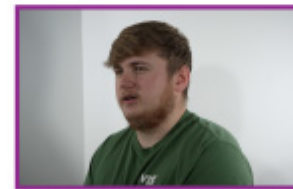
Certificate & Pin

As part of the HYAR training program, Susan wanted a certificate created for the participants to have.
We decided to take it a step further and offer her a choice of a pin as well so they professionals can wear the pins when they are educating.

The Certificate uses HYAR's colour scheme with a purple background, stating what it is, who completed and an area for the workshop leader to sign. I liked the style of having a metal pin as it has more of a professional feel, accompanied with a white background to make the HYAR logo stand out.

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My Pitch Reflection

As I had never done a pitch before, I was a bit anxious going into it. I had to maintain a professional manner while also trying to sell my brand I had created but not undermining my peers work as well. The pitch was a very positive learning experience as it helped me have confidence in myself to express my design choices which has helped moving forward.

I think the community partner was very pleased with the work we presented to her and she was thrilled we were able to bring her research to life in a creative way. She was very thankful to all of us and struggled to pick one. In the end, Susan decided to go for my Abis pitch as she felt it was what would represent HYAR the most. Susan had also left us with some feedback on some changes she would like to see adapted to the designs.

Overall, I believe that I represented myself to the best of my ability during the pitch, although if I was to do it again, I would have liked to have more talking points for my designs especially regarding the mock ups as I feel that is where I started to stumble on my words.

Pitch Feedback

After the pitch, our community partner sent our team a very kind email, which kept us motivated, expressing how pleased she was with how we have adapted to her vision. Her reply came after we had sent our revised pitch to her, which she has talked about here, but we made sure to implement any changes mentioned during the pitch of what she would like to see into the revised pitch.

For me, receiving this email from Susan was a huge moral booster and motivated me to try and create the best deliverables for Susan that I possibly could , as I saw how much this project means to her and how much time she has dedicated to it.

4

Pitch Decision

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

HYAR
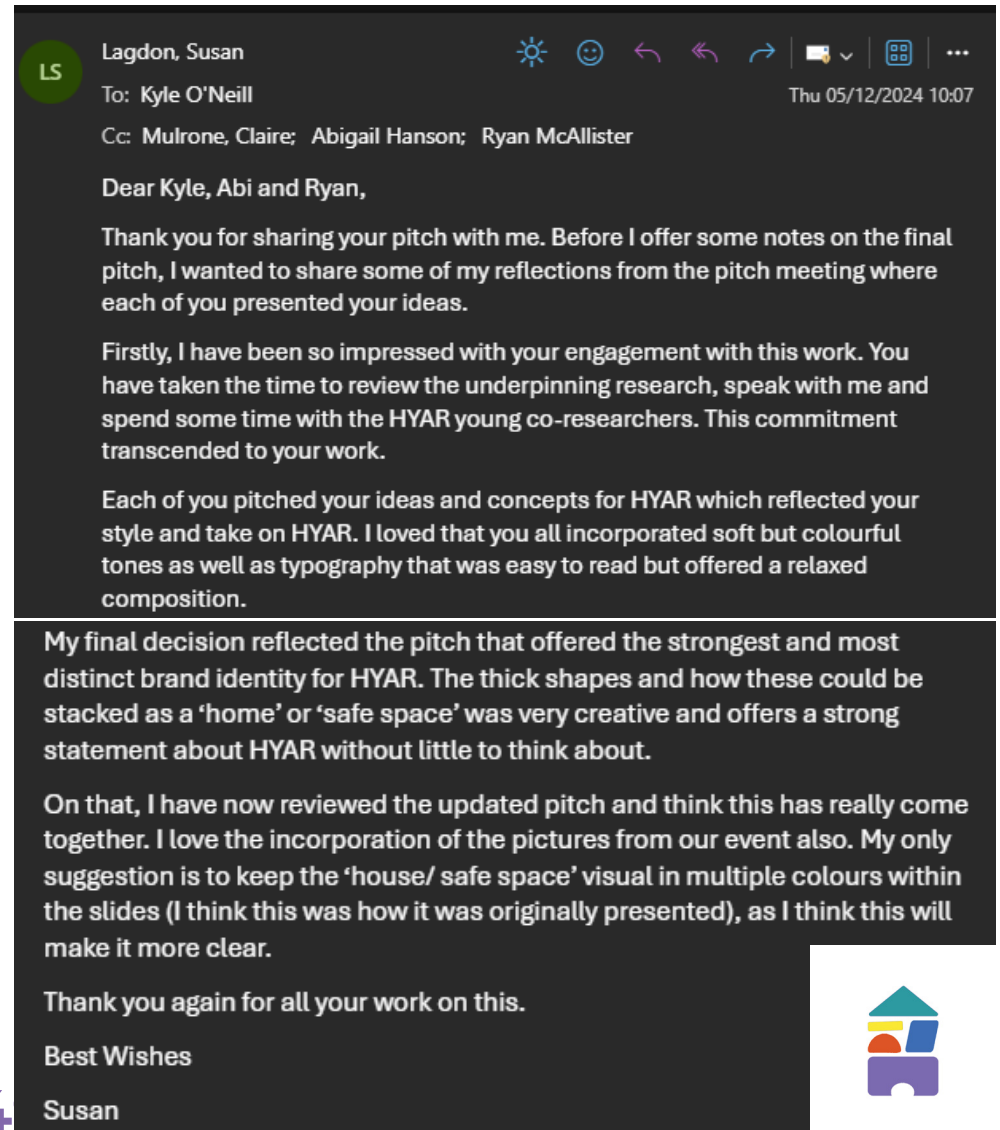
HEALTHY YOUNG ADULT RELATIONSHIPS
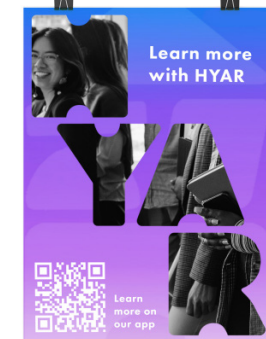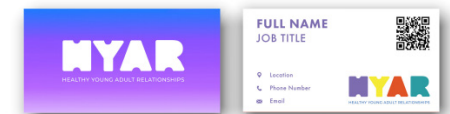
Header

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Sub Heading

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Body

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Caption

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Violet
#8469AC

Sunbeam
#FDE816

Copper
#DB4814

Deep Teal
#2A99A3

Cobalt
#3D6DB4

Black
#000000

White
#ffffff

51

Interview Recording

Arranging the interviews

I got in contact with our community partner to arrange a time when it would suit best to conduct the interview sessions with the Lagmore researchers about their experience with HYAR.

Susan was hosting a talk in the Ulster University Belfast campus, where we had arranged to conduct these interviews prior to that event.

Hi Kyle,

Thank you for getting in touch about this and great that you guys will be at the HYAR Launch.

The event will start at 5.30pm but I have asked the young people to come down between 4pm - 4.30 to show them the room and do some Video work with you all. They all said they would be happy to contribute to this. Perhaps we can set up a room somewhere for this and maybe you can work with 2 at a time?

The actual event is in LT2 lower ground. Attached is the programme for the evening also if helpful?

I will be on campus from 3pm that day so happy to help get things set up.

Looking forward to seeing you all soon.
Susan

Hi Susan,

Thank you for getting back to me so quick. I am thrilled they are up for contributing to the video!

That sounds good we can aim to be there for 3pm, get a room sorted and get rolling. 2 at a time will work well as they can hopefully bounce off each other while talking and will give a less formal feel for them!

Thanks again Susan, see you Thursday!

Kind Regards
Kyle O'Neill

Booking Equipment

The next stage was organising what equipment I needed for the video shoot. I was liasing with the tech store manage Steve Sommerville and course technician Jude Mullan, regarding the best options available for this specific style of shoot.

In the end, I booked out 2 Sony A7iv as I wanted a two angle shot. Two lapelle microphones, portable lighting kit, two tripods, headphones and a rode shotgun mic.

I filled out my risk assesment form in order to book out the equipment which is best practice.

The Shoot

For the shoot, we gained access to a small box room located near beside where the HYAR event was taking place, which was perfect for getting the interviewees.

I set them up in the corner, with a white background as white bounces well against the speakers. I had a 3-point light set up, one to light up the wall, one key light for the speaker and the other as an overall environment. I made sure each light was set to the same settings to avoid any colour damage.

Unfortunately, as I was setting up the audio, I was getting a loud squealing output which I was unhappy with. Thankfully I had brought a Rode boom mic which I used instead. I then corrected the audio in post-production.
In reflection, I would have preferred to have longer to set up the environment, but due circumstances we were running on a tight time schedule, but I am pleased with the outputs that came from it.

Editing

For postproduction, I used Premiere Pro to create my videos. I began by taking each separate interview and cutting them down to remove any unnecessary pauses and stutters. This aided to make the video seem more seamless. I repeated this process 5 time. In this video I was also implementing the motion graphics both Abi and Ryan had created.

I brought the videos I had created where I received feedback that my shots were too jumpy, myself Adrian and Claire brainstormed ways to resolve this. The idea of b-roll was mentioned, but unfortunately, I had failed to capture good enough content. We then pivoted to adding in Quotations of speech in between cuts as it highlighted both the importance of what was being said and removed the jumpyness in the shots. I was also advised to level each person in frame, so nobody was higher or lower than each other.

In hindsight, I should have been more definite on the shots and creative vision I wanted to take with the video, as I had not planned properly to be able to obtain worthy b-roll.

56
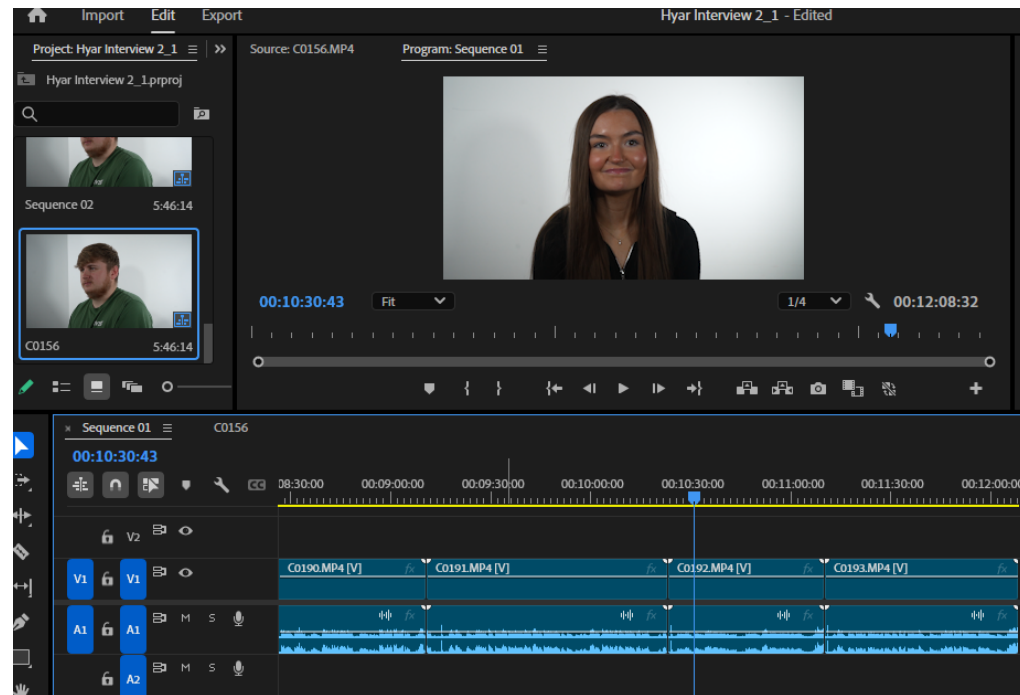
Revised Pitch

Overview

Following on from the initial pitch with our community partner, we took the feedback Susan had provided us with and created a revised pitch, with her ideas implemented, into one document.

As it was Abis design that was chosen, I had no changes to make to implement to logos as Abi had sent the logo files into basecamp for us to use.

This updated document included the specific alterations Susan had suggested to ensure that their input was fully reflected throughout our work. By creating a revised pitch for our client, it showcases to the community partner that we are actively taking onboard her inputs and alterations to the designs. By showcasing their feedback in the revised pitch, it also allows her to have a clearer understanding of what the brand design will look like, before we move into final production stages.

By having this collaborative approach, it showcases our commitment to to creating the brand to the community partners needs and it built a sense of trust between our team and the community partner.

Revised Merchandise

For the merchandise, there little alteration needed on some aspects. It was primarily just a logo change. During the pitch it was also stated that a polo top mock up would be beneficial to have, as it could then be worn during more formal events. Although I only had mainly logo to make at this point, it still required time to get everything perfect.

Revised Social Media

The revised advertising was again based around Abis style of design. In my original idea I had kept it quite niche and simplistic but the use of images and QR codes throughout create more an immersive experience for somebody who may want to research the HYAR project or get involved.

For the poster I wanted to join the block letter logo and images together, which led to images being inside each letter, in their corresponding colour. I also created a similar style for the pop-up banner.

From the pitch, I took on designing a LinkedIn mock up. I created a colour overlay style effect on the images to almost create a seamless transition between them all as the header image.

60
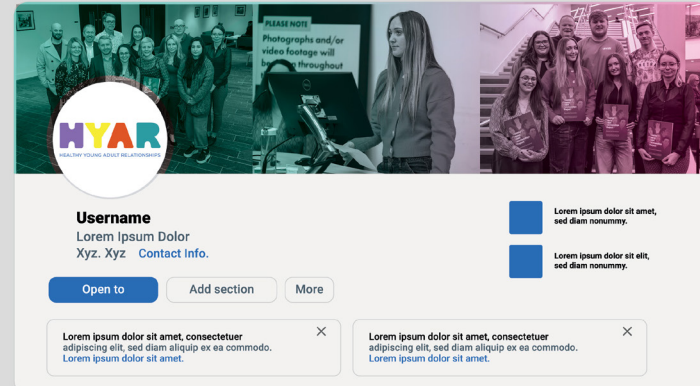
Revised Workshops

The revised workshops were based of Abis workshop template, our community partner had suggested that she would like the "Safe Place" logo to be multicoloured throughout all the workshops. It was also advised to saturate the coloured images more by Adrian which I implemented into my designs

I was in charge of creating. workshops 2 and 4. The process in this was very automated as it was a repeating process throughout them all, while I was implementing information from Susans research into them, to provide context on how she could use each slide for her presentations.

Last Changes

Advertisements

Before sign off and in our last crit session with Adrian and Claire, I was guided and shown how to apply the correct colour overlay onto images, which ultimaltely resulted in a finer touched product.

I felt the the pop up banner required some white boxes at the top and bottom of the image to be able to read the logo and the information easier.
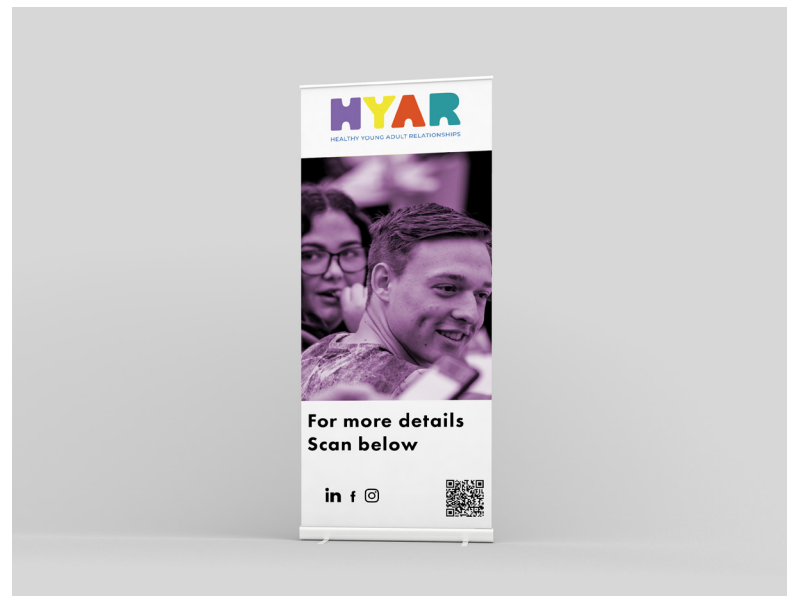
Social Media

Again, I implemented the same colour overlay effect onto these images, but this time I used the brush tool to create a seamless transistion from image to image in a more professional and classy manner, which really makes the images stand out alot more to the viewer.
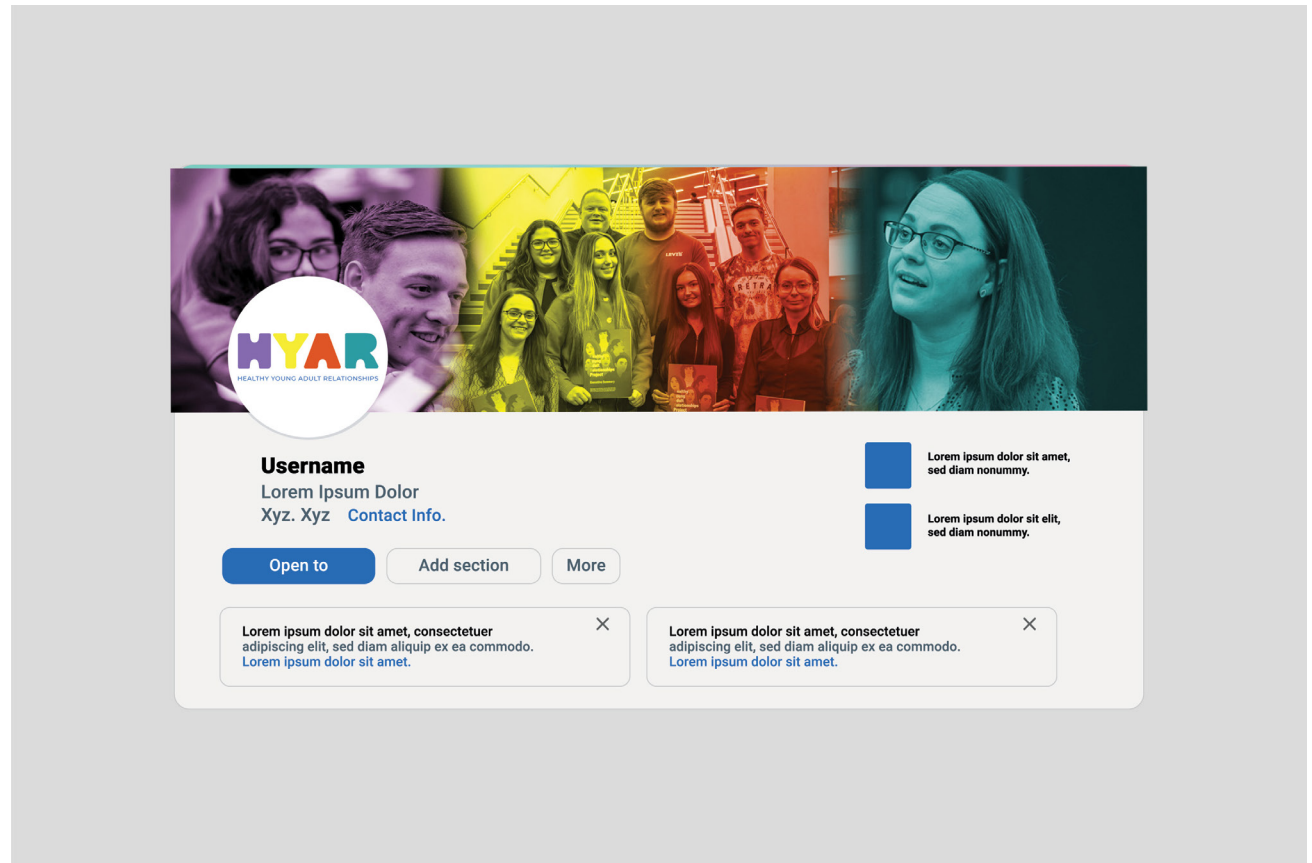
Final Outputs

Final Logo

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

HY
AR

Final Workshops

Workshop 1

Relationship with self

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

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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

HYAR
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Building Beliefs

Self-worth and Building Boundaries

Negative Impacts of IPV

Self Efficiency

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

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

...nd/or ...will ...ghout

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Any Questions?

Final Workshops

Workshop 2

Education about healthy and unhealthy relationships

Knowledge to reduce social norms

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

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

HYAR
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Building Beliefs

Reduce Social Norms

Reduce Gendered Norms

Promote Healthy models of all relationships

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS
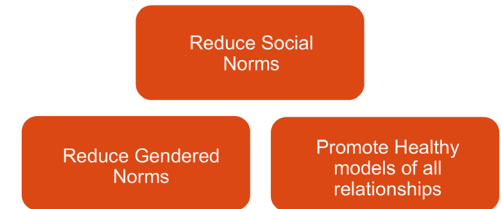
Break Slide

Individual Outcomes

- The understanding of all models of healthy relationships
- Skills to identify sources of support when facing unhealthy relationships
- Have a positive mindset towards conflict resolution tactics
- Decreased negative physical and mental health outcomes relating to IPV

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Any Questions?

Final Workshops

Workshop 3

Awareness of support sources/services

Increase knowledge and recognition of healthy and unhealthy relationship practices

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

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

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Strengthening Families

Trust

Communication

Respect

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS
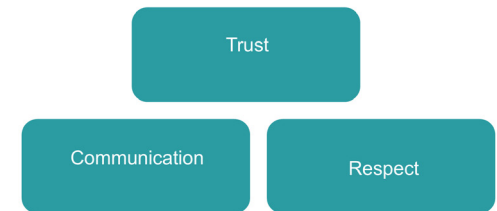
Break Slide

Individual Outcomes

Increase knowledge and recognition of healthy and unhealthy relationships.

Understand the laws around healthy and unhealthy relationships

Increase positive attitudes towards conflicts resolution tactics

Aid in the identification of sources of support when unhealthy relationships

phs and/or tage will throughout

HYAR
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Any Questions?

Final Workshops

Final Workshops

Workshop 5

Parent/Carer and young person communication

Drawing the line, speaking up and asking for help

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

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

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Peer Communication

Support

How to ask for Help

Can we do more to offer communication support?

HYAR
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Break Slide

Individual Outcomes

Increase Communication

How to draw the line

Speaking up when it's needed

Ask for Help

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Any Questions?

Final Stationary

Final Advertising

Final Social Media

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

Susan Lagdon

Meet the Healthy Young Adult Relationships team

Launch Event

Thursday 20th November

Ulster University

Belfast Campus

Speaker: Susan Lagdon

What is coercive control?

Starts with you.
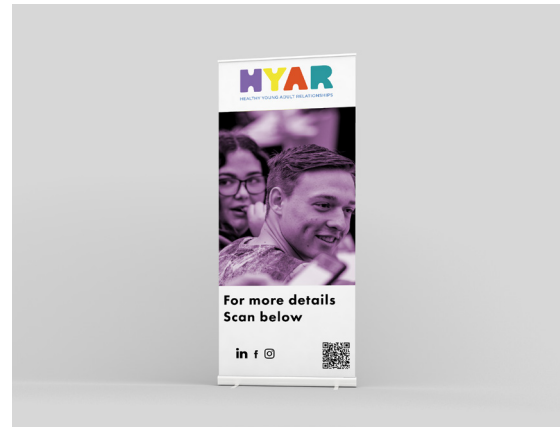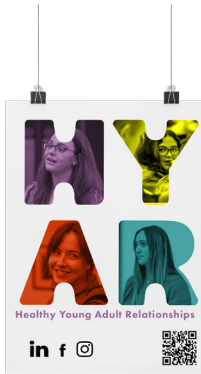
Final Feedback

This feedack from the community partner after the final sign off meant alot to myself and the team as it was a good morale booster and it showcased all the work we were putting in was was not underappreciated.

Lagdon, Susan

To: Kyle O'Neill

Wed 11/12/2024 12:49

Cc: Abigail Hanson; Ryan McAllister; Mulrone, Claire

Hi Kyle,

These look fab! Thank you all again for you hard work and commitment to this, delighted with the outputs.

If I do not get speaking with you, I hope you all have a wonderful Christmas break.

Best Wishes
Susan
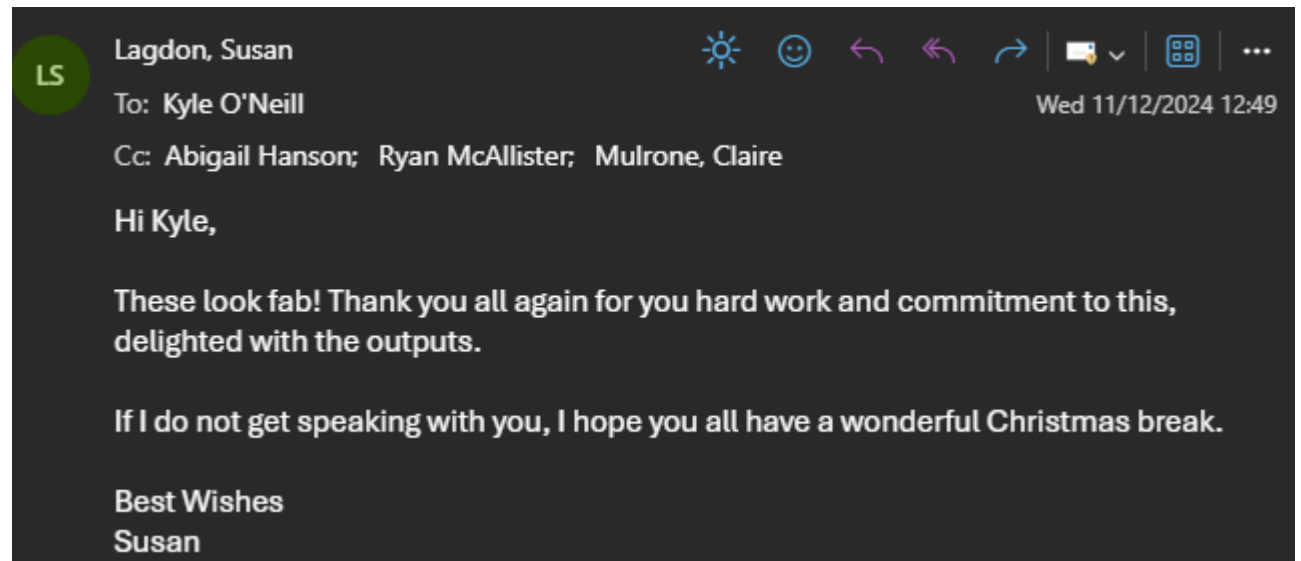
Reflection

I believe that the final deliverables we created for the community partner were designed and completed with the highest level of care and attention to detail. Being able to obtain consistency is crucial for a brand identity, and I am confident that as team we all succeeded with this in our final designs.

We successfully met the deliverables that were outlined from our brief, which can be taken as a great achievement for ourselves and as a team. It was very pleasing to know that the community partner was pleased with our efforts throughout the project and the assets we provided her at the end.

I personally feel proud in the work I completed, and the role I played in the team, as it was such a sensitive topic we were creating a brand identity for, and I believe we succeeded in doing so.

Brand Guidelines

Brand Guidelines

To help the community partner to maintain consistency in building a brand identity, we developed a concise brand guideline document.

Ryan primarily created this, with some help from myself and our aim was to provide a clear reference that can be used by the community partner internally or share with external designers to make sure future designs align with the established brand guidelines.

By doing this, we not only support the community partner, but also create one of the key deliverables stated at the start of this project.

Brand Logo

The primary logo of HYAR is a coloured block like shaped typography is in a sans-serif typeface. This logo has the meaning of having building blocks, which HYAR is aiming to be for young people as HYAR is the building block you need to build your knowledge on Healthy Young Adulty Relationships.

This logo will be the one which is mainly used to make sure the brand image is strong for HYAR and to ensure the brand becomes easily recognoisable.

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

Logo Variations

These logos can be used instead of having our primary logo for circumstances you may feel are required to be adjusted. We have These logos will assist you in altering the look
and feel of the brand against other backgrounds to make sure it will always be visible.

The white/black contrast background will be used on items where it is not suitable for colour to be in

For our block style secondary logos we made these to complement our primary logo by keeping the same colours and fonts on the letters of HYAR. The main difference we wanted to make was to create a design where it would be perhaps more suited to a design sheet where a 4 x 4 logo would be easier to be placed in the design instead of our horizontal primary logo.

We repeated our method of also including a black and white logo to complement any scenario where colour is not suitable to be used such as black and white printing.

For our submark we created a "safe space" logo which combines of different building block shapes to form a house. This house is seen as the safe space in where the more people learn about HYAR, they reach their safe space in relationships.

We kept the exact same hex codes on the submark logo as from our primary logo to reinforce the branding of HYAR and make sure the safe space is recognised as a piece of material from HYAR.

The sizing can be adjusted as long as the shapes keep their orginnal form and curves to make sure the logo stays the same. The recommended use of this logo is to be a submarked logo incase a more visual method of expressing HYAR is required.

Icon Placements

For icons such as QR Codes they will need to be placed in the bottom right, and as for social media icons they will need to be placed in the bottom left. This is to keep constistency across the branding.

Logo Usages

Using our main logo requires using a white background block to make sure that the colours of each letter stand out and keep the logo still look strong and not overshadowed by other colours.

Making sure the background block is white will make sure the brand is recognisable any time someone sees
 the logo, weith the four colours

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

Colour Palette

These colours are to be used for the main logo, hex codes have been listed beside each named colour to get the precise shade.

Having these colours as backgrounds
for workshops is recommended to reinforce the correct colours of the HYAR branding.

Violet

#8469AC

Sunbeam

#FDE816

Copper

#DB4814

Deep Teal

#2A99A3

Cobalt

#3D6DB4

White

#FFFFFF

Typography

Primary
Typeface

Aa

Futura Bold

Logo Typeface

To create the logo of HYAR, Futura Bold was used to make sure the block-feel creates meaning and a feeling that the building blocks are part of the logo.

We made sure that all of the letters in Futura Bold have been spaced out identically spaced out to make sure the block like letters are able to be made out as building blocks.

Secondary
Typeface

Montserrat

Body Text Typeface

The font used for the words "Healthy Young Adult Relationships" in the HYAR
logo is Montserrat
Regular. This font keeps the visasibilty of what HYAR actually means very clear.

For any Body Text that is required, it is recommended that the Monterrat Family
of fonts is used to
keep attributes of the logo across any of HYAR's work to make any of their
work recognisable. The main recommended font is Montserrat Regular. Howev-
er, for a more bold typeface Montserrat
Semibold can also be used to assit the font used in the body text.

Aa

●●●●

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Project Management

Team Communication

Communication is a key part of a successful group project, especially in a project like ours where collaboration and consistency is vital. Good communication makes sure that every team member is on the same page, being able to understand what our role is, as well as what the brand is trying to achieve with its identity and vision. It creates a collaborative space for ideas to be shared openly, enhancing creativity and making sure that everyone has an equal part to play in the brand design.

In brand design, communication is crucial for creating a consistent approach to visual elements, brand choices and overall feedback. Without good communication, there comes the risk of inconsistencies within the brand design. Constant updates, discussions among the team and offering critical feedback can help to identify issues that may need to be adjusted or fixed.

As a positive, communication can build a strong sense of trust among team members, encouraging taking accountability for mistakes or giving appreciation to each other about work. It is away to keep everyone accountable for each other to make sure timelines are met and that the group remains focused on the brands vision.

Overall communication is the key element in good, ethical brand design practice as a team.

We used different platforms of communication such as Basecamp and email.

Basecamp

Our main platform for communication was Basecamp as it was a platform that was easy to navigate and simple to use. It was mandatory to use as part of our project. There were many attributes we used from basecamp such as progress tracking in the To-dos section, uploading our documents, chat to communicate and the message board for important information.

This platform allowed us to keep everything together and allowed Adrian and Claire to help us if needed while keeping an eye to make sure everyone was on schedule with their work.

Basecamp

The message board section of Basecamp was very beneficial as it allowed us to create an important message with a title. I would have used this when I needed some work reviewed by my peers and Adrian and Claire. It was a functional way to get people attention while clearly showcasing what was needed without it getting lost in the main chat.

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Basecamp

The To-do section on basecamp acted as a progress checker and a morale booster for me. This was used to outline every task we had to complete, assign it to the designated team member and to be then ticked off upon completion. It made us be aware of deadlines and stay on schedule with our work. It also provided a good morale boost as when I saw loads of green ticks it made me feel like good progress was being made. I believe I used this effectively to stay on track with my deadlines.
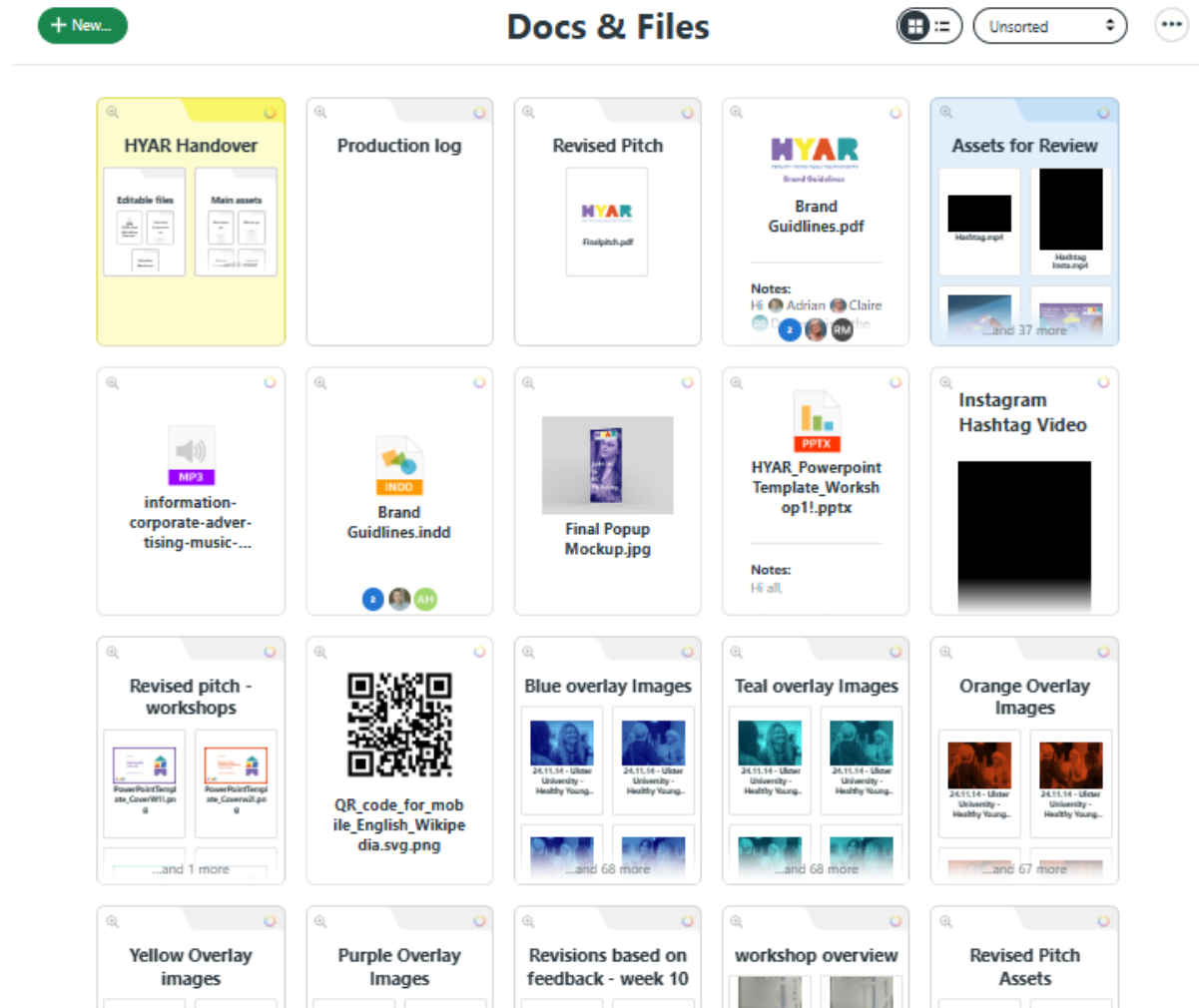
Basecamp

The Docs & Files was a lifesaver when it came to sharing work. It gave us the space to be able to upload our work, in an organised and easy to find fashion for my peers and lecturers to view and give feedback on.

Although we did make good use out of this section, I wish I had started using it sooner as it made the whole process a lot easier for navigating through our work, especially when there were a lot of uploads towards the end.

Basecamp

The chat section was a great way to transfer some information to each other, that may not have required as much attention as the message board. For example uploading meeting notes or requesting some help was done here. It felt like a normal messaging app where as the message board felt more formal.

I do think I used the chat well but in hindsight I believe I could have been more vocal in it sometimes.

Chat

🔔 Notifying •••

RM **Ryan McAllister** 5:37pm
Hi, I have downloaded the updated version and added my own updates to the file and uploaded it into the doc section.

Saturday, October 19

AH **Abigail Hanson** 3:49pm
amazing thank you! I'll have a look at it now

4:25pm **Me** **KO**
So the one I am about to download will be the final version after my edits?

AH **Abigail Hanson** 10:00pm
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?

Thursday, October 31

5:12pm **Me** **KO**
Hi guys, Just to clarify with ye, the headings for the Design pitch are Logo, Colour palette, Typography, mock ups of tshirts, cap, certificate, pen, book, wristband and completion pins? let me know if thats all good or if I have forgotten anything! Thanks guys

A 🙂 📎

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Email

For communication from our team and the community, this was primarily conducted through email. These were mainly used to organise meetings, sending off the brief and the pitchs, aswell as organising the video shoot.

Our community partner Susan was very quick at responding which was very beneficial to us as it meant we could move onto the next stages.
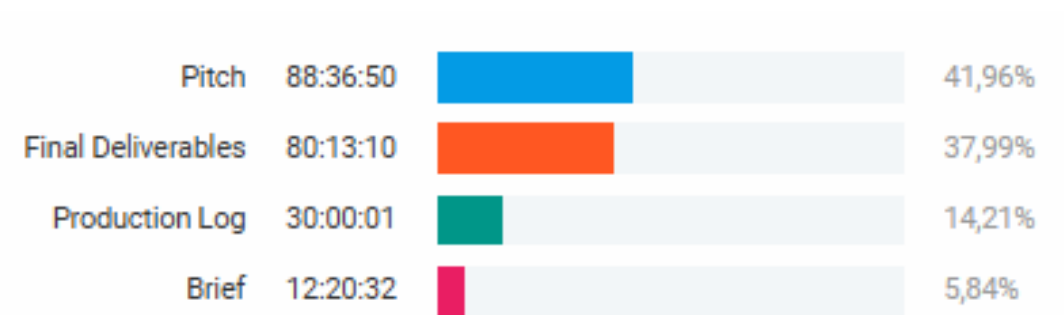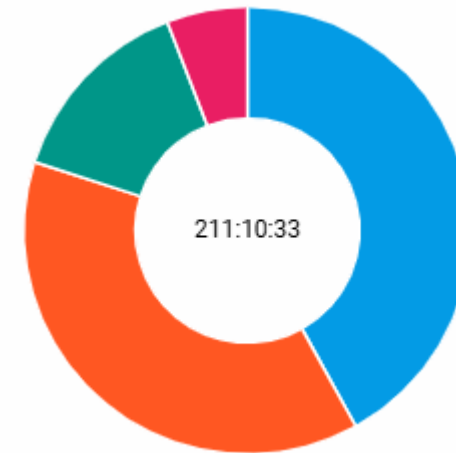
I was primarily in charge of emailing Susan on behalf of the team, while always making sure to Cc my team mates, Claire and Adrian these emails so everyone will see when she replied.
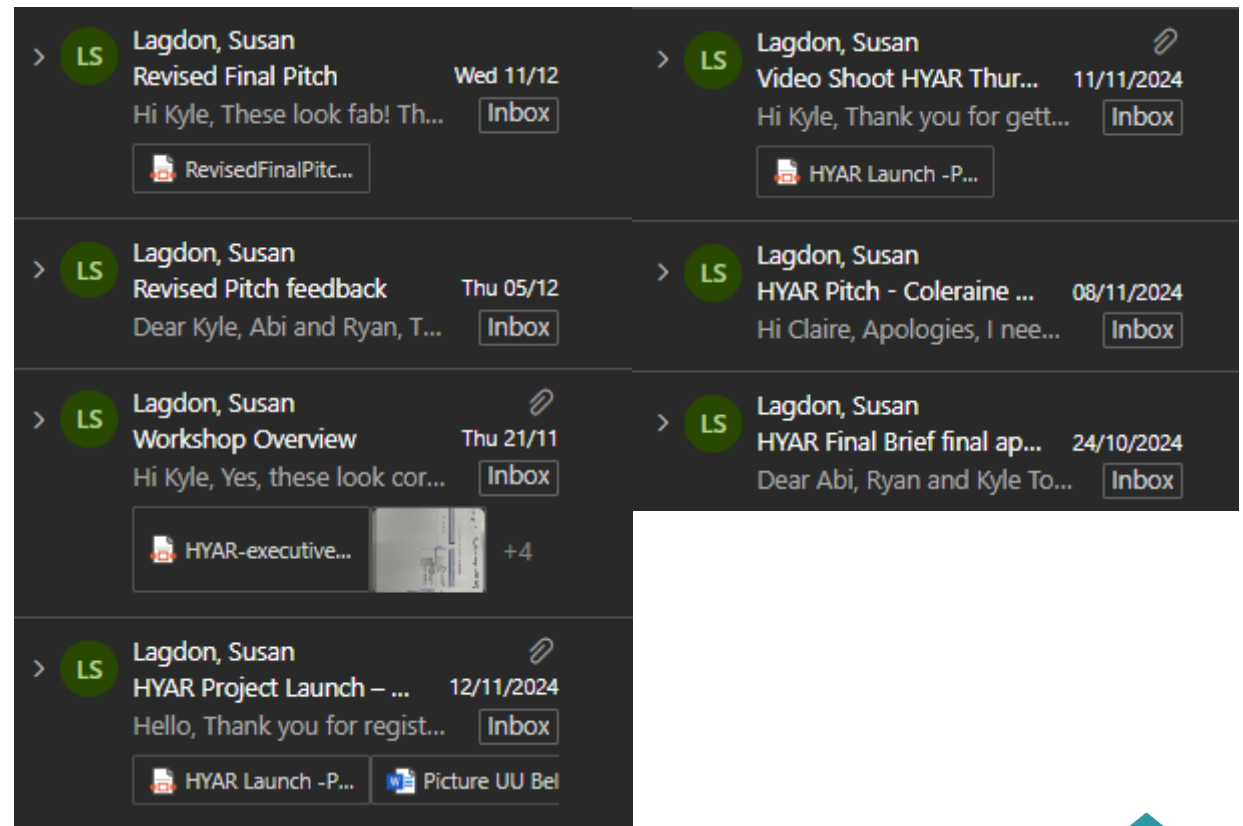
Time Management

Clockify

I used the software system called clockify to track how much time I was spending on the HYAR project. This was used as a learning experience as in some business, the employees track how long there work takes them, which is how it would be calculated to charge the client the production fees.

211:10:33

Pitch	88:36:50		41,96%
Final Deliverables	80:13:10		37,99%
Production Log	30:00:01		14,21%
Brief	12:20:32		5,84%

Clockify

The most time-consuming part of this project was the pitch, as there were so many factors involved in it from agreeing what mock-ups to use, creating the template, designing our brand going through the crit stages. Leading then to the actual pitch, which fell to the revised pitch. Some of the main factors that built up the time from production were my video assets. From preplanning, to recording and then editing, it took up most of my time for the final deliverables as I had to enhance the audio due to my decisions when filming.

Overall, I feel I spent a lot of time on this project, and I believe it represents itself in the work I produced for our community Partner

101:48:19

82:03:48

27:18:26

Oct   Nov   Dec
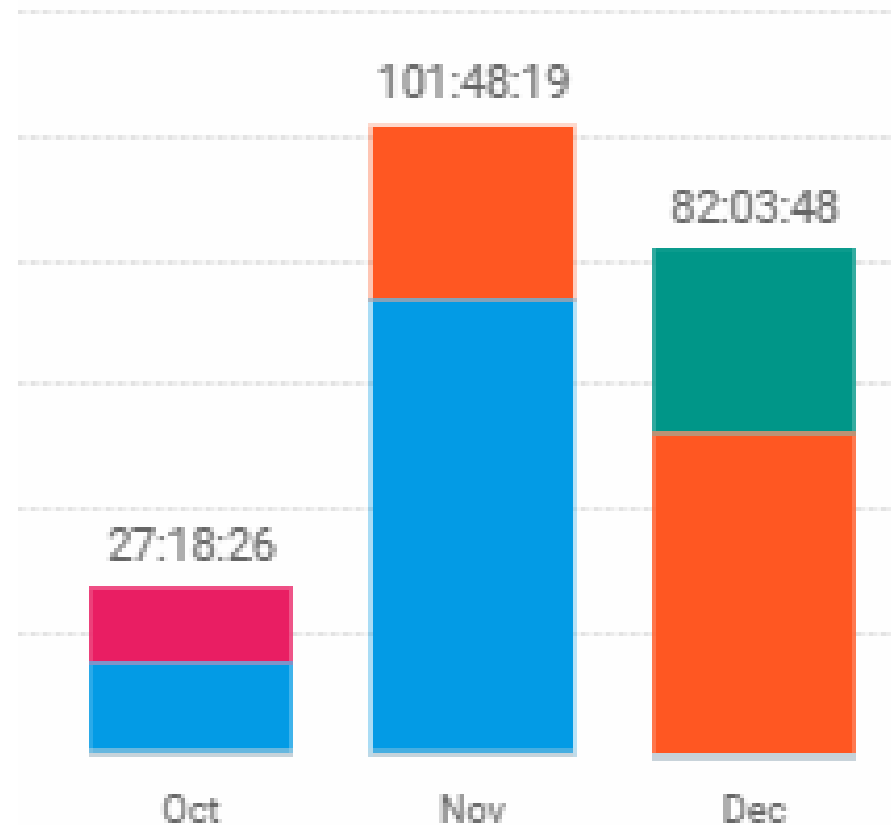
Reflection & Evaluation

My Team

I was very pleased we were able to choose our own groups at the beginning as it meant we were able to delegate who had what technical strengths, which resulted in Abi, Ryan and myself coming together as a team.

I had the camera and editing skills as that is my passion hobby outside of university, along with graphic design. Ryan and Abi both also had skills in motion graphics which was a huge addition to the team.

Overall I feel we worked and communicated well as team, we always got assets to each other when we needed them and would take on board and implement any feedback we gave to each other.

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Community Partner

Our community partner, Prof. Susan Lagdon, was amazing at aiding us any feedback or additional information we needed from her. She was very excited to collaborating with us and was overwhelmed by the care and dedication we were putting into her project.

She allowed us to experiment with our creativity as we had a blank canvas to fill with ideas without many big boundaries. Any time we were communicating with Susan, she always got back to us as soon as possible, always providing us with exactly what we needed which was extremely beneficial.

I believe we could not have asked for a better community partner to work alongside.

Overall Reflection

From a design perspective, I believe majority of our initial designs matched the brief. The journey from seeing where I began with my designs, to our final outputs was a moving moment, as I did not realise the amount of work we had created until I started to create this production log. Adrian and Claire were a tremendous help, as when I was struggling to come up with ideas, or how create a new concept, they would help me to take a different approach to the design and try something out of the box. It may not have always worked my designs, but it made me think more creatively than I have previous.

I am very proud of my final outcomes and our teams' final outcomes for the community partner. I am proud of the work we completed in such a short amount of time and to such a high standard. This could not have been completed without the skills and dedication of my fellow peers, and the guidance from Adrian and Claire.

Overall, we provided outputs that matched the brief and satisfying the community partners needs which is the most important part. I feel very grateful to have had such a unique opportunity during this module to be able not just test my creativity and technical skills, but also to work on a project that will hopefully make such a difference to young peoples lives and relationships. It has been a huge learning experience in every aspect and one I will cherish going forward after university.

PROJECT
SOCIAL
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