



Placement Journal

Leah Smyth

Module Code: IXD306
Company: Being Online
Supervisor: James McWhinney
Placement Tutor: Paul McCormack

Week 1 - 03/07/17

Monday - Not really knowing what to expect from my first day of placement, I nervously walked into the Being Online office where I was met by James and Robyn who told me what the week would entail. I was given a tour of the office and introduced to all the staff, including a brief run-down of the role they each played within the team. I was given an overview of Stena Line's work which I would mainly be working on, I also received a copy of their style guides and other resources to help familiarise myself with the company.

Tuesday - I was taught how to use synergist to record times for various jobs and what this tool was used for. James showed me some of the work Being Online undertake for other clients, such as NI Water and Translink. Fiona showed me the process involved in creating an e-shot from the email brief, including mock ups and the final outcome. Sarah gave me a brief run-down of Sitecore which is used with the Stena Line website. I then shadowed Kate in the creation of an e-shot.

Wednesday - I again shadowed Kate (the previous placement student) and was introduced to e-shots.beingonline.co.uk, an archive of previous e-shots. Paul talked me through some of his work in front end development using a programme called Etelligence. James explained some document management procedures.

Thursday - Work shadowing Kate in the creation of an e-shot, web layout, and exporting assets for the building of the webpages. I shadowed Christine in the process of creating an animation in Photoshop for a Facebook campaign. Dave showed me the basics of Office 365 which are used for emails, calendars and various public files.

Friday - Work shadowing with Kate, resizing of an e-shot for Lime. Kate let me attempt to design an e-shot in Photoshop, using a brief she was working on.

Week 2 - 10/07/17

Monday - Got my own desk! My computer was set up with the various programs I would need and an email address was created for me. I watched some Photoshop tutorials on YouTube and then practiced some activities on the package. I familiarised myself with some previous e-shots, and tried to create some e-shots and webpage mock-ups.

Tuesday - Clare gave me an e-shot brief to work on, she was also working on this but it allowed me to design an e-short from a 'real brief'. I watched more YouTube tutorials on Photoshop, and experimented with some of the things I learnt from these.

Wednesday - Bank Holiday

Thursday - Annual leave

Friday - Christine explained the process around developing banner ads, from e-shots and storyboards, to the creation in Google Web Designer. I made templates for 7 different sizes of ads, and using an existing e-shot, I tried creating some of the different sizes of ads. I watched some Google Web Designer tutorials before attempting to create a banner ad myself.

Week 3 - 17/07/17

Monday - I familiarised myself with Google Web Designer which is used for animating display ads (7 different sizes are required). After playing about with it for a while, I created some storyboards from an existing e-shot, before using Google Web Designer to animate 3 different sized ads.

Tuesday - I created an e-shot from scratch, from this I created story boards in 3 different sizes, before taking these into Google Web Designer to animate them as mock-up display ads. Peter asked me to make small corrections to a couple of existing e-shots.

Wednesday - I created the creatives for the extended offer in the SO listing size. I corrected a typo on a timeline for Whalepumps. I searched for photographs for the redesign of the Smiths group website. I fixed an e-shot for the extended offer on the summer saver, with new copy and the revised banner, as well as attempting an e-shot design for a new campaign.

Thursday - I amended the extended offer e-shot for Stena Line. I gathered photos and vectors for a poster for Stena Teknik, I then created a PDF document in Illustrator, compiling the images with the text, so they could get a better idea of what they wanted.

Friday - I resized a Nifty £5.50 and €6.50 banner to fit into a SO Listing, before continuing on with the PDF document from yesterday, altering it to the new copy and imagery suggestions.

Week 4 - 24/07/17

Monday - I resized 3 e-shots for Lime for International Friendship Day. I resized a 100% banner to a special offer listing for an oyster festival. I created web assets for the International Friendship Day, including a special offer listing, 100% banner and 3 carousel banners (different routes), as well as creating a webpage mock-up for this offer.

Tuesday - I watched more YouTube tutorials. I resized an image from 100% to an image that could be used for Facebook. Resized 2 e-shots sent over from Lime into our templates for exGB and exROI.

Wednesday - I resized an image for an e-shot from yesterday, as well as fixing some of the copy in the e-shot. I watched some tutorials and experimented using Photoshop, creating fake web templates and banners, etc.

Thursday - I resized e-shots sent over from Lime for ex GB, NI and ROI, and followed up with small amendments which came back to me. I started working on character illustrations for the Open Innovation poster after a meeting.

Friday - I continued working on characters/scenes for the poster. Read some design articles on Medium.

Week 5 - 31/07/17

Monday - I continued working on the illustrations for the Open Innovation poster; I went through all the illustrations with Peter and Robyn who suggested small changes, so we could send the first 10 or so illustrations through.

Tuesday - I made amendments to illustrations sent through by Alan after discussing these with Peter. Peter then suggested a few additional changes before the new copies were sent back to Alan.

Wednesday - I resized an e-shot sent over from Lime. I completed illustration amendments for poster illustrations. I gathered images for the Open Innovation Ambassadors update.

Thursday - Discussed the image collection for the Open Innovation Ambassadors update then gathered the remaining images and creating small illustrations for the titles/banners; after completing this I started dropping illustrations into the poster. I made some amendments to the poster and sent the first draft to the customer.

Friday - I added four sections into the poster in two different ways – numbers, dots, colours and arrow colours, as well as fixing two illustrations to improve the poster. I added a key to the poster for four areas and adjusted background colours, along with taking a 'screenshot' of one colour to show it at A4 size which allowed Alan to get a better idea of sizing.

Week 6 - 07/08/17

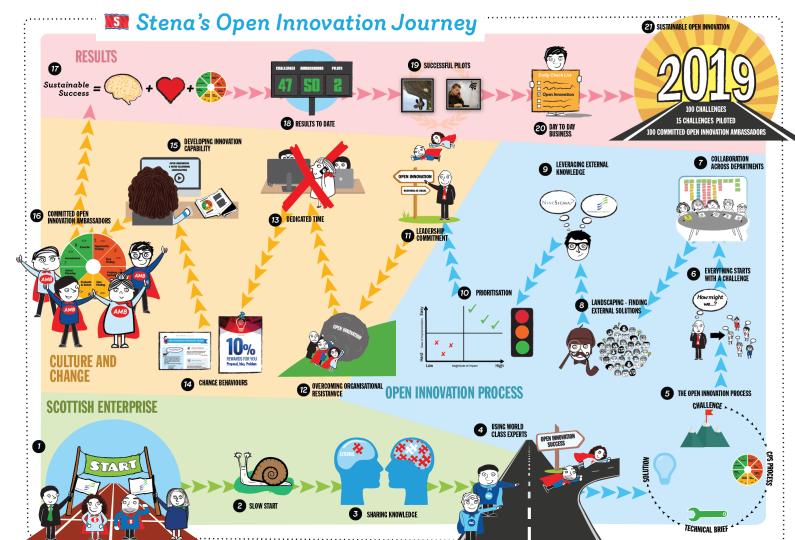
Monday - I removed arrows behind some of the poster illustrations. I mocked up the ambassador update, in online and mobile views. I added four background colours to the poster behind four different areas. I updated a few changes to the newsletter and exported the assets for this.

Tuesday - I created a story board for one of the seven sizes of display ads. I made four different versions for different amendments. After the first display ad was passed, I was able to storyboard two more.

Wednesday - I resized a banner. I made amendments to the OI poster and newsletter. I inserted updates to the poster.

Thursday - I started learning how to use Mailchimp to build the Ambassadors' newsletter.

Friday - I finalised the OI poster. I resized a banner.



Week 7 - 14/08/17

Monday - I created a mock-up for Bauer Media for a 15% off sale, and exported the assets for this.

Tuesday - I mocked up four versions of an e-shot for both exGB and exNI, with a different header image for each.

Wednesday - I made amendments to the chosen e-shot form.

Thursday - I made amendments to the OI poster and newsletter.

Friday - I made amendments to the poster's illustrations.

The screenshot shows the first issue of the 'Open Innovation Ambassador Update' from August 2017. It features a superhero icon and the title 'Open Innovation Ambassador Update'. The newsletter includes sections for 'Harry Robertsson Comments' (with a quote about the importance of keeping everyone informed), 'Alan's Feedback' (a thank you note from Alan Gordon), 'Next Workshop' (details for a workshop on 2/10/2017 in Gothenburg), 'Format Of Future Workshops' (mentioning 2 days and 2/3 challenges), 'Success of Open Innovation Program' (listing dependencies and challenges), 'AMBASSADOR ACTION POINT' (an email address for challenges), and 'Changes for workshops going forward' (a list of improvements). The design is clean with blue headers and white background.

Week 8 - 21/08/17

Monday - I created new images for the BeingOnline website for the Police Mutual case study. I completed a mobile and a desktop view as well as two different backgrounds for options

Tuesday - I created two versions of a carousel banner for Hannons Coaches. I created an e-shot template for the French e-shots.

Wednesday - I made a few changes to the OI poster. I created a UK/NI and ROI e-shot template. I resized an e-shot for Lime.

Thursday - I amended three e-shots, one needed a larger CTA button, while the other two needed a 'not ready to book' panel, for which I designed a new icon.

Friday - I helped Christine with display ads by exporting assets for them for both using exGB and exROI and for 15%, 20% and 25% off.

Week 9 - 28/08/17

Monday - Bank Holiday

Tuesday - Annual leave

Wednesday - Annual leave

Thursday - Annual leave

Friday - Annual leave



Bonjour Mme/Mr

Stena Line essaye de rendre chaque moment de votre voyage aussi agréable et sans tracas que possible. Malheureusement, il y a des moments où rien ne se passe comme prévu et tout échappe à notre contrôle.

Nous nous excusons sincèrement pour les désagréments occasionnés, nous tenons à vous assurer que ce genre d'incident est très rare et surtout à vous remercier de votre patience. Nous vous proposons donc 50% de réduction* sur votre prochain voyage en véhicule sur la route Cherbourg - Rosslare.

Week 10 - 04/09/17

Monday - I had a meeting with Robyn and Peter to discuss the new Stena Teknik portal site. After the meeting I typed up the notes sent by Alan and added links and imagery to it. I started to update a previous e-shot.

Tuesday - I continued with the update of an e-shot. Robyn gave me a quick tutorial on how to use Adobe Captivate and I started using it to edit the Stena Teknik videos. I edited two existing e-shots to fit new instructions.

Wednesday - I continued working on the videos using Captivate, editing them with new copy and audio. I made amends to two e-shots from yesterday. I resized the e-shot sent over from Lime for exGB and exROI.

Thursday - I moved videos into live server and was able to get links for each video to send to Peter. I finished collaborating the content for the Teknik site. I completed French versions of the two compensation e-shots. I helped package some display ads. I fixed a few small changes in the Teknik videos. I fixed a small issue with a 100% banner on an e-shot.

Friday - I updated two banners. I amended the prices in two e-shots and resized a couple of the 50% banners for build. I attempted a webpage layout to match the exNI e-shot and exported the assets for this. I mocked up the exGB webpage for the couples offer.

Week 11 - 11/09/17

Monday - I amended assets for exNI webpage. I exported all the illustrations from the OI poster individually. I started mock-ups for the 15% off autumn couples e-shot reminder campaign, completing four different versions. I had to re-export some assets for display ads to reduce the file size.

Tuesday - I made amends to the e-shot created yesterday. I created a storyboard for the Facebook carousel ad and Facebook link, made amends to these and tested it to make sure they fit the 20% text rule. I completed an exGB version of the e-shot and bought images for these from adobe. I started fixing some of the A6 cards for the Teknik portal, they had to be resized and rearranged in PDFs.

Wednesday - I continued fixing PDFs. I created a mock-up for the free trip to GB campaign and made amendments to it. I created four different versions of an e-shot campaign for half-term breaks for exNI and exGB. I changed one of the Teknik A6 PDFs to an A4 PDF to see if it suited their need better.

Thursday - I continued making the PDFs in A4 pages from yesterday. I completed two more versions of the compensation e-shot and edited them. I finished the PDFs for Teknik.

Friday - Made a few small changes to the e-learning module videos. I made a few small amendments to the chosen half-term e-shot. I added logo and fixed text of a PDF document for Denmil.

Week 12 - 18/09/17

Monday - Completed 5 mock-ups for the £5 day trip e-shots. I made amendments to the header image of these. I resized 2 e-shots from Lime for Gold and Blue extra members. I resized some flag icons for Southbank Sinfonia.

Tuesday - I made amendments to the day trips e-shot and did the exNI version, and made amendments to it and added a new panel into the exGB version. I resized 10 more flag icons for Southbank Sinfonia.

Wednesday - I started making amendments to the e-learning modules after changes were sent over from Stena Teknik.

Thursday - I finished making the amendments sent over from Stena Teknik in captivate to the e-learning modules and published them.

Friday - I made amendments to the Lime gold and blue extra e-shots. I created 2 versions of a new ISN banner (Scotland from £10 return) and made amendments to chosen banner.



Week 13 - 25/09/17

Monday - I resized a couple of images for Southbank Sinfonia. I attended a meeting with Robyn and Peter as Alan had come back with feedback on the new web design. Typed up some of Alan's notes.

Tuesday - I finished typing up the notes from Alan and dropped in the appropriate images. I shadowed Sarah in building an email, she talked me through how to use Firework and Dreamweaver, then allowed me to try and build a previous one.

Wednesday - I finished dropping in images into the word doc of Alan's notes. I finished the last page in the design of the Open Challenge workbook and completed the design of the landscaping workbook. I resized the 3 versions of an e-shot sent over from Lime and created the creative for the French one.

Thursday - I shadowed Sarah in the continuation of building the e-shots from yesterday. I amended the Stena OI process diagram to match new colours of Teknik site. I started trying to build a previous e-shot. Sarah showed me how to send a test email using email manager. I exported the front covers of the A6 cards for the new Stena Teknik site. Helped proof read some of the new Teknik site.

Friday - I continued working with Sarah to learn to build e-shots. Following a checklist, using firework to cut out the images and Dreamweaver to build them using a template. I built a previous e-shot up for both exGB and exROI. I resized an e-shot sent over from Lime for half term breaks for exGB and exROI. I resized another e-shot sent over from Lime for the 20% off reminder. Updated an image for the army cadets' website, finding the correct font and editing the image in Photoshop.

Week 14 - 02/10/17

Monday - I converted the 20% off sale e-shot to French. I completed a few versions of the Santa at Sea 100% banners and made amendments to the chosen banner. I created a Special Offer listing and an open graph image for the Santa at Sea campaign. Made a few changes to the copy of an e-shot.

Tuesday - I took screenshots of 5 different videos for the new Teknik site. I fixed a small typo in the copy of an e-shot. I worked on amendments for the Teknik portal site sent over from Teknik.

Wednesday - I made amendments and added another video screenshot to the Teknik site mock-ups. I updated the prices and copy in some panels of an e-shot. I made a few smaller amendments to the Teknik mock-ups. I created a Special Offer listing, webpage banner, 2 versions of a carousel banner and a webpage banner with a CTA button from the artwork of the offer extended e-shot.

Thursday - I made small changes to the copy of an e-shot. I mocked up a new footer for the BeingOnline website, removing the London address, did 4 versions of this. Resized an e-shot sent over from Lime into our template. Mocked up 5 versions of the Belfast Met accordion.

Friday - I took photos of myself and Clare for the BeingOnline website. I created 6 mock-ups of the twitter logo in the footer of the Osbourne King website. I resized an e-shot sent over from Lime to fit our template.

Week 15 - 09/10/17

Monday - I lifted assets from the Spar 12 weeks of Christmas PDF and created story boards for the 3 different sizes of display ads. I started working up a mock-up for an e-shot for the 15% off offer for exGB and exNI. I started lifting out images the Smiths website from a PDF.

Tuesday - I recreated 2 charts for the Smiths website with the 2017 data. I finished working on the mock-ups for the e-shots from yesterday. Finished lifting images and resizing them from the Smiths PDF to replace the current ones on the website. I added the font for the spar ads that was sent over, and made amendments to the storyboards.

Wednesday - I created storyboards for 8 of the Kia display ad campaigns. I created folders for the display ads, as there is to be 105 made. I completed the storyboards for Week 3 of the Spar campaign.

Thursday - I put together the other 92 storyboards for KIA. I completed 3more storyboards for the KIA M25 campaign.

Friday - I completed the last of the 3 story boards for the M25 campaign. I resized the Christmas day trips e-shot sent over from Lime for exGB and exROI and resized the GIFS for these. From this artwork, I created 100% web banners, Special Offer Listings and Open Graphs. I made amendments to copy in the Teknik.

Week 16 - 16/10/17

Monday - I finished the 300x600 storyboards for Kia and started exporting the assets for building to start. I resized a Smiths logo and edited a header in their email template. I fixed 2 header images for the Stena Teknik newsletter. Story boarded and exported the assets for Spar Week 3-7. I edited existing banners for the ISN 20% off sale, created 100% banners, SO listing and a voucher code image.

Tuesday - I created an e-shot for the 20% off sale and made amendments to it. I created a NI Leisure and Travel News banner, OG image, PFA image, and a skinny banner for the 20% off sale. I created a webpage mock-up for NITTA and made amendments to it. Story boarded and exported the assets for Spar Week 8-12. I created the French version of a 20% off e-shot.

Wednesday - I created an MPU, skyscraper and half page banners for the 20% off sale. I made amendments to the short stays campaign banners, and created OG, SO, 33% and 100% banners from this artwork. I completed 3 versions of the VIP shopping panel for the NITTA webpage.

Thursday - I made amendments to an e-shot. I made several sets of amendments to the same e-shot. I completed 7 versions of Facebook carousel ads and Link ads for the Always On campaign.

Friday - I created 3 versions of a link panel for the Osborne King auction. I created Facebook banners from the cheap Christmas creative for both exGB and exROI. Created 4 versions of the Osborne King email footer.

Week 17 - 23/10/17

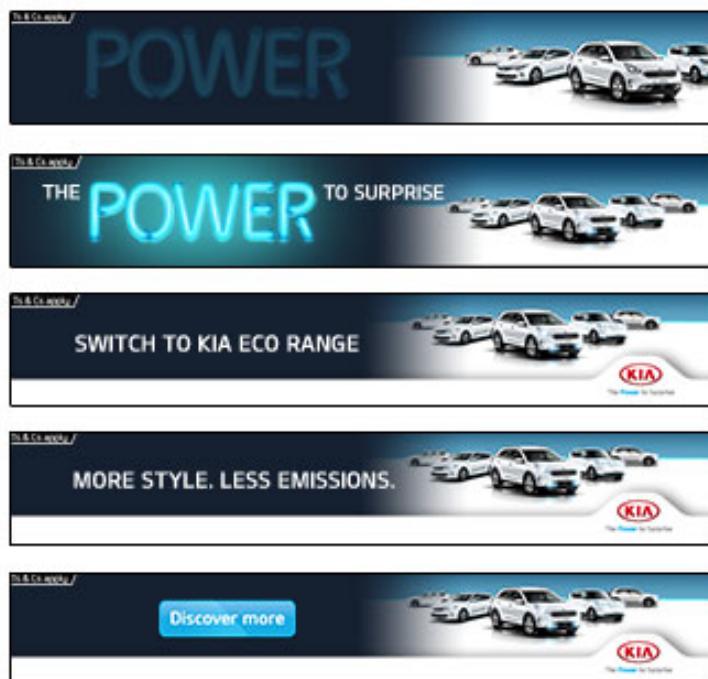
Monday - Sick leave

Tuesday - Sick leave

Wednesday - Lifting and resizing images and amending graphs from the new Smiths documents. I created Instagram images for Stena. I helped rename the Kia display ads and start zipping/packaging them.

Thursday - I resized 25 years e-shot sent over from Lime. I created backup images for the Kia display ads.

Friday - I resized e-shot sent over from Lime for flash 25% off sale for exGB, exNI and exROI and created a French version, and had to re-create the animation for the header image for the French one, frame by frame.



Week 18 - 30/10/17

Monday - Story boarded the Visit Belfast campaign display ads in 7 sizes and had a go at building them in Google Web Designer, I added links to these later in the day and uploaded them to the server.

Tuesday - I packaged and validated the display ads to be sent on. I resized 3 versions of an e-shot sent over from Lime for Christmas markets. I created 2 different hub pages for Ireland by foot and Britain by foot, and Britain by car webpages.

Wednesday - I exported the assets for the various webpages/hub pages from yesterday. I created carousel banners, webpage banner, SO listing, OG image, PFA image, voucher code image, Facebook and Twitter post from the Yesvember artwork. I continued packaging the Kia display. I created a NITLN banner for up to 20% off.

Thursday - I created 2 versions of the Visit Belfast webpage based on the display ads/e-shot. I created Carousel banners, Webpage banner, SO listing, OG image, PFA image, Voucher code image, for the 20% off campaign and for French website as well. I created a PDF for a diversion map/notice.

Friday - Added offer code to the RLP banners. I amended an e-shot to have French text in the top banner, subheading and CTA. Webpage amendments, top banner carousel image amendments, exporting the assets. I completed 2 more banners for the 20% off winter wonderland campaign.

Week 19 - 06/11/17

Monday - I updated an e-shot with the Tourism Ireland logo, removed Visit Belfast logo and updated copy. I created B&W versions of the Stena. I updated Carousel/ RLP banners and webpage to add new panel. Created 2 versions of an alphabetical drop down for Belfast Met page. I made more amendments to the Visit Belfast webpage and e-shot.

Tuesday - I made amendments to the copy in the 50% panels in both the website and e-shot for the visit Belfast campaign. Created back up images for the Visit Belfast display ads. Used Dreamweaver to build the Oakwood last chance email which Sarah checked for me and helped me make amends to it.

Wednesday - Fixed a few things on yesterday's email build. Stephen talked me through how to upload content on to email manager, then let me try it myself. I started to build another e-shot in Dreamweaver. Edited the Ferries to Britain navigation mock-ups to suit Ferries to Ireland and Ferries to Britain IE, changes to text, images and footers had been sent over for these.

Thursday - I created 3 versions of the Yesvember campaign e-shot in Dreamweaver and the Visit Belfast e-shot for practice, I then built the Black Friday e-shots (3 versions) for actual send.

Friday - I removed the background of 17 headshots of the employees at Langsford. Amended copy on a banner and used the artwork to create a 100% and OG banner.

Week 20 - 13/11/17

Monday - Built day trips e-shots for exGB and exNI. I made amendments to all the e-shots I've built that Stephen sent over. Built the Happy at Sea e-shot.

Tuesday - I cut out the backgrounds of 3 more people for the Epworth site. Put the black Friday reminder e-shot into our template and built it for GB, ROI and NI. I created 3 webpage mock-ups for black Friday and then created a web banner, carousel banner, OG, PFA, SO and voucher code image for the black Friday artwork.

Wednesday - I animated the top banner of the reminder send. I put the French version of Black Friday reminder into e-shot template and built this in Dreamweaver. I fixed a panel title and image on the Epworth webpage.

Thursday - Made a few small amendments to the Tesco Clubcard e-shot. Created a voucher banner using the black Friday artwork. I made amends to 2 AA banners. Finished mocking up the Instagram competition e-shot. I mocked up 3 versions of the ISN Christmas day trip e-shot, did 3 vector-based versions, and 8 versions with different photos.

Friday - I worked on the infographics for one of the PowerPoints for Stena. I made amends to the 20% off e-shot for FR, GB and ROI/NI. Tried 3 different images for the top banner for the Instagram e-shot and made copy amendments. I made amendments to a different set of infographics and creating more for a PowerPoint.

Week 21 - 20/11/17

Monday - I practiced building the autumn newsletter. I created 4 more different sizes for the AA banners. Made more amendments to the Customer Profile PowerPoint and did a couple of infographics for it.

Tuesday - Started fixing some of the infographics from yesterday as more information was to be added to them, and when they were done, I dropped them into the PowerPoint. I did separate PFA and voucher code images for the Black Friday Drive20 and Walk 50. I created French versions of OG image, webpage banner and carousel banner.

Wednesday - I put the Christmas competition e-shot from Lime into our template, resized the animated top banner and exported the assets for build. I made a new 33% panel for Coach and Sail. I lifted and exported out icons and photographs from a NI Water PDF as SVGs and JPGs. I spent the rest of the day working on the building e-shot process.

Thursday - I cut out the images for the Imagine Ireland build and started building it. Attended a meeting with Peter, Dave and Robyn to discuss the development of the Teknik site. Following this I spent 4 hours exporting all the images/assets from the PSDs for all the pages on the site.

Friday - Lifting the ISS infographics into a new PowerPoint. I mocked up webpages for Village Nature (Information and accommodation) and the 6 accommodation pages for Pierre & Vacances.

Week 22 - 27/11/17

Monday - Annual leave

Tuesday - Annual leave

Wednesday - I lifted the 7 staff images and dropped them into a blurred background for Smiths. I gathered 247 SVGs of all the world flags for the Southbank orchestra website. Started lifting assets from InDesign files for BIA display ads.

Thursday - I lifted assets from InDesign for BIA ads, storyboarded them and exported the assets from photoshop. I amended an e-shot for Flexi upgrade.

Friday - Saved A6 cards and captivate videos into the final folder for Stena Teknik. Looked for imagery of Belfast for Co Fund NI website.



Week 23 - 04/12/17

Monday - I cut out images for ISN 20% off Day trips build. I built ISN e-shot and Instagram competition e-shot both for GB and NI, and fixed the Imagine Ireland build. I completed 3 versions of the Cycling World top web banner.

Tuesday - I cut out images for a Tesco Clubcard e-shot and built it. I created 4 different sizes of storyboards for the Festive Display Ads and exported the assets for the exGB and ROI ads in the 7 sizes. I created 7 versions of A Haven web banner and 33% panels with the same artwork.

Wednesday - I added the Haven logo to the chosen banner, did ROI and GB version for both web page banner and 33% panels. Mocked up an e-shot for 20% off and animated a top banner for it. From the e-shot artwork I created a web banner, carousel banners, PFA, OG, SO and voucher code assets. I amended e-shot copy and top banner animation. Completed a banner for the advent calendar.

Thursday - Updated 2 of the mega navigation mock-ups. Completed 3 versions of a roundel/shape on the advent calendar banner. Updated artwork and copy to e-shot for 20% off and had to do an animated banner to match the new artwork. Updated web assets to match new e-shot artwork.

Friday - Exported Goldline header images and full e-shots for both X1/X2 and X3/X4. I amended the copy in the 12 days of Christmas banner. I made amendments to the mega navigation mock-ups.

Week 24 - 11/12/17

Monday - I converted Illustrator folder to a PSD for the Southbank Sinfonia logos. I put extra reminder e-shot into our template and exported assets for build. I put festive e-shot into our template and exported assets for build.

Tuesday - I completed a few versions of the Glasgow day trips e-shot. I amended Dodds school e-shot. I gathered PDFs and exported 2 images as PDFs for Teknik site.

Wednesday - Exported 2 header images for Goldline e-shot. Exported mega navigation assets for build.

Thursday - I made amendments to Glasgow day trips e-shot. Created a 100% banner for Glasgow day trips.

Friday - I made small amendments to the copy of Glasgow day trips e-shot and exported assets. Completed a French version of extra reminder e-shot and exported assets. I added a title banner to an existing banner.

Week 25 - 18/12/17

Monday - I spent the day trying to install soundflower so I could screen record the visual and audio of the eLearning modules. When I finally got it installed I was able to record the first three using captivate as mp4.

Tuesday - I mocked up 3 versions of the club choice e-shot. Screen recorded some of the e-learning modules. I completed 4 versions of a web banner for the Belfast for £10 campaign.

Wednesday - I finished screen recording the e-learning modules. Made amendments to the Club Choice e-shot and exported the assets for it.

Thursday - Edited a header image for Smiths after cutting out a man and dropping him into a blurred background. Exported some PSD as JPGs for Smiths.

Friday – I made a SO Listing using the chosen artwork for the Belfast for £10 campaign. I completed French versions of the 25% off campaign for carousel, web banner and OG.

Week 26 - 25/12/17

Monday - Bank Holiday

Tuesday - Bank Holiday

Wednesday - Annual leave

Thursday - Annual leave

Friday - Annual leave

Week 27 - 01/01/18

Monday - Bank Holiday

Tuesday - Annual leave

Wednesday - Annual leave

Thursday - Annual leave

Friday - Annual leave

Week 28 - 08/01/18

Monday - Annual leave

Tuesday - Annual leave

Wednesday - Created 2 SO Listing images, one for kids fun and one for the old school cruise.

Thursday - I converted an illustrator document sent from Smiths into a PSD document for future emails.

Friday - I amended an e-shot for half-term breaks.

Week 29 - 15/01/18

Monday - I created a front cover image for a PDF for Smiths.

Tuesday - I converted Smiths content tree into a spreadsheet and then made amends to it.

Wednesday - I replaced all the T&Cs in the 180 odd Kia display ads with the new ones they sent over.

Thursday - I checked to make sure all the KIA display ads were all the correct folders and were all displaying properly.

Friday - I resized 5 images for Smiths.

Week 30 - 22/01/18

Monday - I created web assets for ROI, NI and FR (carousel, web banner, OG, SO, OFA, Voucher code, FB post and twitter post). I started the kids cruise e-shot.

Tuesday - I created 4 versions of the kids' cruises e-shot and amended the chosen one. I created 2 images for Translink to show the copy change following the new data protection rules.

Wednesday - Exported assets for ROI versions of Haven display ads.

Thursday - Made amendments (copy and images) to the half term breaks e-shot.

Friday - I resized a GIF for a Translink e-shot. I changed the prices in all the Kia display ads.

Week 31 - 29/01/18

Monday - I helped check and test all of the Kia display ads and make amends to a few broken ones.

Tuesday - I exported assets and amended an e-shot sent over from Lime. I converted 2 Smiths Medical emails into photoshop templates. I started working on the template for the day trips and cruises e-shot.

Wednesday - Updated the prices for all the carousel, web banners and voucher codes for the FFF Bestie offer for £ and €. Zipped the stage 1 Kia display ads. I created the French versions of the 10% off and the 20% off e-shots.

Thursday - Packaged up the stage 3 display ads for Kia and added the names of them all into the spreadsheet.

Friday - I completed webpage mock-ups and 2 versions of the top banner for the flash sale. I completed the storyboards for the FFF display ads for the 3 routes in 7 sizes, and exported the assets.

Week 32 - 05/02/18

Monday - I edited the top banner for a Department of the Economy header banner. I spent the rest of the day working on the Friend for free display ads, 7 sizes for GB, ROI and NI.

Tuesday - I made amendments to the FFF display ads, packaged them up and created backup images for them. I created 3 versions for the Haven reminder e-shot and made amendments to them. Updated 100% web banners copy and imagery.

Wednesday - I exported the assets for the NI and ROI versions of the Haven reminder e-shot, created 100% web banners, SO Listing and FB Post images for both NI and ROI.

Thursday - I created a storyboard for the Hannon display ads, exported the assets and built it using Google Web Designer, created back up images for it and packaged them up for sending.

Friday - Looked for and compressed and zipped images of internal and external ships. I created 2 carousel banners for the Walk on for £10 campaign.

Week 33 - 12/02/18

Monday - Edited Alton Towers and Cbeebies carousel banners. I resized 4 map banners. Resized 4 Superfast suite images.

Tuesday - I added the offer code 'Bestie' to the FFF banners. I mocked up the French Join Extra webpage. Amended the Kid's cruises e-shot for re-send.

Wednesday - I resized 6 Stena Plus images. Made amendments to AXA CUG mock-up.

Thursday - Created a FB Link ad and carousel ad for the Haven Reminder campaign.

Friday - I created a new Alton Towers carousel banner. Made amendments to NI version of the Romantic Hotel Breaks e-shot. I resized and packed the images for the ISN 2017 Refurb.

Facebook Carousel Advert



Link Advert



Week 34 - 19/02/18

Monday - I made a few small amendments and additions to the digital divide slides for a PowerPoint for James. Exported the assets for the French join extra page. I created Extra webpage banner and 2 French versions.

Tuesday - Helped with the packaging of the GB versions of the March offer display ads and validated them. I created an image to replace an existing one of kids having fun. I created a new Visit Wales 100% banner.

Wednesday - I created 4 versions of the exNI families and 4 versions of the couples Easter breaks e-shots. I created 2 versions of GB and 2 versions of NI for ISN Easter themed day trips.

Thursday - Made amendments to the NI couples and families Easter e-shots. Made amendments to the GB and NI Easter day trips e-shots.

Friday - I made amendments to NI versions of family and couples e-shots and did GB versions (made amendments to them too). Made amendments to Easter day trips and exported all the assets for build.

Week 35 - 26/02/18

Monday - I checked over the Auto Lline new website and made sure all the pages were working. I cut out the image of a couple of people and added them to the Smiths background.

Tuesday - Updated the 15% off banners with a new offer code. I added a CTA to an Alton Towers banner. I combined 2 Rail & Sail e-shots together.

Wednesday - I created an OG image for the 15% off web work. Made amendments to Rail & Sail e-shot. I went through the new Teknik site to check changes had been made correctly and created the favicon and other touch icons for it.

Thursday - Updated a £ web banner for ROI version, and created both UK and IE SO Listing images from this artwork. I updated copy in the Haven 33% panels.

Friday - I cut a few people out and added them to the usual background for Smiths. Gathered, compressed and packaged day trip images for Stena.



Week 36 - 05/03/18

Monday - I created 3 versions of the Challenge owner/author process for send as a Teknik email, made amendments to the challenge role process infographic and did a graph version of it.

Tuesday - I completed disruption e-shot mock-ups for 30% and 50% off. I added click tags, created back up images and packaged the St. Patricks day display ads and created carousel and link ads for Facebook abiding by the 10% rule.

Wednesday - I created onboard shopping web images, mainly the liquor and confectionary sections. I amended the Fiver Fever display ads, created backup images and packaged and validated them.

Thursday - I created the French versions of the onboard shopping images and the iframes for some of these. I finished working on the Butlins hotels, apartments and rooms mock-ups. Rotated and changed the colour of some arrows for the Smiths website

Friday - I amended the 468x60 display ads for St. Patricks. I amended storyboards for the foot passenger display ads and exported the assets for the 3 routes. I resized 2 images for the Relax and Stena Plus lounge.

Week 37 - 12/03/18

Monday - Created carousel banners, PFA, OG, SO listing and voucher code images for the 4 different St Patricks campaigns. I made amendments to the teaser, launch and reminder e-shots from last year. I amended the fiver fever web work banners and exported all the assets for this. I created back up images for the fiver fever display ads for ex Liverpool, Scotland and Belfast.

Tuesday - I created the rest of the accommodation pages for Butlins-Minehead and Skegness and exported all the assets for the webpages. I created a simple graphic using existing artwork for the fiver fever. Made some final amendments to the fiver fever (launch and reminder) e-shots.

Wednesday - I made more amendments to the visuals and GIFs for the fiver fever 3 e-shots. Made amendments to the hygge e-shot and exported assets for GB and ROI. I made amendments to the sizing and sub-headings to 3 of the St. Patrick's e-shots. Resized the GB and ROI carousel banners for hygge.

Thursday - I made amendments to the launch GIFs. Worked on some feminine hygiene product illustrations for a new P&G e-learning module. Made amendments to the prices and list of treatments on the spa menu.

Friday - Made amendments to the launch GIFs. I worked on new graphics/illustrations for P&G e-learning module. I put the Hygge e-shots into our template and exported the assets for build.

Week 38 - 19/03/18

Monday - Bank Holiday

Tuesday - I made amendments to the ROI carousel banner and created FR versions of the carousel and web banner 20% off St. Patrick's campaign. Created FR version of 20% off e-shot and exported the assets. Created 6 versions of mock-ups for caravans and motorhomes e-shots. I made amendments to prices on 2 panels of the Easter breaks e-shot.

Wednesday - Mocked up e-shots for day trips e-shots - exNI couples & families and exScot couples and families. Amended 15% off panel and added hygge panel to Easter breaks e-shot. I added Butlins to the 2018 holiday parks maps, amended one of the highlights banners and amended the accommodation pages designs to fit the requests of Stena. I made 3 SO listing images for Oakwood.

Thursday - I made amendments to the day trips e-shots. Created 2 new banners for hygge. I made amendments to 2 more of the 'highlights' images for Butlins. I worked up display ads storyboards for 10% off and free flexi fare.

Friday - I made amendments to the day trips e-shots. I worked on the first 100 slides for the P&G e-learning module. I amended two 50% panels for Oakwood webpage, created new opening banner and amended calendar to be 100% spot.

Week 39 - 26/03/18

Monday - I mocked up the ROI version of the Haven EBO e-shot. I created a ROI version of the Tesco Clubcard e-shot, I did up to 15% off reminder e-shot (GB, NI and ROI) and animated the top banner for it. I created 4 carousel banners using new photos of the Hygge lounge. I resized an image for a FB post and checked to make sure it was within the 20% rule. Finished adding the copy to the P&G e-learning module slides and started working on the illustrations that were missing.

Tuesday - Created/amended infographics for the Stena Line Extra Presentation. Created mock-ups for Superfast, suites, cabins, plus lounge and spa for new carousel images. I created 2 mock-ups for the Belfast Giants Cruise. I worked on more of the illustrations for the P&G module.

Wednesday - I created e-shot mock-up for 10% off and free flexi and animated the top banner. I created carousel banners, web banner, PFA, OG, SO Listing, and voucher code for 10% off campaign. I made amendments to the Extra infographics. Made amendments to the Giants Cruise e-shot. I worked on more of the illustrations for the P&G module.

Thursday - Resized an image for Smiths and 'rearranged' it. I made amendments to the Extra infographics in the PowerPoint. I made amendments from Peter to the copy and illustrations in the e-learning module. I exported the carousel banners for the superfast webpages.

Friday - Bank Holiday

Week 40 - 02/04/18

Monday - Bank Holiday

Tuesday - Put the Visit Wales e-shot into our template for build and exported the assets. Created 2 webpage mock-ups, 3 carousel banners and an image spot and exported the assets for the webpages for Denmil SIA. I created 3 mock-ups for the Spring 20% off sale.

Wednesday - Created twitter post for flash sale. I created 2 versions of Visit Wales panel for the exROI spring sale e-shot. I completed a few versions of 15% off offer extended e-shot. I created 2 versions of the Jim Dodds Terminal image. Located, compressed and packaged a variety of images for ISS. Converted KIA email form a PDF to a PSD file. Updated cheap day trips (£5.50/€6.50) artwork, 100% banners, SO listing images and 33% panels.

Thursday - I created various web assets (carousel, web banner, OG, PFA, SO listing, voucher code, FB post and twitter post) for the spring sale webpages. I looked for images of older couples and families and cut a few of them out and dropped them into frame 1 of the 'Win back' Power NI display ads.

Friday - Created a webpage mock-up for lapsed customers. I created 3 versions of new haven 100% and 33% banners. I amended Oakwood banner with new text. I created 3 versions for an amended cheap day trips banner. I made amendments to the SIA webpages. I completed a couple more versions of the family options for the Power NI display ads.

Week 41 - 09/04/18

Monday - I amended the last 2 slides of the extra Infographics PowerPoint. I made amendments to the cheap day trips banners. I started working on up to 15% off car travel e-shots.

Tuesday - I finished working on the 15% off car travel e-shots mock-ups, and made amendments to these throughout the day before exporting the assets and putting into final for build. I made amendments to the UK cheap day trips banners and did the ROI versions.

Wednesday - I amended the breadcrumbs and started adding audio to the P&G module. Created mock-up for Old School Cruise. I created 2 versions of a Facebook post. I made amendments to the airport users storyboards.

Thursday - I finished adding audio to the P&G module. I resized the Oakwood e-shot from Lime and exported the assets. I created a mock-up of the Top 10 places in Ireland in mobile view.

Friday - I created 4 versions of e-shot mock-ups for day trips and cruises. Amended exNI versions of the display ads and packaged them, then started amending the exScot and exLiv versions.

Week 42 - 16/04/18

Monday - I finished amending the exLiv and exScot display ads, packaged them and created backups images for them all. I amended the exGB and completed the exNI version of the day trips e-shots and exported the assets for these. I put a KIA email into a PSD file from a PDF.

Tuesday - I zipped the last of the Power NI display ads. I cut out 14 profile images for new Smiths carousel banners.

Wednesday - Added click tags to the airport users display ads and re-packaged them. Exported 33% and 50% spots for the new RLPs. I created 5 mock-ups for the Schiedel Trello background.

Thursday - Created onboard member offers for the Holland section. Exported a couple more assets for the new RLPs. Added the National Ferry Fortnight logo to the £79/€89 carousel banners.

Friday - Created SO Listing images for Short stays to Britain/Ireland by car/foot. made amendments and added panels to the Haven Summer sale e-shot. I cut out a profile image for Smiths and put in onto the usual background.

Week 43 - 23/04/18

Monday - I made amendments to Haven NI e-shot and completed a ROI version, exported assets for it. I packaged, tested and created backup images for save 10%, save 15% and sale now on display ads. Created UK and IE haven webpage mock-ups and carousel banners.

Tuesday - I created a GB version of Sale Now On display ads, packaged, tested and created backup images. Updated carousel, web and mobile swap banners for £79/€89 offer. I created FB post images for Haven.

Wednesday - Recreated and resized the price tables for the Haven email. Resized and exported BG image for Schiedel Trello page. Created FB post gif for last chance for 15% off.

Thursday - I developed NI4Kids assets (MPU, Leaderboard, Skyscraper and Half-Page). I made amendments to day trips panels in e-shot. I made amendments to NI display ad storyboards and did ROI versions, built these and created back-up images for them.

Friday - I made amendments to all 4-day trips emails and exported all the assets for these. I created 5 sizes of storyboards for the Tourism Ireland display ads and created backup images for these. Packaged and validated all the haven display ads. I created e-shot mock-up for last chance 15% off.

Week 44 - 30/04/18

Monday - I made amendments to the meal deal banners. Exported assets for Day Trips to Belfast hub page. I cut out profile pic for Smiths and added to the usual background. I edited spot for Stena Kennels webpage.

Tuesday - Updated hotels panel on an e-shot resend. I created RLP and learnt more carousel banners. I mocked up Tayto Park by car/coach webpages, made amendments to these and exported assets. I mocked up Tayto Park e-shot. Mocked up FB carousel and link ads for Haven campaign.

Wednesday - I created 4 versions of the Tayto e-shot. I created 50% spot for the new RLP and made amendments to it. Exported and packaged Haven FB ads for NI and ROI. I created 3 versions for the Alton Towers e-shot brief. I created 5 versions of the Summer Sale Hotel Breaks e-shot.

Thursday - I mocked up 15%, 25% and French version of the summer sale reminder e-shots. I put old disruption e-shot into the new template and made amendments to it.

Friday - Exported a couple of images for Denmil-SIA. I made amendments to the ISN Summer Sale Hotel Breaks e-shot and created the ISS version and exported the assets for both for build.

Week 45 - 07/05/18

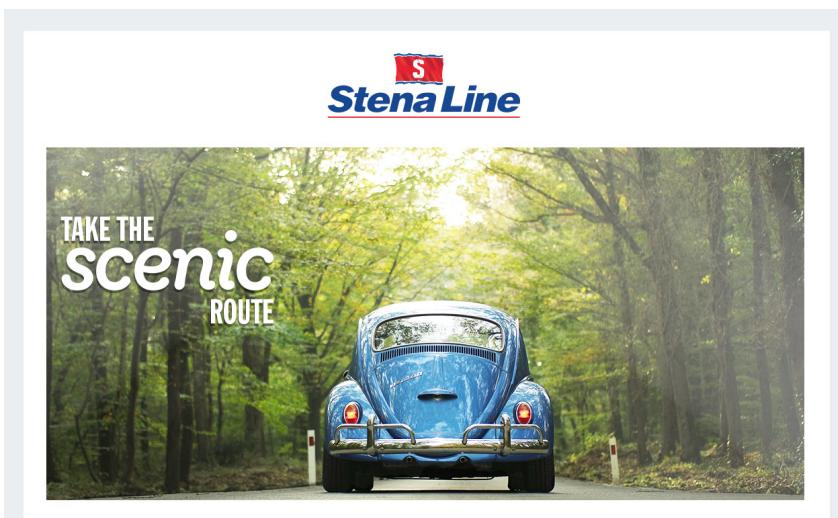
Monday - Bank Holiday

Tuesday - I mocked up day trips GB and NI e-shots and made a couple of sets of amendments to these. I made amendments to the Alton Towers e-shot. I created static header images and made amendments to reminder GIFs.

Wednesday - Made amendments to panels and top banner images in day trips e-shots and exported assets when signed off. I created a mock-up for NI destination page and 4 versions of e-shot to match. I exported image assets for the destination webpage.

Thursday - I created multiple different versions of the GB version of e-shot. I amended and resized 5 kids cruise images for Facebook event post. Made amendments to 3 pet panels.

Friday - I mocked up Visit Britain e-shot and exported the assets for both it and the Visit NI e-shot. I exported assets for another of the RLP pages.



Week 46 - 14/05/18

Monday - I made amendments to the Smiths Welcome Aboard email mock-up. I resized an image for the Top 10 UK webpage and made amendments to P&G e-learning module.

Tuesday - I created a multitude of top banner options for the new RLP designs. Created PSD files for 10% off + free flexi badges and packaged all the assets. Added icons onto a sprite and recreated the verify icon from the Brainpower Database for Stena Teknik.

Wednesday - Mocked up the Ireland Hotel Breaks webpage using an existing one. Created cheap day trip assets (Instagram, FB canvas, Carousel, 160x600, 300x250, 300x600, 320x50, 728x90, 970x250, 170x1085).

Thursday - Added T&Cs to Ireland Hotel Breaks webpage mock-up and exported all the assets for it. I created 2 versions of the Tayto Park Hub page. Started working on the PowerNI 26&27 May weekend map.

Friday - I completed Tayto Park SO Listing images. I created 3 versions of Tesco Clubcard e-shot. Finished working on PowerNI May weekend map.

Week 47 - 21/05/18

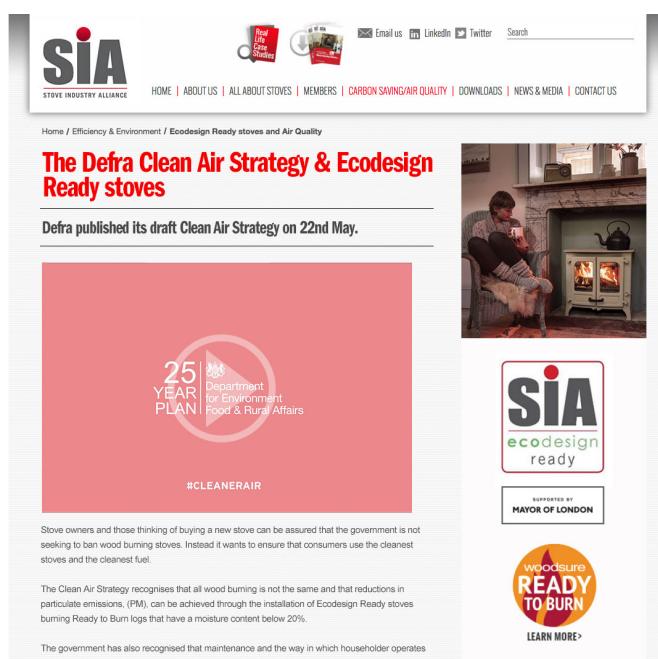
Monday - Sick leave

Tuesday - Sick leave

Wednesday - I exported 2 excel files as PDFs for Stena. I mocked up GDPR banner for NI Water homepage and exported this.

Thursday - I gathered and cut out images for P&G. I changed prices for Legoland banner and imagery for Alton Towers banners. Mocked up 4 versions of an accordion for the NI Water Privacy Page redesign.

Friday - I mocked up Defra webpage and new button for the homepage of SIA website and exported assets for these. I amended a previous e-shot for new template for 20% off reactive sale for GB, NI and ROI and exported the top banner for this. Using the artwork from the 20% off sale, did web and social banner.



Week 48 - 28/05/18

Monday - Edited 15% and 20% off reactive e-shots for reminder send and edited previous GIF for this. I created 2nd & 3rd June Power NI map. I amended a badge for Whale Pumps.

Tuesday - I placed the reminder e-shots into final folder and compressed GIFs for this. I took picture of Ash for website and edited it. I made amendments to Power NI map. Worked up a couple of options for the Cheap Day trips Instagram Carousel and Facebook Canvas Ads.

Wednesday - I made a couple of sets of amendments to the Power NI map and did a blog post image for this. Created BBQ image for Twitter post for Power NI. I mocked up Mac/iPad/iPhone image for Whale Pumps. Made amendments to previous Tayto Park send.

Thursday - I mocked up the first draft of the NI map for 9th and 10th June for Power NI. I gathered images and mocked up a few options for frame 1 for the Perks Display ads.

Friday - I created new Happy banner for the fun onboard webpage. I created 4x different coloured versions of the Power NI map.

Week 49 - 04/06/18

Monday - I created the SO Listing for jazz cruise webpage. I created the 5th different colour option for Power NI map. I resized the banner to 50% spot and made amendments to it. Completed Kids Go Free Facebook and twitter post images.

Tuesday - I made amendments to the Power NI map and exported blog post image to match. I created a web banner based on the Jazz Cruise artwork.

Wednesday - I created Twitter, Instagram and Facebook versions of the map. Updated the copy in the Top 10 Ireland panel. Refreshed a previous day trips e-shot with new imagery and panels.

Thursday - I created 4 versions of the Landbridge e-shot. I made amendments to the GB & NI Day Trips e-shots. I started working on the 16th & 17th June Power NI map. Started the new onboard offers images.

Friday - Finished all the onboard offers images. I completed the amendments to the Day Trips e-shots and exported the assets when they were finalised. Started making amendments to the Landbridge e-shot.

Week 50 - 11/06/18

Monday - I made amendments and completed 3 different versions of Landbridge e-shot. Mocked up Reactive Sundance 25% off webpage and all the web assets. Completed amendments to Summer Singles and Couples e-shot, exported panels and amended GIF. Completed first draft of Power NI 16th & 17th June map and blog image to match.

Tuesday - Made amendments to the Power NI map and resized for Instagram and Twitter. Created Facebook, Twitter and Instagram assets for 25% off sale. Made amendments to the panels and did 4 image options for the top banner of the Landbridge e-shot. I updated and created new images for Onboard offers including 2 100% panels for the main page. Created new destination panels to be used in Extra members e-shots.

Wednesday - Updated 2 Onboard offer images. I amended the cheap day trips 300x600 storyboard, then used this artwork to create storyboard for all the other sizes required. Made amendments to the images and colours used for the new destination panels. I made amendments to the copy, panels and the top banner of the Landbridge e-shot. Updated and created more new images for the various onboard offers webpages. Mocked up the internal superhero e-shot.

Thursday - Created 2 banner options for the Jazz cruise resend. Made amendments and exported the assets for the Landbridge e-shot. Created the Holland and French versions of Extra members onboard offers. Started working on the 23rd & 24th June Power NI map. Created more options for the new destination panels. Mocked up the June Translink e-shot.

Friday - Annual leave

Week 51 - 18/06/18

Monday - Resized 5 Smiths images. Mocked up the 23rd & 24th June Power NI map. Mocked up Kids Go Free e-shot with 3 different panel options. Mocked up World Cup email. Mocked up the Dublin Horse Show webpage and a couple of options for both exGB and exROI Summer Hotel Breaks mock-ups.

Tuesday - I mocked up the top 10 France webpage. Mocked up a few different options for the Trips to NI and Scotland e-shots and then made several sets of amendments to these. I mocked up a couple of different options for the Cheap Day trips email top banners. I made panel and top banner amendments to the Hotel break e-shots. Mocked up Gourmet Golf e-shot.

Wednesday - I made several sets of amendments to the Trips to NI and Scotland e-shots. Resized Power NI map for Twitter and Instagram. I exported Facebook and Instagram ads for GB & ROI for the Cheap Day Trips campaign. I made amendments to Hotel e-shots and exported assets when signed off. I made amendments to the Cheap Day Trips email top banner, recreated the 6 for the ROI version.

Thursday - I mocked up 4 options for the Midsummer Sweden e-shot. Finished recreating the 6 for the Cheap day trips email top banner. I got more images for Dublin destination panel & edited chosen one. I got a new image for the Disneyland panel. I made amendments to the NI & Scotland e-shots and exported the assets.

Friday - Presentation in Uni. I made several sets of amendments to the Gourmet Golf e-shot and did another couple of options of top image. I created a few options for French version of Ireland Castle Panel. I created a new web banner for the RL Pages for top things to do in France. I started working on the Oakwood web assets.

Week 52 - 25/06/18

Monday - I made updates to the Gourmet Golf e-shot. I finished the last display ads and then the Facebook canvas and Instagram carousel ads for Oakwood. I created all the web assets/banners for the 25% off reactive web work and mocked up the e-shot to accompany this. I mocked up the first draft of the Power NI 30 June & 1 July map and matching blog post image for this.

Tuesday - I worked up 6 different homepage options for the Stena Line e-shot Directory and exported the assets for the chosen one. I made amendments to the 30th/1st map and resized for Twitter and Instagram. Did the map for the 7/8 July map.

Wednesday - Started working on the 14th/15th Power NI map. Made amendments to the copy of the Kids Go Free e-shot and did 6 different options for the top banner. Mocked up 4 options for the NI family version of day trips e-shots and 2 version for both GB and NI couples e-shot.

Thursday - Finished working on the 14/15 July map and started the 21/22 July map. Made amendments to the family day trips e-shot and exported the assets for both GB and NI. Made amendments to the Kids Go Free e-shot and exported the assets for it.

Friday - Finished the first draft of the 21/22 July map. I recreated the 170x1085 Oakwood display ad to add click tag. I recreated Dublin Horse Show email banner. I mocked up a couple of options for the Ulster Folk and Transport Museum e-shot and a hub-page to match the artwork.

Week 53 - 02/07/18

Monday - I added T&Cs and departure time table and made amendments to top banner and copy of the free upgrade webpage and mocked up the e-shot to match this). I created the 28/29 July Power NI map. Amended a PDF for Autoline

Tuesday - I made amendments to the 7/8 July map and did blog post images for the 4 weeks of July. I rebuilt Oakwood and Cheap day trips 170x1085 and 300x251 display ads, packaged and tested them. I made amendments to the Gourmet Golf e-shot and exported assets for build.

Wednesday - I resized 7/8 June map for Instagram and Twitter. I made amendments to the 160x600 Brand display ads and them mocked up the other 6 sizes. I mocked up the Summer fun webpage with 4 different options for the calendar iframe matrix.

Thursday - I put couples and singles e-shot into template for build (16173). I made amendments to the copy and panels of the summer fun webpage and exported assets for build. I finished storyboarding, built, packaged and tested NI and ROI Theme park display ads with backup images. I built the 7 sizes of exNI Brand display ads.

Friday - I built the exROI and exGB Brand Display Ads, packed and tested all 3, and sent off with backup images. Mocked up and packaged FB link and carousel ads. Built the ISS version of the Theme Park ads and mocked up FB Canvas, Link and Carousel ads to match. I made amendments to 2 Ulsterbus images.

Week 54 - 09/07/18

Monday - Sick leave

Tuesday - Sick leave

Wednesday - I gathered assets and saved out Theme Park campaign PSD files separately for Silence Media Ads, then gathered various Theme Park images and videos and mocked up different BG image options. I resized a selection of images sent over from Stena.

Thursday - Bank Holiday

Friday - Annual leave



Week 55 - 16/07/18

Monday - Annual leave

Tuesday - I mocked up Dublin Horse Show webpage. I gathered images of Stena employees in uniform.

Wednesday - I created 3 carousel banner options for the Ulster Folk and Transport Museum and matching SO Listing image. I mocked up Facebook/Instagram Ulster Folk and Transport Museum carousel ad.

Thursday - Created 2 different versions of Frame 1 for the Facebook/Instagram Ulster Folk and Transport Museum carousel ad. Mocked up 3 options for the National Parks Week exGB webpage.

Friday - Annual leave



Week 56 - 23/07/18

Monday - I mocked up a couple of options for the positioning of a banner on the Extra Competition webpages, mocked up the French version of the competition and exported all the assets for this. I exported assets for the Stena Plus Lounge webpage. Updated copy and header banner for the Dublin Horse Show Staff competition webpage.

Tuesday - I made amendments to the 28/29 July Power NI map and did matching blog post image. I changed the route on the Kids Go Free carousel banners and did mobile swap versions of the carousel banners. Did Carousel and web banners, SO Listing, OG, PFA and voucher code assets for the Up to 15% off offer and mocked up the webpage to match.

Wednesday - I made amendments to the up to 15% off webpage and carousel banner. I resized 28/29 July map for Twitter and Instagram. I amended a previous set of display ads for the up to 15% off sale for GB, NI and ROI. I mocked up a few options for the things to do in Liverpool webpage, then mocked up the other 3 destinations based on the chosen one and made amendments to these.

Thursday - I made amendments to the Ulster Folk & Transport Museum GIF to slow down transactions and reduce amount of text. I made amendments to day trips webpages and exported the assets for these. Exported assets for the up to 15% off webpage. I created link ads for Facebook and packaged up all the Facebook ads. I created backup images, tested and packaged the up to 15% off display ads. Updated the Dublin Horse show webpage.

Friday - I made amendments to copy and top image of the Dublin Horse show webpage. I made amendments to the price on 2 banners for Stena Line. I made 16x16 and 32x32 favicons for Tennants competition entry. Resized 2 Kingfire Linear Rando images and resized Standard logo for Schiedel website.

Week 57 - 30/07/18

Monday - I created a MPU, Leaderboard and mobile banner for the 15% off sale. Mocked up 4 banner options for the Business Traveller panel on the 15% off e-shot. I made amendments to the top banner, copy and T&Cs of the Dublin Horse Show webpage. Mocked up the 4/5 August Power NI map and blog post image.

Tuesday - Updated the Bumble sale carousel and web banners. I made amends to the 15% off sale e-shot and exported the assets for build. Made amends to the 4/5 August map. Mocked up exGB and exNI Hotel e-shots, made several sets of amendments to these and exported the assets for build.

Wednesday - Mocked up the Europrise webpage and exported the top banner for build. Resized the 4/5 August map for Twitter and Instagram. Mocked up the GB and NI Hotel Breaks webpages. Made amendments to the images and header on the M&Ds e-shot.

Thursday - Made several sets of amends to the web banner and e-shot and exported the assets of the e-shot as 3 separate images. Mocked up the ROI version of the hotel breaks e-shot and exported the assets for build, made amends to this. Made amends to the copy and top banner of the UFTM e-shot and exported assets for build. Gathered images for the Open Innovation Overview Process illustrated guide for Teknik.

Friday - Exported all the panel assets for the hotel breaks webpages. Made amends and added some new slides to the OI PowerPoint template for Teknik. Made amends to the copy, panels and top banner of the M&Ds e-shot.

Week 58 - 06/08/18

Monday - I made amends to the Autumn Tesco Clubcard e-shot and exported the assets for build.

Tuesday - Recreated an Extra banner to give Stena the PSD file. I then worked up some options for the Stena Teknik Open Innovation Overview Process illustrated Guide.

Wednesday - I mocked up 25% off Flash Sale e-shot and then made amends to this. I also turned the FB GIF into static post for this campaign. Made amends to stage 2 of OI Overview Guide.

Thursday -

Friday -