Ryan's HYAR Production Log

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Introduction

Intro

MED 526 aims to use the numerous skills and knowledge we have made throughout the first two years of teaching in Interactive Media to create a project for a non commercial company.

To test our skills, we get tasked with getting put with a community partner to complete the task of building their brand. This is including logos, designs, mockups, promotional videos and whatever the client wants us to create for them.

To ensure we deliver what is required, we will be meeting with the community partner and keep contact to discuss ideas and progression on building the brand.

Skills

As this is a team themed module we will all need to build upon each other's skills to get the best out of our finalised assets. Some of the skills we will need to use will include:

- Teamworking

- Photoshop

- Illustrator

- After Effects

- Time management

- InDesign

Meet The Team

Ryan
McAllister

Kyle
O'Neill

Abi
Hanson

Creative Director: Adrian Hickey

Project Manager: Claire Mulrone

Intro to HYAR

Healthy Young Adult Relationships (HYAR) is a project led by Dr. Susan Lagdon alongside a team of researchers and youth workers. HYAR aims to reduce any physical or mental violence among young people by promoting awareness of healthy and unhealthy relationship behaviours. 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.

Meeting the Community Partner

Meeting Susan

In our first in person meeting with Susan, we talked about her vision for what she wanted HYAR to be seen as and what assets she wanted us to create. These included a
Visual identity for HYAR with a brand guideline book to keep the brand in tact.

Other things Susan wanted us to create included:

- Range of Merchandise and Apparel

- A HYAR certificate for completing training with HYAR Champion Badge

- Social Media Templates with Posts to use

During our Zoom meeting with Susan I took down some of my own personal notes to get an understanding of how Susan herself would analyse what HYAR needs to do and what type of data she has already collected.

The Brief

Brief Intro

We will need 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. We will do this by creating 5 workshop powerpoints for her to educate professionals.

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.

Deliverables

Below are the deliverables agreed that our team will produce for handover by Week 12:

- 5 workshop presentation templates
- Building HYAR's visual identity
- Brand guidelines handbook
- Branded merchandise and apparel mockups
- Launching social media templates and posts
- Promotional graphic and video media assets

Target Audience

The target audience for HYAR consists of three main groups, which are the parents, youth workers and teachers, who will spread the info that they will have 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.

1. - 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.

2. - 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.

3. - 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.

Benchmarking

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

This will help us get a better understanding of what similar organisations have done in order to try and build this vision for the brand as it is what Susan has asked us to do in the meetings we have had with her.

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	Informa-tional text first impres-sion with use of hero images	Text heavy with hero images to showcase objective	Shows image of 2 young men speaking	Hero image of male surround-ed by text and imagery	Uses text and ani-mation to show key campaign message	Simple, colourful graphics
	Identifiable Target Audience	On Home page	Home page	Front Page	Home page	Home Page	On web-site 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 col-our scheme with use of purple	White and black prom-inent colours	Consist-ent use of simple with back-ground and black text	Consist-ent use of brand colours	Consist-ent 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 sec-ond scroll down	More to do with quotes	Yes	Campaign CTA at end of video	No

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

Analysing our Benchmark

We assessed 7 organisations that shared similar attributes to what Susan wanted HYAR to be represented by. In our benchmarking table we analysed key information such as what the images where like for these organisations. Our data told us that most of the images included were high resolution, so if we include any images or event photographs they will need to be in a high resolution to match the standards from our benchmark.

For colour schmes, a lot of the organisations kept their colours to be used in all areas of their platforms to keep the brand identity recognisable. We will have to do the same so that HYAR is able to be recognisable when the colour scheme is in branding.

Tone, Message & 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.

Our benchmark tells us that the use of colour is vital into building a brand within this sector as they will need to be very gentlke colours to convey the message that HYAR is a welcoming place for everyone,

Feedback on Brief

As our final version of the brief was sent to Susan, we got positive feedback on our decisions made in the brief and how we designed it. This will help us in our creative process. As Susan was happy with our brief, it told us that we understood the concept of HYAR as we demonstrated we could analyse what their purpose was.

Lagdon, Susan

To: Abigail Hanson

Thu 24/10/2024 18:56

Cc: Mulrone, Claire; Hickey, Adrian; Kyle O'Neill; Ryan McAllister

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

Initial Ideas

My thought Process

To start making a logo for HYAR my thought process was thinking around what HYAR stood for, Healthy Young Adult Relationships. Key words I picked out from this name were healthy and relationships as I thought of them to be the most important. This gave me the idea to find shapes that related to healthy and relationships and through my research I found that a heart was the most used in terms of representing these words. To test out a logo I used design.com to use AI to make a heart that turned into a handshake for a very rough outline. I then took a screenshot of the rough handshake shape and used the magnetic lasso tool in Photoshop to grab the pieces I wanted from the design. I used the paint bucket tool to use both pink and blue in the logo which both represented male and female to represent both genders. This was my initial thought of what I felt HYAR could be represented by so after cutting out parts of the design I didn't want I added in the letters of HYAR to connect the arms from the handshake to the heart.

Logo 1

This is how my first logo ended up, doing what I explained in my thought process it includes the heart and handshake to represent respectful relationships while using blue and pink shaking hands to show males and females having respect for each other.

Logo 2

From feedback, the heart shape was too big so I made the text of HYAR the main subject with the same logo coming just beside the HYAR text.

Logo 3

For my third logo I used the same typography and colour codes, but with a heart that has a hug morphed into the shape. Blue and pink both hugging each other to represent both genders showing love and support in their relationship. This was my favourite out of my first 3 original logos, but in feedback from this logo I was asked to not use any hearts and try go away from the blue and pink colour codes

Different Approach

As I had to try a different way of creating a logo without the use of hearts, through more research I found the peace logo being mostly used when signifying a brand with respect and building peace within everyone.

This made me try different variations of having the letters of HYAR with a diamond shaped peace logo, which one of my lecturers Darren gave me the idea to build upon imagination with a shape in a diamond rather than a heart.

To also try and get away from the blue and pink colour codes, I tried various shades of purple and a darkened red colour to experiment.

Logo 4

I tried my new approach in different font sizes and colour to try find a variation that I could present for my next class to get feedback on my new idea for a logo.

Although the heart logo was removed I got tasked to not use the peace logo either as the relationships HYAR may be dealing with may not all be currently peaceful. This is when I got asked to take some time on Illustrator and sketch out numerous designs which had a handwriting element to them.

Sketching Ideas

Here are my original plans on how I would find a design that had an element of the logo being personal, by using handwriting.

As I designed more throughout Illustrator I came to the conclusion that I wanted more than just one colour to be included in the logo, so I went to Adobe.com to find vibrant CMYK colours to go with the purple I had selected as the primary colour. I started including a tree with me handwriting logo to represent growth, which would be made via the teaching within the HYAR course.

And in the end I found that what I wanted to use as my initial logo was handwriting of Healthy Young Adult Relationships in the four colours I found on Adobe.com to create a personal meaning on the logo which had bright colours to represent hope and joy.

Initial Logo

Feedback on Logo

With feedback on my handwriting idea, it was recommended to remove the tree and not to include any black box around my design.

Nov 18

Adrian Hickey, Senior Lecturer in Interactive Media

Hi Ryan

Can you make some refinements to this please:

1) Remove the tree. I dont think it sufficiently represents the complexity of the research to be disseminated.

2) You dont need the black box on this: as long as you always have a solid white background it can go anywhere.

Screenshot 2024-11-18 at 13.28.31.png · 128 KB · View full-size · Download

Initial Logo

Using the feedback I recieved I removed the tree that I made and made sure not to include any black box. This results in my logo which has the full brand name which includes the four CMYK colours that I selected. One of the reasons in the end I felt handwriting could work was because of the meeting we had with Susan where she showed us self portraits of the young people, which looked very persoanl and messy. I felt these portraits could've further been developed with a handwriting logo as it includes the personal touch from the young people themselves.

Initial Submark

This is the submark I created from my initial handwriting logo, which condenses all of the writing away from Healthy Young Adult Relationships into just HYAR to free up spece on any design where it is required.

HYAR

HYAR Launch

Belfast Campus

Kyle, Abi and I all travelled up to the Healthy Young Adult Relationships launch event to not only see what type of themes there would be in Susan's work shown but to also interview some of Susan's youth worker partners who help her in HYAR.

These interviews would be used as media assets to give in handover in week 12.

Susan's Talk

All of us attended Susan's talk in the lecture theatre after we had interviewed 5 different young people working within HYAR and grabbed a chance to meet up with Susan and her team. In this talk we seen the old branding of HYAR and we seen some of the topics that we had to cover in our workshops due for pitch day.

Event Outcomes

All three of us attending the HYAR event helped us get more involved in what HYAR are doing and in doing so helped us get a better understanding of what was going on. Although notes were helpful from Susan's word documents on understanding the topics she wanted discussed I feel being there in person definitely helped us understand who we had to represent in our designs.

Pitch

Colour Palette

My pitch to Susan was on the 19th of November, Kyle, Abi and I all came up with a design for the pitch layout where we could all present our ideas in the same format. This started off with the main logo idea followed by the colour palette. This is where I sourced the hex codes to show the exact colours used incase it was being used again in the future.

Colour Palette

	Dark Slate Purple #662D91		**Steel Turquoise** #4EA9DD
	Magenta #CA218B		**Dark Sea Green** #9FD086
	Bold Yellow #E7E62F		**Saddle Brown** # A97C50

Typography

I had to show the exact typography used, and explain why I would use this in the powerpoint presentations. I believed that Franklin Gothic was easy to read and moved to a more serious font than in my handwriting logo, this was to show that now it was time to focus on the education that Susan would be giving to the professionals.

Typography

Header HYAR

(Franklin Gothic Book)

Sub Heading **HYAR**

(Franklin Gothic Medium)

Body **HYAR stands for Healthy Young Adult Realtionships**

(Franklin Gothic Medium Cond)

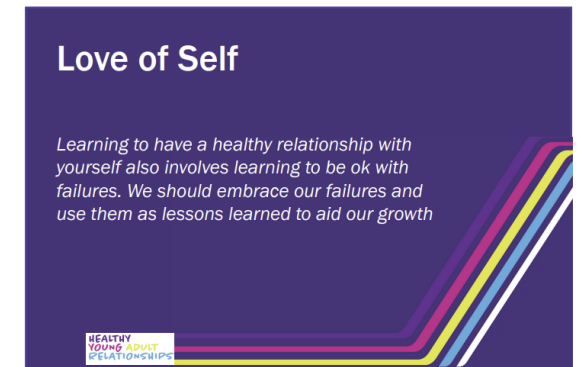**Caption** HYAR stands for Healthy Young Adult Real-tionships

(Franklin Gothic Book)

Workshops

For my workshop presentations I wanted to have the colours used in the logo as lines going "higher" in the information slide with one main colour in the back, and as it was the first workshop I chose the purple from the logo as the main background colour.

Workshop 1 Mock-ups

Cover Slide

Healthy Relationship Practices
Begin with Self

HEALTHY YOUNG ADULT RELATIONSHIPS

Love of Self

Learning to have a healthy relationship with yourself also involves learning to be ok with failures. We should embrace our failures and use them as lessons learned to aid our growth

HEALTHY YOUNG ADULT RELATIONSHIPS

Workshop Adjustments

In feedback I received before my pitch to Susan, it was recommended that I changed the colour of each week's presentation.

I did this for every week to make sure there was change in every week to show that they are different topics.

4) Consider using a different background colour for each workshop. Eg: Could this one be pink?

Cover Slide

Education About Healthy & Unhealthy Relationships ; And Impacts of IPV

Workshop 2 Mock-ups

Cover Slide

Education On Healthy & Unhealthy Relationships ; Impacts of IPV

Relationships with Others

It's important in a relationship to feel loved, supported and included. There should be healthy boundaries, and you should feel safe.

Social Media

Our team came up with
Instagram being our best way to show a social media
template as when we were discussing with Susan in our meeting it would be the primary social media platfrom used into communicating to HYAR's audience.

Social Media

Stationary
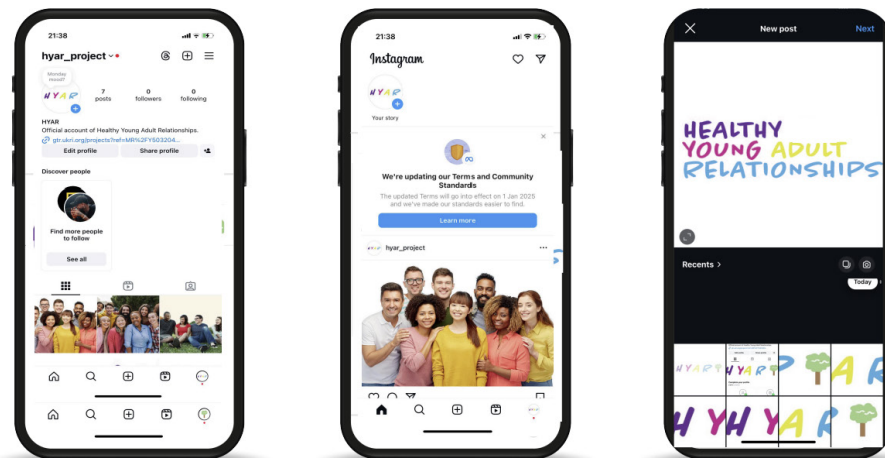
Stationary consisted of the primary colour purple with the white backgrounded logo beimg present, it was recommended to try keep the white background on any design so my logo would stand out more.

Champions

Susan specifically told us in our meeting with her that she really wants to push the idea that someone that has completed the training of HYAR gtes to become a "HYAR Champion". We came up with ways of showing what someone would get once completing the education, which would be a certificate and a HYAR Champion badge.

Merchandise

Building the brand of HYAR was really important to Susan, so we felt that having items such as hoodies in which people would be wearing out and about would only push the promotion of HYAR even further. Having merchandise would also add to the level of depth HYAR has to offer in which HYAR champions can get access to which shows their learning of the education.

Promotions

To push the brand even further along with merchandise, it was important to design public promoted objects such as business cards with Susan's name on them and posters. This allows Susan to see what she could plan for an event and have stand up promotions with the HYAR logo on them.

Reflections

After I had my pitch fully done and I had presented it to Susan, I realised I got to practice a key element for any future job as it was the first time I had tried pitching a concept to a client. I normally do not like speaking out loud, but this oitch allowed me to practice how I should be presenting something and how I needed to demonstrate my thinking behind creative decisions, as Susan would not no my thinking path on how I got there without me explaining it to her.

The selected pitch design by Susan was Abi's design. This means that Abi, Kyle and Myself would be focusing from now on in only one of the pitch decks as we all had to work togethr to use Abi's logo come to life in building the brand of HYAR.

Client Feedback

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

These are the notes we took down after listening to Susan about what she would have wanted different about her chosen pitch, which gives us ideas on how to solve what she wants us to do.
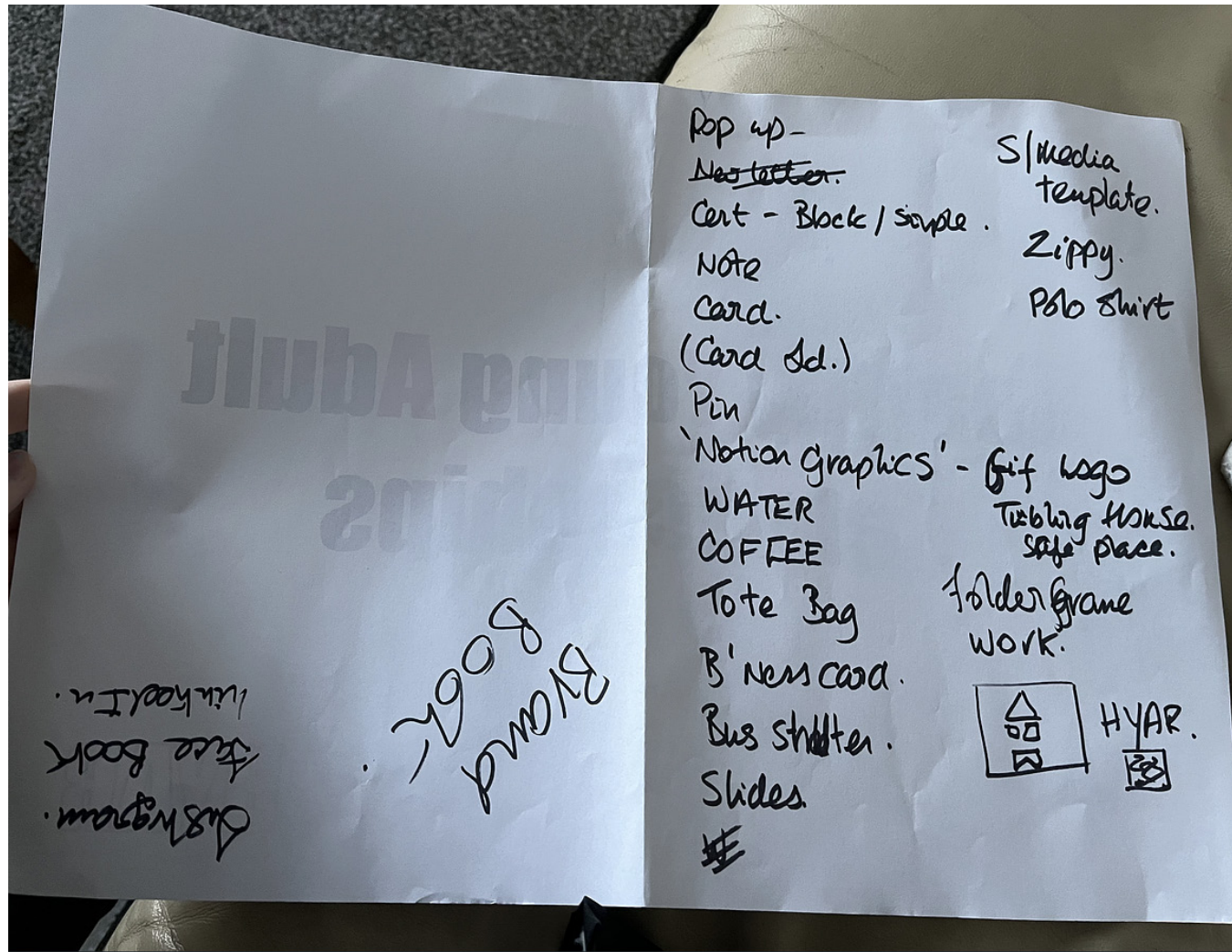
Revised Pitch

New Logo

Kyle, Abi and I had to come up with a revised pitch to show Susan in which it would demonstrate our final plan for what we were to create with her altercations she wanted to the logo.

New Colours

Susan liked the colours displayed in the design she chose, so we didn't have to change these as she thought they suit the thinking behind the design of making the HYAR logo look like colourful building blocks.

Colour Palette

Violet
#8469AC

Sunbeam
#FDE816

Copper
#DB4814

Deep Teal
#2A99A3

Cobalt
#3D6DB4

Black
#000000

White
#ffffff

New Typeface

Although we had to adjust the level of boldness on the HYAR writing, Susan liked the use of Futura Bold in our primary logo so we didn't have to change any of our typefaces.

Typography

Header

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Sub Heading

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Body

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Caption

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Workshops

Susan liked some of the workshop elements we had, including the images of the HYAR launch event being present. The safe space logo being used on the cover slide and as bullet points was also liked when we met Susan on pitch day.

Workshop 1 Mock-ups

Cover Slide

Social Media

Our client wanted us to include Facebook and LinkedIn templates, so we created new mockups of all 3 social media platforms for her to see what HYAR may look like as a brand on social media accounts.
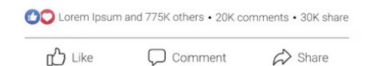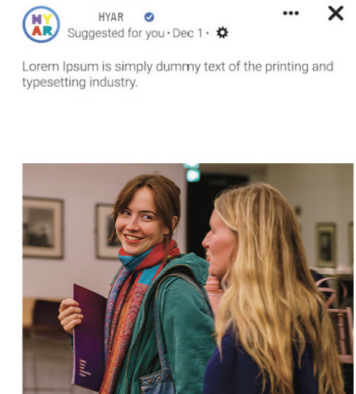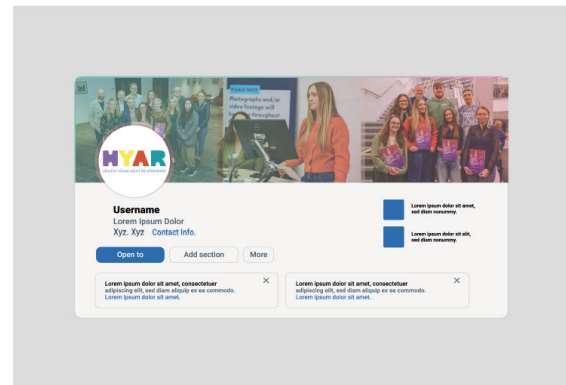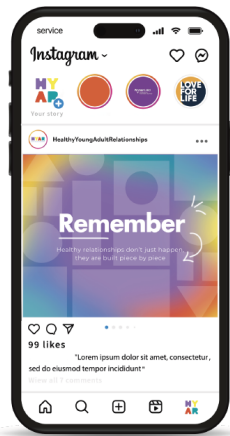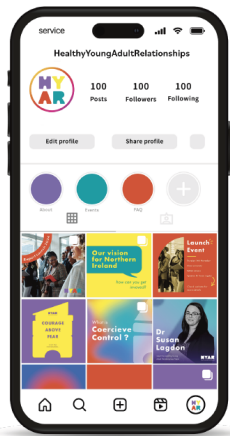
Stationary

We created more stationary objects for our revised pitch as Susan wanted more items that could be given out or presented at future events.

This included revamped HYAR champion pins and certificates that include the building block shapes from the safe space logo featured to try and show HYAR is the building block to creating Healthy Young Adult Relationships.

Merchandise

To come up with different ways of presenting merchandise we used the submark logo to present our new ideas in different forms. This included new ideas such as the coffee cups and t-shirts.

Promotions

For public promotions we wanted to create a bus stop template to show how it may look if HYAR got funding and were able to achieve bus stop promotions.
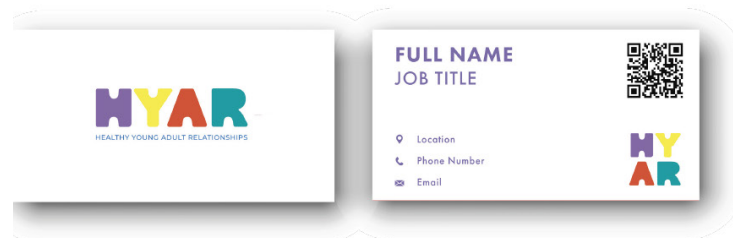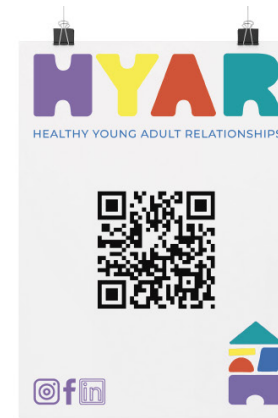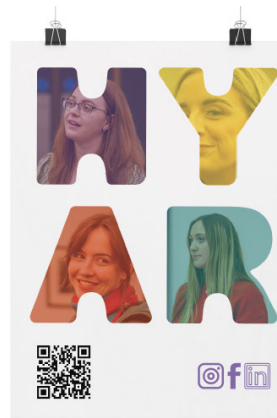
Motion Graphics

Abi and I were the two of three tasked with creating motion graphics which could be posted on social media platfroms and at the end of our interview videos which would be edited by Kyle. We made a mockup of what a HYAR hashtag animation may look like on the form of an Instagram post.

Final Pitch Feedback

Now that the client was happy with our final brief, it was time to work on our creative outputs.

Creating Assets

Planning Assets

For the assets handover I was given tasks such as motion graphics, create tri-fold leaflet designs, create the brand guideline book. create two workshop templates, refine mockups and create Facebook posts.

The first task I took on was refining mockups, which were included in the revised pitch but some mockups needed tweaked to be a higher standard for hand in on week 12.

Coffee Cups

As I had the original mockup template it was my task to get the primary logo which says Healthy Young Adult Relationships on the cup design instead of the blocked letters "HYAR".

Bus Stop Promotion

The recommended bit of advice I got on ways to improve my bus stop template was to make the image from the HYAR event scaled higher so that more of a human face was included, with the white background and the primary logo at the top. This also included a socials layout I designed in the bottom left and a QR code in the bottom right. This was to set a layout in designs in where we would alwyas use these placements.

Business Cards

For updates to the business cards I went on our client Susan's Ulster Uni profile to add key contact info instead of dummy text so it would be possible for her to use these straight for print and not have to fill out the contact info herself.

SUSAN LAGDON

Senior Lecturer in Psychology at Ulster University

📍 Coleraine

📞 +44 28 7012 3284

✉ s.lagdon@ulster.ac.uk

Tri-Fold Leaflets

Susan had mentioned about the concept of creating multi folded leaflets which could be used as a HYAR handout in future events. I tried multiple shapes and designs until I finally came to a design that everyone thought was more up to standard.

I created a multi coloured leaflet which had all of the primary logo colours involved in the correct order of each letter with filtered images from the HYAR launch event to start a design idea.

However, from feedback it was recommended that I tried a Tri-fold leaflet instead which was three different sections built into one when it was fully folded out.

This is what I came up with:
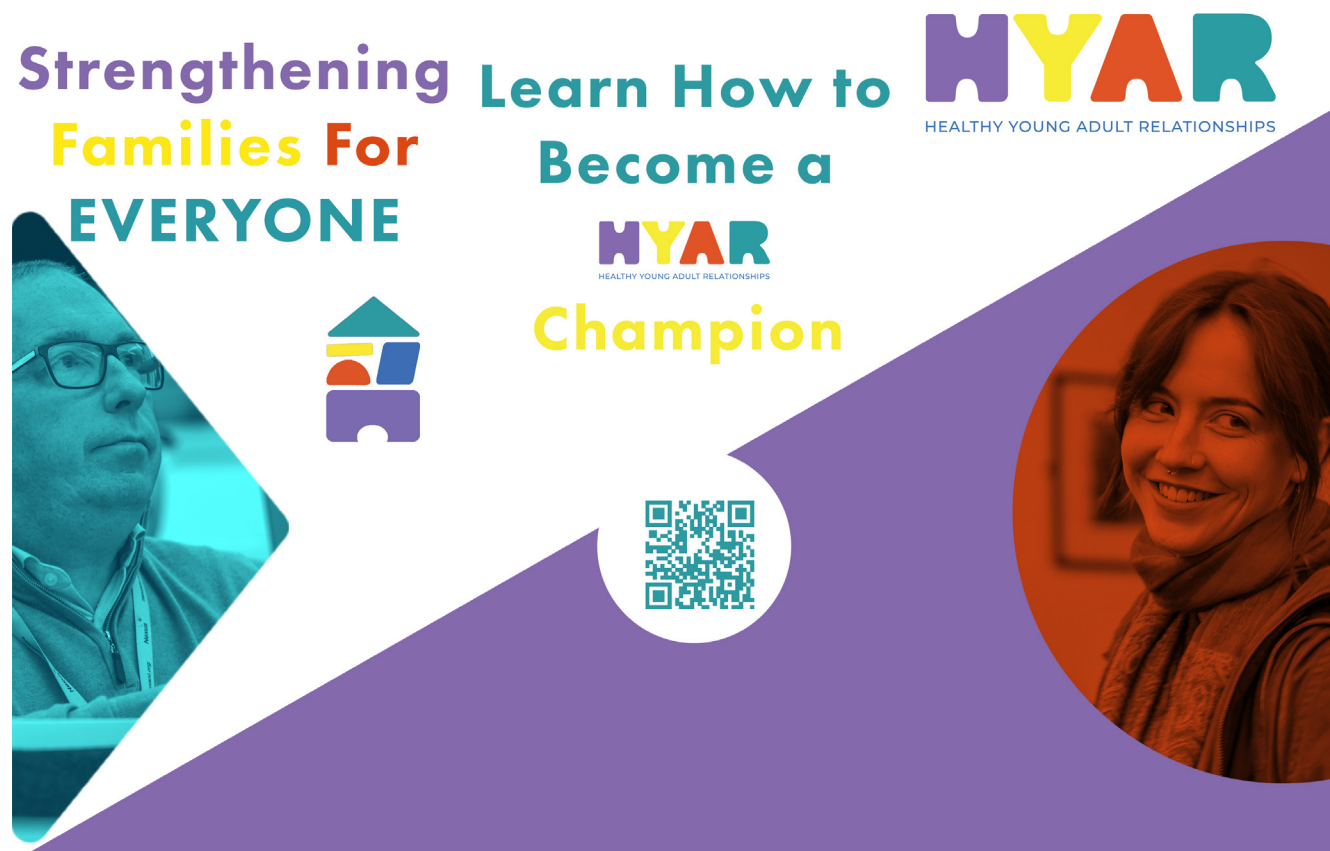
I was asked to keep the text to one colour to make it easier to read, and make the shapes that the images were inside the real shapes from the safe space logo to include more of the design elements to push the brand of HYAR more. It was also recommended to add in more of the shapes including the yellow rectangle and blue shape to add even more images into the trifold to increase the amount of faces.

I also had to include the sponsors that HYAR had at the bottom with the agreed placements of the socials and QR code to make the tri fold look more professional if it was handed out at events.

Strengthening Families For Everyone

Learn How to Become a

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Champion

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Ulster University

INCLUTECH

QUEEN'S UNIVERSITY BELFAST

Impact Research Centre
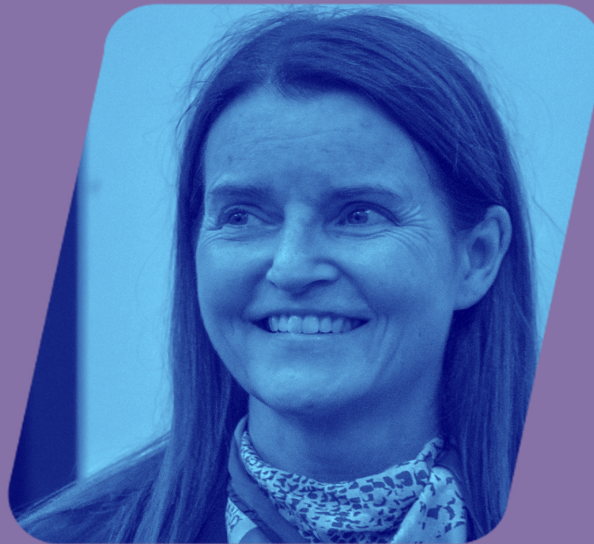
Motion Graphics

Another task I had for the final handover was to create a hashtag animation fro HYAR. I used the hashtag of #Build to start a sequence of different words appearing after each other beside build.

This included the four words being the different colours which were the exact colours from HYAR's primary logo.

To finish off the motion graphic I made it switch to the white background with the primary logo which fades in by using the effetcs tool to make the transition look more smooth. It was recommended that I needed music added to the motion graphic so I put some royalty free msuic over it to complete the production.

Workshops

Abi, Kyle and I were tasked to design the 5 workshops with content related to the cover theme I was tasked with Workshop's 3 + 5. We used our revised cover slides in every powerpoint which all had differnt colours of the primary logo. Using these different colours in different methods such as on the powerpoints and on my tri fold leaflet allowed us to promote the branding more and make HYAR more recognisable.

We all used Slide Master in our powerpoints, which allows Susan to easily edit any of the content included for one of her future talks so that she can reuse this template and make it the normal way of presenting her education.
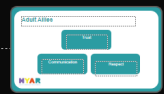
Facebook Posts

I was tasked with creating different potential Facebook posts that Susan could use to upload to her HYAR Facebook page. These included edited images from the HYAR Launch event to try show that the launch was a start of something special, as will the social media accounts such as Facebook.

HYAR
HEALTHY YOUNG ADULT RELATIONSHIPS

Starts with you.

HYAR

HEALTHY YOUNG ADULT RELATIONSHIPS

Meet the Team

Brand Guidelines

I was tasked to create a brand guidelines book in which future designers for HYAR could use to know rulings and how to use elements of the brand we are creating successfully. I started the brand guidelines book by downloading a template from Adobe.com to have a basic layout.

I stated where social media icons shoulw be placed and where the QR codes should go to make sure there isn't different themes from the work Kyle, Abi and I produce from what future designers may use on this work.

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.

Along with the icons placements I included logo usages to make sure future design-ers used our logos correctly. The primary logo is recommended to have it's white background along with it to keep all of the colours involved stand out and not lose their strengths against other colours. As well as logo usages I included the same colour palette with hex codes and typefaces to give future designers the correct info.

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 standing out.

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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.

Uploading Assets

After all of our assets were finalised and ready to go, we all created a new folder on Basecamp called Final Handover so our lecturers could see we had uploaded them as final pieces.
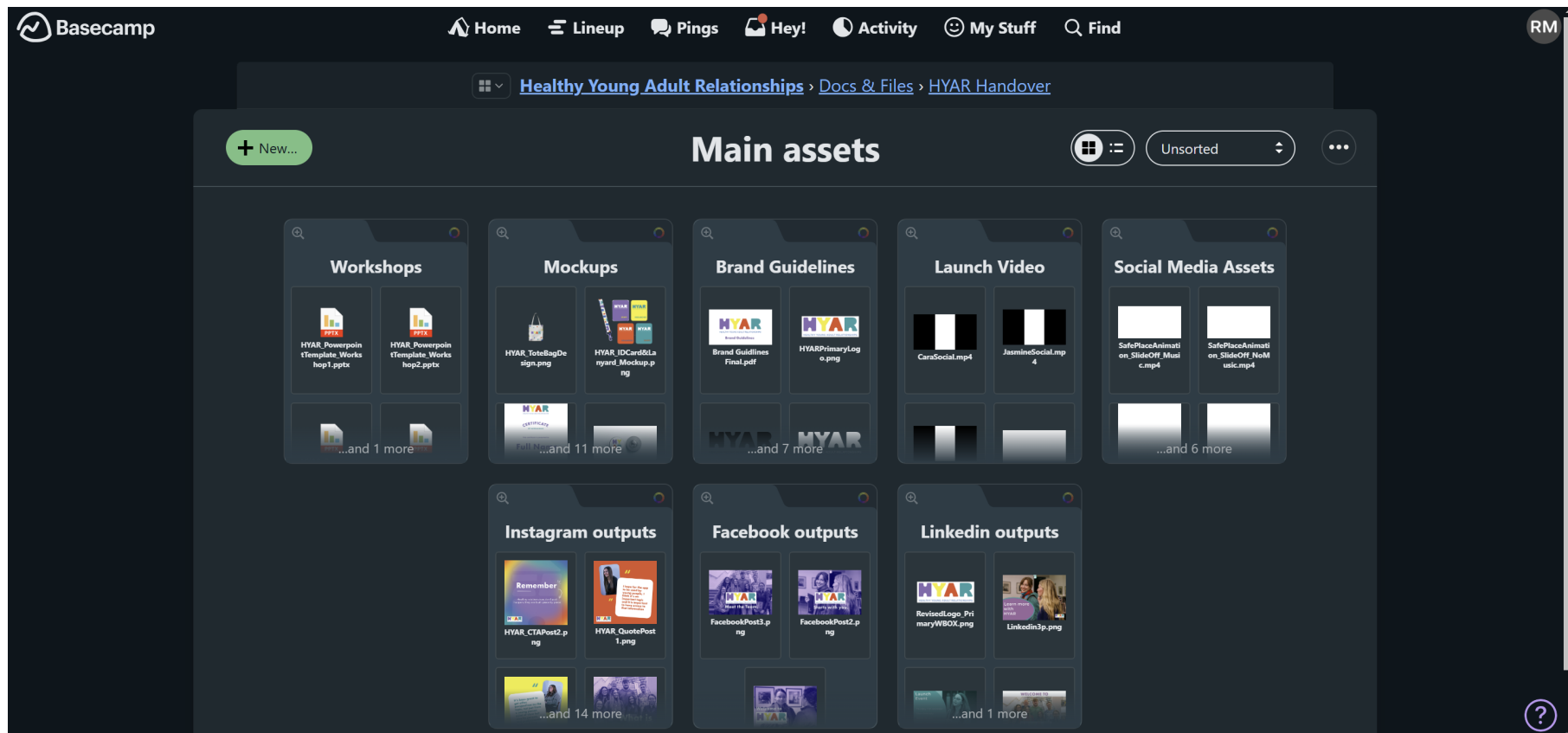
Time Tracking

Clockify

To track the time I used on each part of this project I used Clockify. Clockify allowed me to simply log a time slot whenever I was working on the project. I have created a timesheet to show where I spent the hours to create my part of the project. To create the time sheet I used the data from Clockify to put into an Excel File.

Day	Date	Hours Spent	Activity		Day	Date	Hours Spent	Activity
Thursday	26/09/2024	5	Choosing and Researching HYAR		Sunday	20/10/2024		
Friday	27/09/2024				Monday	21/10/2024	5	Develop first logo ideas + research
Saturday	28/09/2024				Tuesday	22/10/2024		
Sunday	29/09/2024				Wednesday	23/10/2024		
Monday	30/09/2024				Thursday	24/10/2024	5	Creating Logo's
Tuesday	01/10/2024				Friday	25/10/2024		
Wednesday	02/10/2024				Saturday	26/10/2024	2	Testing AI for logos
Thursday	03/10/2024	4	Starting Brief		Sunday	27/10/2024		
Friday	04/10/2024				Monday	28/10/2024		
Saturday	05/10/2024				Tuesday	29/10/2024		
Sunday	06/10/2024				Wednesday	30/10/2024		
Monday	07/10/2024				Thursday	31/10/2024	4	Present logos, create more
Tuesday	08/10/2024				Friday	01/11/2024		
Wednesday	09/10/2024				Saturday	02/11/2024		
Thursday	10/10/2024	6	Benchmarking		Sunday	03/11/2024		
Friday	11/10/2024	4	Target Audiences, Tone + Style		Monday	04/11/2024		
Saturday	12/10/2024				Tuesday	05/11/2024		
Sunday	13/10/2024				Wednesday	06/11/2024		
Monday	14/10/2024	4	Team Meeting		Thursday	07/11/2024	5	More Logo work
Tuesday	15/10/2024				Friday	08/11/2024		
Wednesday	16/10/2024				Saturday	09/11/2024		
Thursday	17/10/2024	5	Brief Handin and Logo Ideas		Sunday	10/11/2024	2	Logo Work
Friday	18/10/2024				Monday	11/11/2024		
Saturday	19/10/2024				Tuesday	12/11/2024		

Day	Date	Hours Spent	Activity		Day	Date	Hours Spent	Activity
Wednesday	13/11/2024				Saturday	07/12/2024	2	Assets Work with Leaflet Idea
Thursday	14/11/2024	8	Attending HYAR event, recording		Sunday	08/12/2024		
Friday	15/11/2024				Monday	09/12/2024	4	Brand Guidelines
Saturday	16/11/2024				Tuesday	10/12/2024		
Sunday	17/11/2024				Wednesday	11/12/2024		
Monday	18/11/2024	4	Team Meeting After Class		Thursday	12/12/2024	10	Revising Assets, Completing Brand Guidelines
Tuesday	19/11/2024				Friday	13/12/2024		
Wednesday	20/11/2024				Saturday	14/12/2024		
Thursday	21/11/2024	5	Working on Pitch		Sunday	15/12/2024		
Friday	22/11/2024				Monday	16/12/2024	6	Add in notes to production log template
Saturday	23/11/2024	2	Working on Pitch		Tuesday	17/12/2024	7	Production Log
Sunday	24/11/2024				Wednesday	18/12/2024	4	Production Log
Monday	25/11/2024	3	Pitch Layout		Thursday	19/12/2024	7	Finalise Production Log
Tuesday	26/11/2024				Friday	20/12/2024		
Wednesday	27/11/2024							
Thursday	28/11/2024	5	Revising Pitch Work					
Friday	29/11/2024							
Saturday	30/11/2024							
Sunday	01/12/2024							
Monday	02/12/2024	5	Team Meeting after other class					
Tuesday	03/12/2024							
Wednesday	04/12/2024							
Thursday	05/12/2024	7	Assets Creation Work					Total Hours: 130
Friday	06/12/2024							

Tracking time was important to show how much I should have done in real time so I could compare my hours spent to the amount of work or research I would have done. This allowed me to understand more of deadlines as I could check the Clockify times to see how much I had already did in a topic.

Evaluations

Basecamp

Using Basecamp allowed us to communicate with our team and lecturers easily via different methods such as the message board, chat and Hey. All these ways were for different types of communication, which helped lay out where to access the info oif we needed it again.
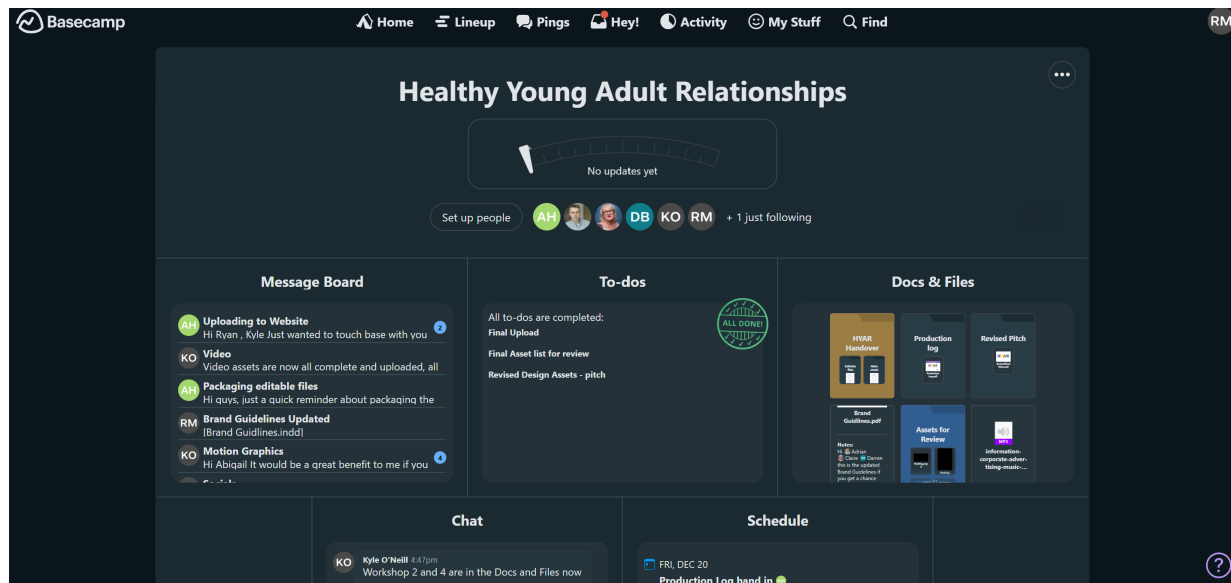
Teamworking

Teamworking in an Interactive Media module for the first time for a project was a new experience, which I felt worked very well. Kyle, Abi and I all got behind puting in work for HYAR and we all started to want to learn more about the subject to get a better representation of it in our final work.

Numerous team meets after different classes in uni helped us have a worksing session were we could easily
communicate as we were right beside each other. Both Abi and Kyle were always polite and willing to give feedback on any work to ensure a higher standard which I felt helped me reflect on my own work for hand in.

 I enjoyed working in this trio team as we were always on the same page when we got our revised pitch completed to start making the asssets, to do lists on Basecamp helped us understand what was required and when it was completed. We all enjoyed getting the experience of attending the HYAR event as we all got to take part in what we would be designing a brand for.

Community Partner

Working with Susan on Healthy Young Adult Relationships was a really good experience as it gave me the chance to see what it's like in a real agency who are dealing with client work, teamworking, deadlines and communication.

Attending the HYAR event was a good experience for being hands on in terms of being the ones who were recording the young people interviews ourselves as we got to direct the productions and test ourselves.

Productions

I really enjoyed creating differnt lgog and media assets for HYAR as it gave me the oppurtunity to get feedback on how I should be improving on my work and how to set deadlines for myself. Using software such as Illustrator wasn't one of my strengths at the start of this module but from practice and development of logos it allowed me to get better at creating logos on the software.

I enjoyed using After Effects as video creating and editing is one of my many passions so it was nice doing somethinhg I really enjoy as part of a project.

Final Thoughts

This module is one of my favourite modules completed through all of Interactive Media as I felt it was very hands on and we got to do more practical research and asset development more than theory used in other modules. This allowed me to gain confidence in Adobe softwares and gain useful feedback from all three of my helpful lecturers. Although I really enjoyed this module, if I had more time included I would have liked to have developed more motion graphics such as ads for HYAR's social media pages which I think could have benefited their platforms even more.

I am really happy of how our final assets ended up as I believe we created a brand for an organisation which may be seen as hard to represent correctly and still get the info included in our work.