

# PRDC TION LOG

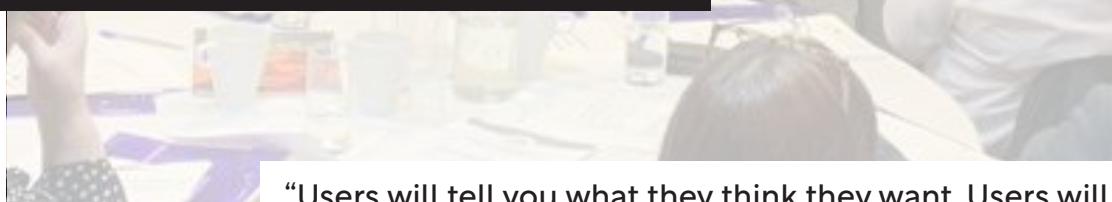
**MED526/** Interactivity for Social Enterprise

A document outlining the journey of Nathan's research and design work towards a unique solution for the Forum for Adult Learning Northern Ireland.

“Users will tell you what they think they want. Users will tell you what they think you want to hear. Users will tell you what they think sounds good. Users will not tell you what you need to know. You have to watch them to discover that.”

**Adam Judge**

(The Little Black Book of Design)



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Evaluation**

# Time Log

Throughout this module I have tracked where I spent time on each section. I primarily did this with Toggl which allowed me to gain data and therefore break this down my time and productivity effectively.

<b>Benchmarking</b>	7 Hours, 17 Minutes
<b>Client Meetings</b>	3 Hours, 30 Minutes
<b>The Brief</b>	18 Hours, 48 Minutes
<b>Pitch Document</b>	34 Hours, 53 Minutes
<b>Design Work</b>	65 Hours, 47 Minutes
<b>Production Log</b>	70 Hours, 12 Minutes
<b>Research</b>	36 Hours, 37 Minutes
<b>Team Meetings</b>	23 Hours, 10 Minutes
<b>Class Time</b>	20 Hours, 30 Minutes

**Total time spent on the module:** 300 Hours, 24 Minutes

- The Team
- Interactivity for Social Enterprise
- Client Research
- Initial Client Meeting
- Project Proposal
- Project Schedule
- Interaction Design Goals

# Introduction

# The Team

### **Nathan Redpath**

Throughout this project I am to take the primary role with creative design for print and digital, taking a focus on the branding, print production and merchandising needed for FALNI. Utilising my skills from the course and placement to do so.

### **Matthew Watt**

Throughout this project Matthew is to take the primary role within the web design elements aiming to create efficient and effective solutions to FALNI's web needs. Utilising his skills from the course and placement to do so.

## Introduction

**Nathan  
Redpath**



**Matthew  
Watt**



# Interactivity for Social Enterprise

### Introduction

Interactivity for Social Enterprise will provide me with opportunities to utilise and develop skills working in a team to produce a collaborative quality piece of work for our assigned community partner. I will be expected to draw from skills developed throughout studying previous modules and utilise them to produce for a social enterprise.

**Community Partner:**  
**The Forum for Adult Learning (FALNI).**

### Community Partner Project:

Create a new visual identity and logo for FALNI.

Develop a responsive website with a home page showcasing the work of the group, testimonials of Adult Learners, upcoming events and current research. Include links to other affiliated organisations, including EPALE, AONTAS, Learning & Work Institute and funders/sponsors. Include a portfolio of designs for a range of media outputs including publicity materials and merchandise. Include brand style guidelines for the web site Administrator.

The Forum for Adult Learning currently has minimal web and digital preference and has also identified their lack of branding overall. As a team we will use any existing material whilst also collaborating with our client to produce a space and brand that displays and celebrates their great work. Placing learning at the centre of the project to generate interest from potential learning partners.

### Skills Required for the Project:

Wordpress, HTML, CSS, JS, Photoshop, InDesign, Illustrator and After Effects.

### Aims from the Module

An opportunity to work as a team.

An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.

Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.

The ability to develop a sustained interactive production as part of a live brief.

Demonstrate an understanding of key integrative practices in interactive media and ways on conceptualising creative practice in relation to an agreed live brief for a client.

Demonstrate an understanding of how selected audio, video, photographic and textual practices can be combined to develop an interactive project that communicates the learner's intentions and furthers an agreed live brief for a client.

Gather, organise and deploy ideas and information in order to complete a project to a high standard.

Demonstrate industry-standard competence in the IT skills required to complete a project.

## Introduction

Produce high quality work that demonstrates the effective manipulation of image, sound interactive components in a form appropriate to intentions to meet the agreed live brief for a client.

Effectively utilize a range of technical concepts and methods developed in other modules.

Contribute to the quality and productivity of the production process.

Ensure your own actions reduce risks to health and safety.

Undertake extensive, specialised research

Analyse closely, in order to use effectively, a range of media practices for Social Enterprise.

Use acquired models to develop new and original ideas.

Demonstrate a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time.

Engage critically with major intellectual paradigms relating to their own project work and put them to productive and reflective use.

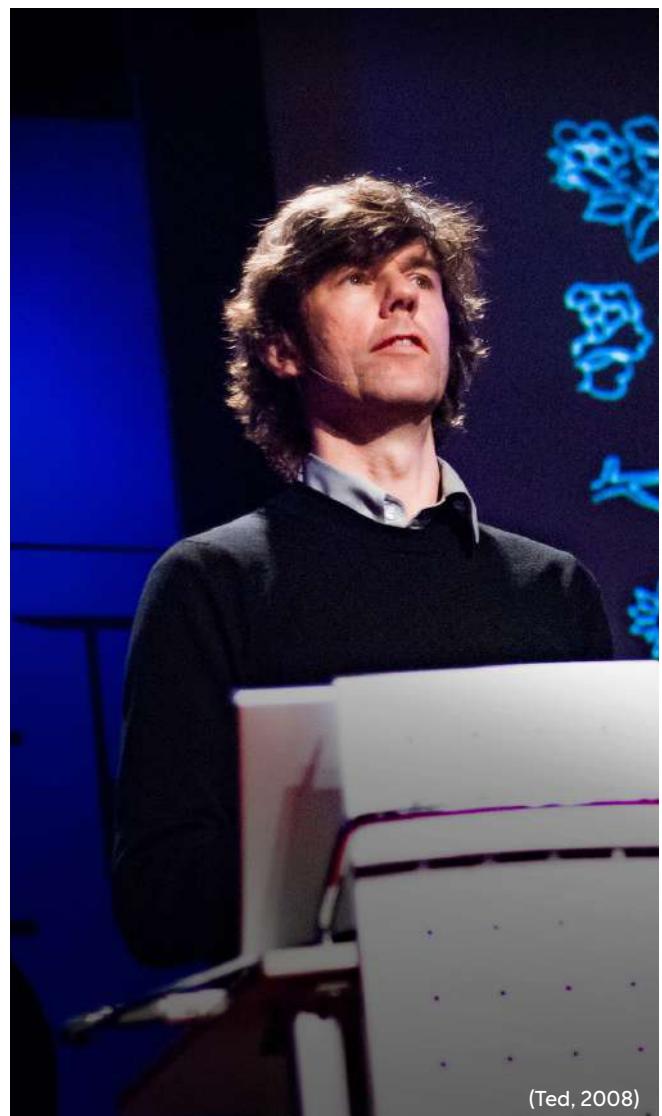
Demonstrate an understanding of their own creative potential and practices in relation to the degree programme's intellectual aims.

Contribute to good working relationships.

Take the lead when necessary and coordinate the work of others.

**"I had been mostly involved or used the language of design for promotional purposes, which was fine with me. On one hand I have nothing against selling. My parents are both salespeople. But I did feel that I spent so much time learning this language, why do I only promote with it? There must be something else."**

-(Sagmeister, 2008)



(Ted, 2008)

## Client Research



**"Learning for a  
transformative  
to social justice,  
social capital, a  
all members of  
community to  
and shape char  
lives, the lives e  
families and co  
and society as**

From carrying out research to prepare for our first client meeting I was able to learn more around the structure of the organisation and the concept of the goals they are aiming for.

Although there is a lack of content from our client online it is clear what their goal is; They have a keen focus on attracting potential learning partners and they wanted to do this by creating an attractive

**adults is  
e, contributing  
e, building  
and enabling  
f our  
bring about  
nge in their  
of their  
ommunities  
a whole.”**

-The Forum for Adult Learners

brand and website where all of their excellent work can be displayed.

Quoting our client from CommunityNI “FALNI believes there should be greater opportunities for learning throughout life and a wider range of ways for adults to participate. The benefits of a lifelong learning society would be huge – stronger communities, better attainment by children, improved health, more tolerance

and higher levels of well-being. Not to mention the economic benefits with investment in skills leading to higher productivity and successful enterprises.” (Learning is for Life, 2020)

The Forum for Adult Learning is calling on the government to work with educational providers to build a culture of learning that embraces whole life learning needs.

Taking a key focus to being appealing in a professional structure I expected an element of interactivity in the branding, web and digital work can lead to an inclusive outcome for all adult learners.

As a team we will aim to produce a briefing document outlining our clear research into comparable and relevant organisations, some of which The Forum for Adult Learning would consider a partner. We will propose ways that they can stand out above the “competitors” through benchmarking these organisations and their print, merchandising, web and digital content/material.

We will dedicate a large portions of the briefing document to benchmarking and where best practice has been presented and tie these in to produce high quality work for our clients specific demographic. Then utilising this research to propose a brief section summarising our proposals and reasoning.

Currently The Forum for Adult Learning have been using the logo below and twitter to push their content. Meeting with their representative will allow us to grasp what direction they wish to go.

## Initial Client Meeting

# Accessible

- able to be easily obtained or used.

# Inclusive

- not excluding any of the parties or groups involved in something.

# Impartial

- treating all rivals or disputants equally.

### Meeting Date: 1/10/20

### Proposed Questions

Could you give us a synopsis of what your company does?

What is the aim for this project, what are trying to achieve?

How will we measure the success of the project, what do you hope to see from the final package in 10 weeks time?

Can you give us any further insight to your audience/users, is there a specific demographic we should be aiming for? Is there anything we should keep in mind when working on this project that is

relative to them?

What deliverables are ideal for you by the end of the 10 weeks?

Would you have any examples of companies that do similar work to you that you like?

### Meeting

Our initial meeting with Colin (the representative for The Forum for Adult Learning) was crucial for us to understand more about the organisation. Thus far we felt like we were pretty minimal in terms of content from FALNI. It was important that during this meeting we got as much information from Colin as we could.

## Introduction

We quickly became aware of how important the digital and website element was going to be for FALNI. They needed a space to display the great work they have done. They also wanted a centre point and identity for the collective voice of adult learners whilst providing information to its members. They also wanted to demonstrate through their material the connections they have to other sectors and partner organisations.

When discussing the visual aesthetic aims of The Forum for Adult Learning they left it for the majority of the visual decisions up to us although through asking more questions we constructed that they wanted a professional feel to the brand that is accessible, inclusive and equitable which we under further discussion substituted for impartial. In terms of colours or visual style we were not given much information and therefore opted to do further research into similar organisations. Colin did state they wanted it to be 8/10 in terms of corporate feeling compared to a fun aesthetic. We then discussed the website and what would be required on the site. It was clear this was to be the focal point of The Forum of Adult Learning.

It was essential that the site included an events page to provide information on past and upcoming events. Colin said how they also wanted a gallery that would work along side these event pages to show the what had occurred at the event. As most of their communication had been done through Twitter so far they requested a social media feed to be implemented on their site. We suggested an area demonstrating all their links to sectors and partners, providing a sense of community among providers of adult learning.

One of the key things we had to address alongside the website was the web

domain, we had suggested FALNI.org although will revise this throughout development. The site was to be created through Wordpress and through keeping communication with Colin we will be able to request domain purchase or any packages needed for the project.

### Initially Agreed Products for the Brief:

Website.

Domain and Hosting.

CMS Controls.

An Accessible, Inclusive and Impartial approach to Branding and Merchandising.

### Conclusion

Concluding our meeting with FALNI we felt like we had developed a good connection with our client and asking questions to understand the organisations needs. It was clear that the benchmarking process is going to be vital to understanding the production further and then producing a relevant high quality brief.

It is important that the production value of the brief we provide is clean and slick to clearly communicate what we propose for FALNI.

# Project Proposal

The goal for this project is to produce an effective visual identity for FALNI I will utilise my skills from my placement and the course to produce an interactive design for the client. I will make, design and deliver materials than can be used to represent FALNI and that can be displayed online. I want to make these design as unique and personal to FALNI's aims whilst also targeting their audience well. I want to make sure that it takes advantage of interactivity where possible and utilise a unique interactive experience for different users and how they can engage, participate and experience FALNI. I will do extensive research to ensure that FALNI can take strong visual and digital presence within the community. It should invite users to find out more about FALNI and engage with them on an effective communicative and visual level.

This project will need understanding from Matt and I to engage with FALNI's core values and target audience. It will use a mix of effective branding and web design from our team to produce a unique and professional production.

From doing research I will be able to see methods used by similar companies, interactive experiences that have been utilised by designers that I could then apply to FALNI. I want each user's experience with the brand to be different and meet their needs. To achieve this I have to use effective visuals such as font and design.

It is important that as a team we engage with FALNI effectively and maintain great communication to really understand their needs and then feeding this through to my designs to produce an information accurate production. It is important that I look at how we want to position the user and portray FALNI to them. I want

to produce high quality designs whilst keeping interactive ways that I can display information.

It is important that I draw from interactive elements I have learnt from my previous modules and use this to produce a range of outcomes that can be taken to FALNI to chose between and lead to an interactive creative outcome that stands tall in their industry.

I will undertake benchmarking tasks to see where similar companies can be improved on and draw from this to create an effective brief and then proceeding feedback, use the brief to produce a variety of designs to then narrow this down to two designs for a pitch document, then working as team with Matt to produce one collective outcome to meet FALNI's needs.



## Introduction

# Project Schedule

### Week

### Initial Concept

1

Coming up with ideas and concepts,  
creative thinking, client meeting  
and understanding their needs

2



3

### Research

4

Benchmarking, research into interactivity designs,  
and similar companies, looking at examples of best  
practice then bringing together an effective brief

5



6

### Proposal

7

Produce a pitch document demonstrating the best  
designs I have pulled together. The showcasing them  
to FALNI and let them decide on which they like

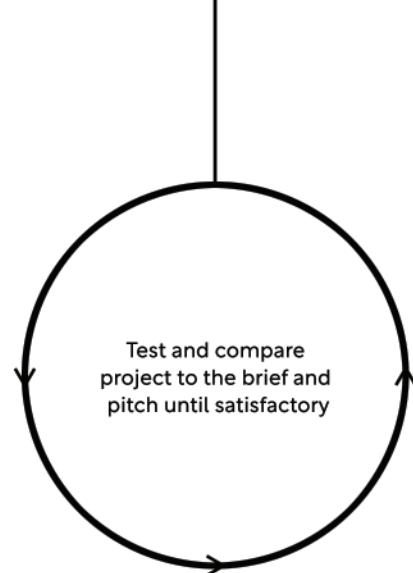
8

### Development

9

Start developing the production  
making sure to maintain  
communication with the  
client for content needs

10



11

### Drafting

12

Draft your final production having worked  
with it to match the pitch and  
prepare for the review

### (Re)Production

Ensuring that and comments have been  
considered and then preparing to produce  
the final product

### Review

Step back for testing the production  
making sure it meets the standard  
proposed

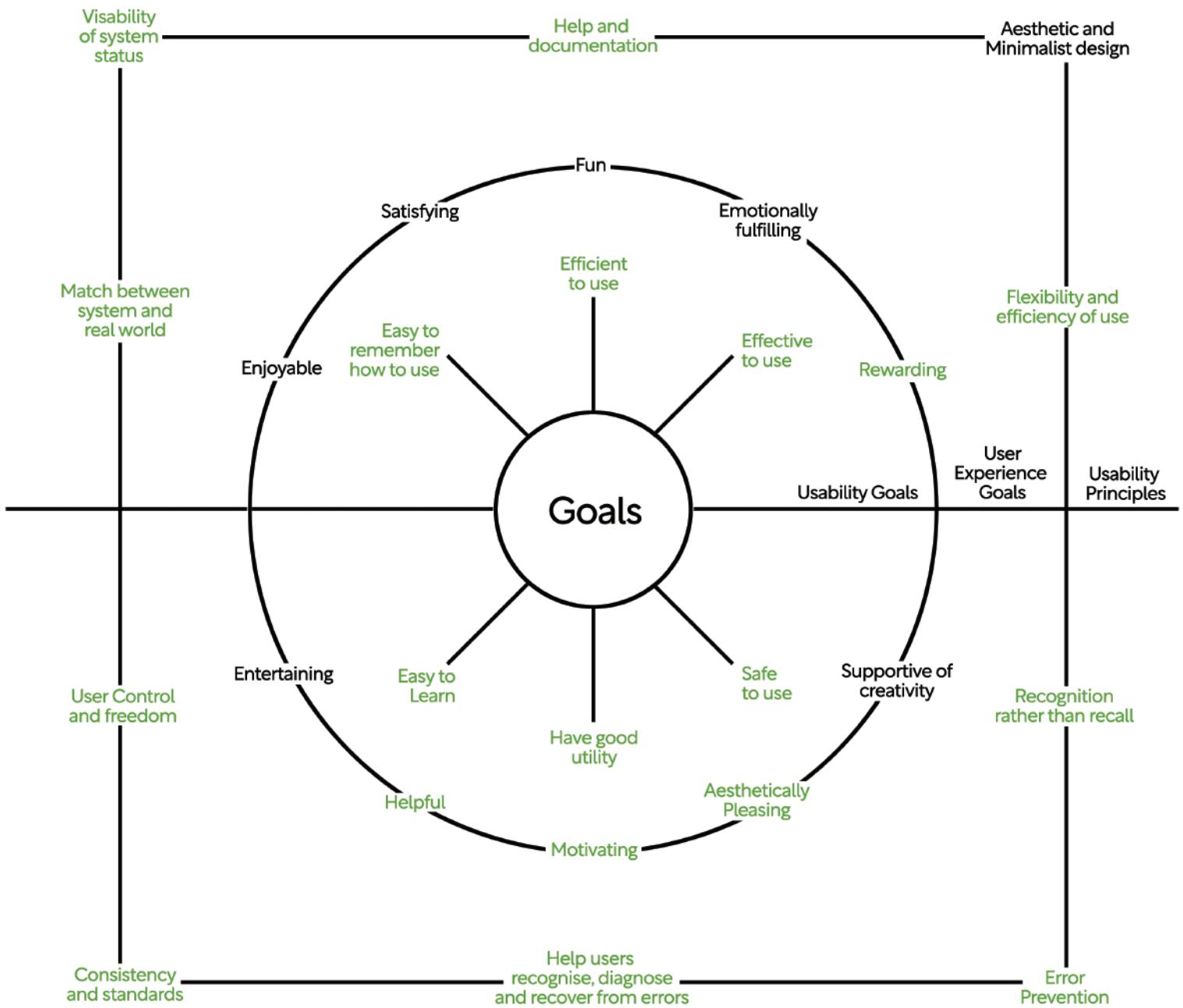
# Interaction Design Goals

My goal for this project is to provide an outcome for FALNI that is effective whilst also incorporating interactive elements where they are relevant. I have created an interaction goal diagram that lets me pin goals that I will want to meet with the designs that I put forward. Using it to effectively identify what we want achieve in terms of interaction. This may prove useful especially when aiming for unique user journeys that are engaging and being mindful of audience interaction. The aim is there will be static graphics with a website sitting online. Primarily for the website is where most of the interactive elements will be. Although I will look at what is important for the production and to create an effective coherent design. I will look at the content of the site and planning how the user will experience it and how can I make the site communicate the information to the user effectively and through creative interactivity design. I will look at usability and user experience goals along side the usability principles. Interactivity can come in multiple forms for example, how digital aspects react to user interaction, this could be as simple as text, moving image or animations etc. Looking at the usability goals we want the site to be user friendly. Supplying the user with good utility throughout the site to direct them to the information they want to find. For a smooth experience with the site I will also aim to make it easy to learn and for returning user having a unique style and iconography that will allow users to easily remember its functionality. The site should be effective and efficient to use in locating the desired knowledge. And overall should be safe to use for every user. Looking at the proposed user experience goals that I have highlighted, we want to aim for the experience to be aesthetically pleasing in terms of functionality, ensuring elements are used in the correct manner for the selected outcome whilst also maintaining a strong aesthetically pleasing

graphic presence that represents FALNI. The website should be helpful in directing you toward the information and be rewarding in the information it provides. The interactivity elements should only aim to aid the user to a helpful outcome, for example in the form of a search option or locating a specific event or segment of information. Aspects of the site should motivate the user to get involved and find out more, furthermore motivate specific users to get involved with the project that FALNI is providing within the Adult Learning industry. The site should be fully usable to all users and FALNI even stated they want their site to be "accessible, inclusive and impartial." Lastly the usability principles that I have highlighted are aiming to provide the user with a effective smooth experience trying to avoid errors and allow users to recover from errors and direct them to the area of the site they need. The site should be recognisable as coherent with the rest of the FALNI brand. This will allow us to achieve a consistent look across print and digital. All areas on the site should aim to function similarly to allow it to be easier to learn and recognise the user journey. The user should maintain control of their journey and how they navigate the website. There should be visual recognition across system and real world whilst also tying in real world experiences in the form of learner stories. The user should always be able to locate where they are on the site and the main aim of the site is to provide helpful information and desired documentation to the user, allowing them to navigate to it effectively. These elements and goals could be vitally important when looking at FALNI's representatives who do not have as much experience with mediums such as web design and updating through Wordpress the process needs to be easy to understand for them to update the site effectively.

## Introduction

# Interaction Goals



**Green Highlighting which would be important to FALNI.**

- Benchmarking
- Similar Organisation
- Benchmarking Conclusions
- Best Practice
- Design Inspiration

# Research

## Benchmarking

**The examples examined during core Benchmarking:**

### **AONTAS**

<https://www.aontas.com/>

### **Learning and Work Institute (L&W)**

<https://learningandwork.org.uk/>

### **Learning and Work Institute Wales**

<http://www.learningandwork.wales/>

### **Scotland's Learning Partnership (SLP)**

<http://scotlandslearning.org.uk/>

### **Imaginable Futures**

<https://www.imaginablefutures.com>

### **Adult Learning Australia (ALA)**

<https://ala.asn.au/>

It is important that as part of the development process that we conduct a benchmarking of a similar range of organisations across the chosen sector who target a similar demographic. The examples will all be similar organisations. We discussed with FALNI the organisations they felt offered a service similar to their own or examples where they felt best practice was evident. We then conducted our own research to find

further organisations relative to the sector and tried to identify areas of best practice for the elements and visual styles that FALNI desire. I then went on to do my own visual research into aesthetically pleasing interactive designs that might be useful to take inspiration from when designing for FALNI. I did not enter these into the table although provided comments on the elements that I thought may prove effective and why.

## Research



(nearcast, n.d.)

### AONTAS

AONTAS aim to provide adult learning to everyone who wants to avail of it in Ireland.



(fenews, n.d.)

### L&W

To provide everyone in England an opportunity to fulfil their potential in learning.



(learningandwork, n.d.)

### SLP

Bringing together learners from across Scotland to work together to aid adult learning.



(fenews, n.d.)

### L&W Wales

To provide everyone in Wales an opportunity to fulfil their potential in learning.



(prnewswire, n.d.)

### Imaginable Futures

To provide individual's in the Americas with the opportunity to build a brighter future.



(ALA, n.d.)

### SLP

Bringing together learners from across Scotland to work together to aid adult learning.

# Benchmarking Similar Organisations Web and Digital



## AONTAS

### Domain

<https://www.aontas.com/>

### Purpose

To promote the value and benefits of adult learning on behalf of the sector.

### Location

Ireland

### Overall Score

1

### Summary

"AONTAS" site featured a contemporary design but lost points contributing to its overall from being very cluttered with poor accessibility as the colours did not meet colour contrast guidelines. The site was not easy to use for keyboard users or those with screen readers, a pattern which sadly continues onto many of the other sites. This shows in the score which resulted as a 1 overall, which leaves it as the 2nd lowest result.

I personally felt AONTAS's website was overall attractive although some temporary elements such as the yellow COVID-19 banner against the transparent navigation bar feels unnatural. Over all they have similar areas we are looking to develop such as and events section. The imagery would seem to place the learners at the centre of the experience. Overall it sits as an attractive site although scoring poorly.

# Scoring

## First Impressions

Modern Design	Modern but cluttered
Identifiable Target Audience	In the jumbotron
Identifiable Chief Aim	In the jumbotron

## Look and Feel

High Quality Imagery	One image on the first page is not
Responsive	Yes
Uses HTTPS	Yes

## Technical

Content Management System	2cubed
Analytics/Tracking	Google Analytics
RSVP Events / Bookings	Links to EventBrite
Security vulnerabilities?	jQuery@1.11 Bootstrap@3.3.7
Best Practices Lighthouse Score	77

## Navigation

Menu Format	Hover dropdowns
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	No

## Content

Means of getting in contact	Contact link in Navigation
Links to Social Media	Footer
Cookie Policy	Popup at bottom right with no links
Privacy Policy	Footer

## Search

Search?	Yes
Type of Search	Search icon that expands into a search box

## Functionality

Load Time	0.8s
Email Subscription	No
Internationalisation (i18n)	No
Lighthouse Performance Score	96

## Accessibility

Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML Lang matches content	Yes
Lighthouse Accessibility Score	58
WAVE Errors	51
WAVE Contrast Errors	61
WAVE Alerts	48

## SEO

Images have valid alt text	No
Valid sitemap.xml	No
Valid robots.txt	No
Valid canonical links	N/A
404 Page	Redirects to homepage
Correct HTTP Status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse Accessibility Score	78

Overall Score

1

# Benchmarking Similar Organisations for Web and Digital

The screenshot shows the homepage of the Learning and Work Institute. At the top, there's a navigation bar with links for 'About us', 'What we do', 'Resources', 'Events', 'News & policy', 'Supporter network', and social media icons for Facebook, Twitter, and LinkedIn. Below the navigation is a secondary menu with categories: 'Lifelong learning' (orange), 'Employment & social security' (purple), 'Essential & life skills' (blue), 'Good work & progression' (green), 'Apprenticeships & technical education' (red), and 'Social justice & inclusion' (light green). The main content area features a large image of a train station platform with a sign that reads 'Missing millions: Where will the jobs come from?'. Below the image is a link 'Explore more' and the word 'ENGLISH'. In the bottom right corner of the image, there's a small photo of two people and the text '(L&W, n.d.)'.

## Learning and Work Institute

### Domain

<https://learningandwork.org.uk/>

### Purpose

They want everyone to have an opportunity to fulfil their ambitions and potential in learning.

### Location

England and Wales

### Overall Score

24

### Summary

"L&W" was the overall highest scorer with a score of 24. This is because it displayed excellent accessibility and SEO and had a clean and simple design with the principal message clear on the homepage. The biggest issue we found with the site however was its lack of cookie message, and seeing as it's using Google Analytics which tracks the user via cookies, these fall under the use of non-essential cookies under the EU cookie law.

L&W website was very strong with the key elements being displayed well, it made good use of colour to display different sectors. Something I want to look into for my proposed designs. The key message was displayed well and they had many areas on the site that our client was looking to develop on their own site.

# Scoring

## First Impressions

Modern Design	Clean and simple
Identifiable Target Audience	Explained through filters at the top
Identifiable Chief Aim	Explained through filters at the top

## Look and Feel

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

## Technical

Content Management System	Wordpress
Analytics/Tracking	Active Campaign and Google Analytics
RSVP Events / Bookings	Yes
Security vulnerabilities?	Lodash@4.17.15
Best Practices Lighthouse Score	77

## Navigation

Menu Format	Buttons that turn into a hamburger when scrolling down the page
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	Yes

## Content

Means of getting in contact	Just an email at the bottom
Links to Social Media	In the navigation bar
Cookie Policy	Cookie statement in small text at the bottom but no heads up to the visitor
Privacy Policy	Yes but very small text at the bottom of the website

## Search

Search?	Yes
Type of Search	Search icon that brings up a search modal

## Functionality

Load Time	1.5s
Email Subscription	Yes
Internationalisation (i18n)	No
Lighthouse Performance Score	93

## Accessibility

Good use of semantic HTML	Yes
Appropriate use of ARIA	Yes
HTML Lang matches content	Yes
Lighthouse Accessibility Score	60
WAVE Errors	24
WAVE Contrast Errors	3
WAVE Alerts	3

## SEO

Images have valid alt text	Yes
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	Yes
404 Page	Yes
Correct HTTP Status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse Accessibility Score	82

**Overall Score** 24

# Benchmarking Similar Organisations for Web and Digital



(SLP, n.d.)

## Scotland's Learning Partnership

### Domain

<http://scotlandslearning.org.uk/>

### Purpose

They bring together learners from across Scotland to work together to aid adult learning.

### Location

Scotland

### Overall Score

-18

### Summary

"SLP" scored the lowest with a score of -18 as the website is very dated and therefore wouldn't meet the guidelines for modern, responsive and accessible web applications. The content wasn't clear, the events page didn't work for past events, a buggy navigation menu, and a complete lack of SEO and accessibility optimisations. The biggest sin, like the former, is the lack of not just a cookie statement but a privacy statement. While we could not find any trackers being used on the site, since there is login/sign in functionality, they would legally need to give a privacy statement to meet GDPR laws as they would be capturing user data.

Overall leading to less attractive website in modern times and something we want to avoid when building for The Forum for Adult Learning.

# Scoring

## First Impressions

Modern Design	Looks very dated
Identifiable Target Audience	Implied through content but not explicitly mentioned
Identifiable Chief Aim	Implied through content but not explicitly mentioned

## Look and Feel

High Quality Imagery	Some imagery looks too compressed
Responsive	No
Uses HTTPS	No

## Technical

Content Management System	ExpressionEngine
Analytics/Tracking	None
RSVP Events / Bookings	Events are broken
Security vulnerabilities?	jQuery@1.7.2 jQuery UI@1.8.18
Best Practices Lighthouse Score	85

## Navigation

Menu Format	Static with hover dropdowns. Dropdown is a bit buggy
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	No

## Content

Means of getting in contact	Contact us button in Navigation
Links to Social Media	No
Cookie Policy	No
Privacy Policy	No

## Search

Search?	Yes
Type of Search	Search box at the top right

## Functionality

Load Time	0.7s
Email Subscription	No
Internationalisation (i18n)	No
Lighthouse Performance Score	88

## Accessibility

Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML Lang matches content	Yes
Lighthouse Accessibility Score	67
WAVE Errors	8
WAVE Contrast Errors	8
WAVE Alerts	2

## SEO

Images have valid alt text	No
Valid sitemap.xml	No
Valid robots.txt	No
Valid canonical links	N/A
404 Page	Redirects to homepage
Correct HTTP Status codes	No
Follows schema.org standards for rich SEO embeds	No
Lighthouse Accessibility Score	60

**Overall Score -18**

# Benchmarking Similar Organisations for Web and Digital



The screenshot shows a classroom setting with many adults sitting at desks, engaged in learning. A yellow box highlights the text "Adult Learners". Below the image is a horizontal scale with four points: "Littlest Learners", "Growing Learners", "Adult Learners" (which has a red dot), and "Geographic Focus".

HONING THE LIFESKILLS NEEDED TO ADAPT AND TO THRIVE

The Challenge: \_\_\_\_\_ What If: \_\_\_\_\_ (Imaginable Futures, n.d.)

## Imaginable Futures

### Domain

<https://www.imaginablefutures.com/>

### Purpose

To provide individuals with the opportunity to build a brighter future from early childhood education to adult learning.

### Location

North and South America

### Overall Score

12

### Summary

"Imaginable Futures" while not scoring the best, 12, was probably our favourite website of the bunch, visually and content-wise. The accessibility score overall let the site down. Like "Learning and Work UK", it was using trackers without providing a cookie statement. The 2 second loading time also did not help and could be decreased, but as they are based in America it is understandable. Some of the improvements that come to mind is the inconsistent fonts, although the strong colours and layout make it an attractive site.

# Scoring

## First Impressions

Modern Design	Clean and consistent design
Identifiable Target Audience	In the jumbotron
Identifiable Chief Aim	In the jumbotron

## Look and Feel

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

## Technical

Content Management System	N/A
Analytics/Tracking	Active Campaign and Google Analytics
RSVP Events / Bookings	N/A
Security vulnerabilities?	jQuery@3.4.1
Best Practices Lighthouse Score	69

## Navigation

Menu Format	Hover dropdowns
Menu Position	Top, links spread out across the width of the screen
Scroll to top button?	No
Breadcrumbs	Yes

## Content

Means of getting in contact	Just an email at the bottom
Links to Social Media	In the navigation bar
Cookie Policy	No cookie statement available yet Google Analytics trackers are being used
Privacy Policy	Yes

## Search

Search?	Yes
Type of Search	Search icon that brings up a search modal

## Functionality

Load Time	2s
Email Subscription	Yes
Internationalisation (i18n)	No
Lighthouse Performance Score	74

## Accessibility

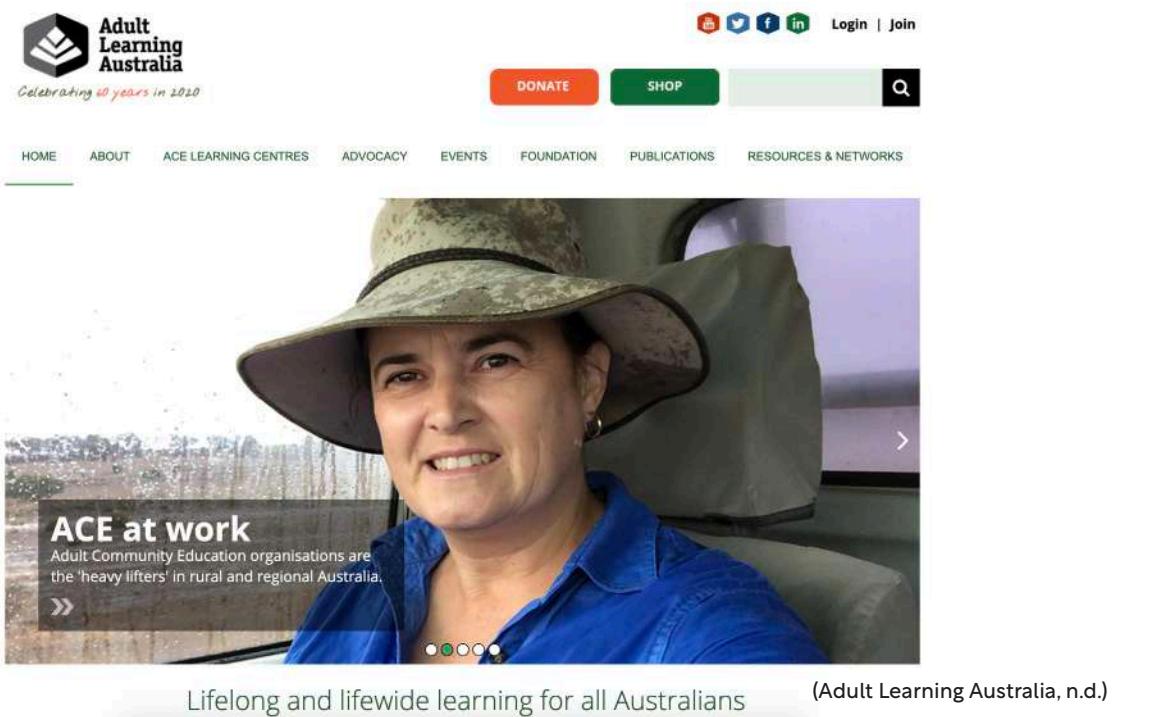
Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML Lang matches content	Yes
Lighthouse Accessibility Score	68
WAVE Errors	14
WAVE Contrast Errors	45
WAVE Alerts	13

## SEO

Images have valid alt text	No
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	N/A
404 Page	Yes
Correct HTTP Status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse Accessibility Score	100

**Overall Score** 12

# Benchmarking Similar Organisations for Web and Digital



The screenshot shows the homepage of Adult Learning Australia. At the top left is the logo 'Adult Learning Australia' with a stylized book icon. To the right are social media icons for YouTube, Twitter, Facebook, and LinkedIn, followed by 'Login | Join'. Below the header are buttons for 'DONATE' (orange), 'SHOP' (green), and a search icon. A navigation bar includes links for 'HOME', 'ABOUT', 'ACE LEARNING CENTRES', 'ADVOCACY', 'EVENTS', 'FOUNDATION', 'PUBLICATIONS', and 'RESOURCES & NETWORKS'. The main content area features a large photo of a smiling woman wearing a wide-brimmed hat and a blue jacket, with the text 'ACE at work' and a subtext about adult community education. Below the photo is a banner with the text 'Lifelong and lifewide learning for all Australians'.

(Adult Learning Australia, n.d.)

## Adult Learning Australia

### Domain

<https://ala.asn.au/>

### Purpose

To provide equitable access to lifelong and lifewide learning for all Australians.

### Location

Australia

### Overall Score

10

### Summary

“ALA”, our foreign example, came in at 3rd place with a score of 10, the lack of cookie statement like the previous and easily accessible contact details prevented the site from scoring as well as the previous site. This site also suffered from the same load times as the previous site, but we can forgive this as we are connecting to a server on the other side of the world.

Overall with the blurry images and inconsistent feeling on some of the content the site proved to be attractive but definitely had areas on which it can improve on.

# Scoring

## First Impressions

Modern Design	Not very modern but clean
Identifiable Target Audience	Explained through carousel slides
Identifiable Chief Aim	Explained through carousel slides

## Look and Feel

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

## Technical

Content Management System	Wordpress
Analytics/Tracking	Google Analytics and Tag Manager
RSVP Events / Bookings	Yes
Security vulnerabilities?	jQuery@1.12.4 jQuery UI@1.11.4
Best Practices Lighthouse Score	77

## Navigation

Menu Format	Hover dropdowns
Menu Position	Top, links spread out across the width of the screen
Scroll to top button?	No
Breadcrumbs	No

## Content

Means of getting in contact	Contact details under the about us tab
Links to Social Media	In the navigation bar
Cookie Policy	No cookie statement available yet Google Analytics trackers are being used
Privacy Policy	Yes

## Search

Search?	Yes
Type of Search	Search box at the top right

## Functionality

Load Time	2s
Email Subscription	No
Internationalisation (i18n)	No
Lighthouse Performance Score	54

## Accessibility

Good use of semantic HTML	No
Appropriate use of ARIA	Yes
HTML Lang matches content	en-US instead of en-AU
Lighthouse Accessibility Score	74
WAVE Errors	15
WAVE Contrast Errors	7
WAVE Alerts	26

## SEO

Images have valid alt text	No
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	Yes
404 Page	Yes
Correct HTTP Status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse Accessibility Score	91

**Overall Score** 10

## Benchmarking Similar Organisations for Visual Branding



(nearcast, n.d.)

### AONTAS

#### Purpose

To promote the value and benefits of adult learning on behalf of the sector.

#### Location

Ireland

#### Overall Score

15

#### Summary

AONTAS make good use of pop up banners and other marketing and merchandising. In terms of consistency in design they are a good example to look at although their lack of displaying USP's effectively is something FALNI could look to improve in their content.

# Scoring

## First Impressions

Design	Clean and Effective
--------	---------------------

## Typography

Consistent?	Yes
Appropriate use?	Effective use of font

## Colour

Clear and Colour Palette?	Yes
Colour Coherence	Logical use of colours that work well

## Use of Space

Information Displayed Well?	Yes, Clearly Displayed
Use of Blank Space?	Effective use
Unique Selling Points clear?	Good use of colour and font for USPs
Clear grid structure used?	Clear use of Grids

## Imagery

High Quality Imagery Used?	Yes
Forced in?	No
Relevant?	Event Photos, Yes

## Logo

Effective?	Yes
Memorable?	Yes
Consistent with the rest of the visuals?	Yes

## Content

Quality of End Product	Over reliance of plain word documents
Is it all Relevant?	Content overall is relevant

Overall Score 15

## Benchmarking Similar Organisations for Visual Branding



(fenews, n.d.)

### Learning and Work Institute

#### Purpose

They want everyone to have an opportunity to fulfil their ambitions and potential in learning.

#### Location

England and Wales

#### Overall Score

12

#### Summary

L&W make good use of pop up banners although some of their other work can be overwhelming. They have some materials which are inconsistent. It is important that as part of their brand their material should be recognisable and identify them immediately. The images they used can at times feel forced or not relevant to the topic.

# Scoring

## First Impressions

Design	Overwhelming
--------	--------------

## Typography

Consistent?	Yes
Appropriate use?	Yes

## Colour

Clear and Colour Palette?	Mostly, some inconsistent materials
Colour Coherence	Yes

## Use of Space

Information Displayed Well?	Mostly
Use of Blank Space?	Yes
Unique Selling Points clear?	Good use of colour and font for USPs
Clear grid structure used?	Yes

## Imagery

High Quality Imagery Used?	Yes
Forced in?	Mostly Not
Relevant?	Event Photos, Yes

## Logo

Effective?	Yes
Memorable?	Yes
Consistent with the rest of the visuals?	Mostly

## Content

Quality of End Product	Custom Infographics and good branding
Is it all Relevant?	Content overall is relevant

Overall Score 12

## Benchmarking Similar Organisations for Visual Branding



(learningandwork, n.d.)

### Scotland's Learning Partnership

#### Purpose

They bring together learners from across Scotland to work together to aid adult learning.

#### Location

Scotland

#### Overall Score

-11

#### Summary

SLP lost a large amount of points due to tackling material online. In the current situation of a global pandemic this was unacceptable and made it hard to benchmark the organisation on their merchandising. The site itself feels dated and does not feel up to speed with the other benchmarked examples.

# Scoring

## First Impressions

Design	Outdated, minimal content
--------	---------------------------

## Typography

Consistent?	No
Appropriate use?	Minimal content to comment

## Colour

Clear and Colour Palette?	Yes
Colour Coherence	Mostly

## Use of Space

Information Displayed Well?	Minimal content to comment
Use of Blank Space?	Minimal content to comment
Unique Selling Points clear?	None
Clear grid structure used?	Minimal content to comment

## Imagery

High Quality Imagery Used?	Clear examples of low quality images
Forced in?	Feel Random at times
Relevant?	Feel Random at times

## Logo

Effective?	No
Memorable?	No
Consistent with the rest of the visuals?	Yes

## Content

Quality of End Product	Minimal content to comment
Is it all Relevant?	Minimal content to comment

**Overall Score** -11

## Benchmarking Similar Organisations for Visual Branding



**imaginable**  
**futures**

(prnewswire, n.d.)

### Imaginable Futures

#### Purpose

To provide individual's with the opportunity to build a brighter future from early childhood education to adult learning.

#### Location

North and South America

#### Overall Score

10

#### Summary

Imaginable Futures uses a low amount of photos, although this could be part of their brand that they are not photo reliant. They also lack good structure and use of space when displaying their visuals.

# Scoring

## First Impressions

Design	Clean and Effective
--------	---------------------

## Typography

Consistent?	Yes
Appropriate use?	Yes

## Colour

Clear and Colour Palette?	Yes
Colour Coherence	Yes

## Use of Space

Information Displayed Well?	Mostly
Use of Blank Space?	No structure to using blank space
Unique Selling Points clear?	Good use of colour and font for USPs
Clear grid structure used?	Grids are inconsistent in some material

## Imagery

High Quality Imagery Used?	Yes
Forced in?	Feel Random at times
Relevant?	Low amount of examples

## Logo

Effective?	Yes
Memorable?	Yes
Consistent with the rest of the visuals?	Yes

## Content

Quality of End Product	High Quality Production Overall
Is it all Relevant?	Content overall is relevant

Overall Score 10

## Benchmarking Similar Organisations for Visual Branding



(ALA, n.d.)

## Adult Learning Australia

### Purpose

To provide equitable access to lifelong and lifewide learning for all Australians.

### Location

Australia

### Overall Score

5

### Summary

ALA also have inconsistent materials. They have a good base design but inconsistency lets them down from standing out. ALA overall have a poor visual identity with blurry graphics. The organisation itself does not feel like it has a set visual identity. They would need to hone in on their message and create a high production identity to improve.

# Scoring

## First Impressions

Design	Good Idea, Poor Execution
--------	---------------------------

## Typography

Consistent?	Mostly
Appropriate use?	Yes

## Colour

Clear and Colour Palette?	Mostly, some inconsistent materials
Colour Coherence	No

## Use of Space

Information Displayed Well?	Mostly
Use of Blank Space?	No structure to using blank space
Unique Selling Points clear?	Odd use of colour for USPs
Clear grid structure used?	Grids are inconsistent in some material

## Imagery

High Quality Imagery Used?	Yes
Forced in?	No
Relevant?	Good use of imagery, lacks branding

## Logo

Effective?	Somewhat
Memorable?	No
Consistent with the rest of the visuals?	Yes

## Content

Quality of End Product	Some points of lower quality production
Is it all Relevant?	Content overall is relevant

Overall Score 5

## Benchmarking Conclusions

Post benchmarking, I felt in a stronger position to the understanding of what similar organisations have presented and practised in their branding and design. I was more confident in progressing onwards to design for FALNI. I want to do further research into interactive styles I can take inspiration from although to avoid confusion I will not present these in the brief, more present my ideas and inspiration in the pitch. Again it felt like FALNI not only had opportunity to equal relative organisations in their industry but they can stand out, especially if they take a user focus and are open to the aspect of interactivity and the users journey.

## Web and Digital

After conducting the audit of several related websites, we concluded what should be prioritised and what should be of low priority. It is clear from the overall scoring that Learning and Work UK and Imaginable Futures are the best scoring websites in the benchmarking. They both have clear and concise modern design that gets the point across very clearly and have the best accessibility for users with impaired vision or motor skills. We concluded that accessibility is very important, simple tasks like adding alt text will make the site much more accessible. This is also important as the site is aimed at the public sector and more specifically adult learners. In addition, we found that internationalisation is not important as none of the sites we audited were multi-lingual. The best performing websites had the best SEO, and this will be especially important to focus on as FALNI is a relatively new organisation and having good SEO will help immensely in getting new users onto the site. We found that scroll to the top buttons were unnecessary as none of the sites used them. Having Events on the frontpage and easily

**“Purpose, usability website have to be cycle of design and Progressively, they crystallise those things a website design to a combined set of resources tools help you through the designing and implementation process.”**

accessible made it easier to find important information and made it less frustrating to browse a lot of the site to find something which should be front and centre. This is also something that has been discussed as being one of the key points for the website; having a place where people/members can find out when events are happening from a single source.

## Visual Branding and Merchandise

Through benchmarking similar organisations for Adult Learning it has been insightful when moving forward with branding decisions. Benchmarking the visuals for the organisations has proved challenging, We had tried our utmost to find examples of merchandising or

ity, and aesthetic needs of a  
be identified early in the project  
and implementing a website.  
e design process has to refine and  
three sets of needs and evolve  
that targets and achieves the  
requirements. The Documentation  
travel through the process of  
plementation.”

(Lawrence and Tavakol, 2007)

where this was unavailable I used their social media accounts/websites, I was trying to consume as much of their visual style as I could when making my analysis. The most effective visual identities from the Benchmarking are in AONTAS, L&W and Imaginable futures. Identifying their strengths and where they can improve puts us in a great position to produce what is needed to not only match these companies but surpass them, Furthermore the most popular forms of merchandise or print media among similar companies have shown to be pop-up banners and general hand out merchandise to promote USPs.



# Identified Best Practice Digital

## Events



Student Insights: Work Experience & Placement



Webinar – Parents' Talk – UCAS, Apply, Accommodation.



UUSU Supporting Equality and Diversity



Student Insights: Ulster EDGE Award

Monday 12 October  
3:00PM - 4:00PM

Monday 12 October  
4:15PM - 5:00PM

Tuesday 13 October  
3:00PM - 3:20PM  
online

Tuesday 13 October  
3:00PM - 4:00PM

## Student Insights: Work Experience & Placement



### Event info

Monday 12 October 2020  
03:00PM to 04:00PM  
Online link to follow  
[careers@ulster.ac.uk](mailto:careers@ulster.ac.uk)

REGISTER

### Share with your friends



### Related events



[Student Insights:  
Work Experience &  
Placement](#)  
12 October 2020  
3:00PM - 4:00PM



[Student Insights:  
Ulster EDGE Award](#)  
13 October 2020

Needed

REGISTER

### Related topics

In terms of best practice when looking at the overall web design we have picked out two examples. It is important that we identify areas of best practice so that we can learn from their strengths to build a better outcome for FALNI. The above two images focus on Ulster and their use of images and link to a “more information” section surrounding the event selected. This is an effective way of providing

information about the event and also leaves the opportunity for photos to be posted in this section after the event had concluded allowing the website to feel fluid and so that events are still active, even after the date they occurred. The images on the adjacent page are of Tourism NI and their use of tiles and images. It is similar to Ulster although it has a more inviting feel to it whilst still being able to

## Research



26 Oct 2019 – 1 Nov 2019  
City of Derry B&B Halloween Festival guide  
[View event schedule](#)

20 Sep 2019  
Culture Night, Belfast

5 Nov 2019  
Front Stage Festival

[View all tourism opportunities →](#)

### Industry events

Date	Event Name	Location	Action
15 Oct 2019	WorldHost Food Ambassador Training	Marine Hotel, Ballycastle	<a href="#">View details</a>
15 Oct 2019	Incoming Tour Operators Association Ireland NI Workshop	Titanic Belfast	<a href="#">View details</a>
15 Oct 2019	Getting Social Online Workshop	Ormeau Business Park	<a href="#">View details</a>
15 Oct 2019	Tourism in Northern Ireland - Opportunities for Growth	Slieve Donard Hotel	<a href="#">View details</a>
15 Oct 2019	Hospitality Exchange - Conference and Exhibition	Crowne Plaza Belfast	<a href="#">View details</a>

Needed

maintain a professional stance. The two examples are similar although Ulster gives a more professional, corporate feeling, compared to Tourism NI which provides a more open inviting feeling. What may prove to be problematic is that both styles are dependent on images. It may be good to offer FALNI a work around in the form of iconography or the simple use of colour to identify specific categorised events.

An example of an organisation from our benchmarking in Imaginable Futures, tend to brand themselves to not rely on photography. It is important that the events are displayed in a way that invites users into them. It should be an important part of the site as it can also be used as a gallery after an event's conclusion.

## Identified Best Practice Merchandise



Looking at forms of best practice in terms of visual branding and merchandising, we decided to look at Ulster University. They often have a strong visual presence at any events they attend with their key visual identity and colours. It is important that we look at this when designing for FALNI. We want to make sure that if a piece of FALNI material was seen anywhere, that the audience know it is FALNI.

Ulster make good use of merchandising in multiple different forms, often focusing on handouts and banners that provide more information. This is an easy and effective way to provide an eye catching display that provides more information. Ulster also has a selection of iconography that take the form of USP's. It could be effective when designing for FALNI to look into a consistent iconography style that could



be used across the brand, allowing their USP's to sell FALNI through icons. It is also important that venue is taken into mind, for example, there might not always be appropriate space for a pop up banner so it is important that there are options for each event. The use of pop up banners should prove to be a good option as it will be reusable for future events. Identifying examples such as this will be important as

the budget is minimum and being able to reuse print material may prove effective. I will however provide multiple form of merchandise for the pitch document to help FALNI understand and visualise what may be aid them in their industry.

## Visual Design Inspiration



(Pinterest, n.d.)



(hiibrand, n.d.)

### Top Design

**Description:** A logo with the word “NEXT” using the use of arrows within the text.

**Reason:** The use of an arrows proves interesting within learning to taking the next step or moving forward.

### Bottom Design

**Description:** A logo from Project Lab that is interacts with the user experience depending on what part of the site they are on.

**Reason:** It may prove useful to incorporate forms on interactivity in the logo depending on the type of learner and their intended use for the site.



(Dribbble, n.d.)



(Behance, n.d.)

## Top Design

**Description:** A logo with a dot and the title of the organisation “European Genre Forum” rotating around the dot.

**Reason:** Representing the user as a dot and the logo working around them with effective use of font proves interesting, also allows for the working of a longer worded logo effectively.

## Bottom Design

**Description:** Icons and colours used to represent the Schoolhub different learning groups.

**Reason:** Perhaps using colour and icons could be an interesting way to represent different learning sectors throughout the experience. Especially under learner stories.

## Visual Design Inspiration



(Katevalind, n.d.)



Mindsparklemag, n.d.

### Top Design

**Description:** Another example of different styles representing sectors for IBM

**Reason:** The idea of everything coming together under one logo but having a different representation for specific areas might prove to be an effective idea for FALNI.

### Bottom Design

**Description:** A intertwining paths logo for Design Twin Cities that shows them crossing over.

**Reason:** Using different paths to represent learners journeys and have them be unique as every learn journey is different. Perhaps use of more colours could be effective.



(Dribble, n.d.)



(Dribble, n.d.)

### Top Design

**Description:** 5 Diagonal lines with an arrow on the middle one pointing upwards to the right.

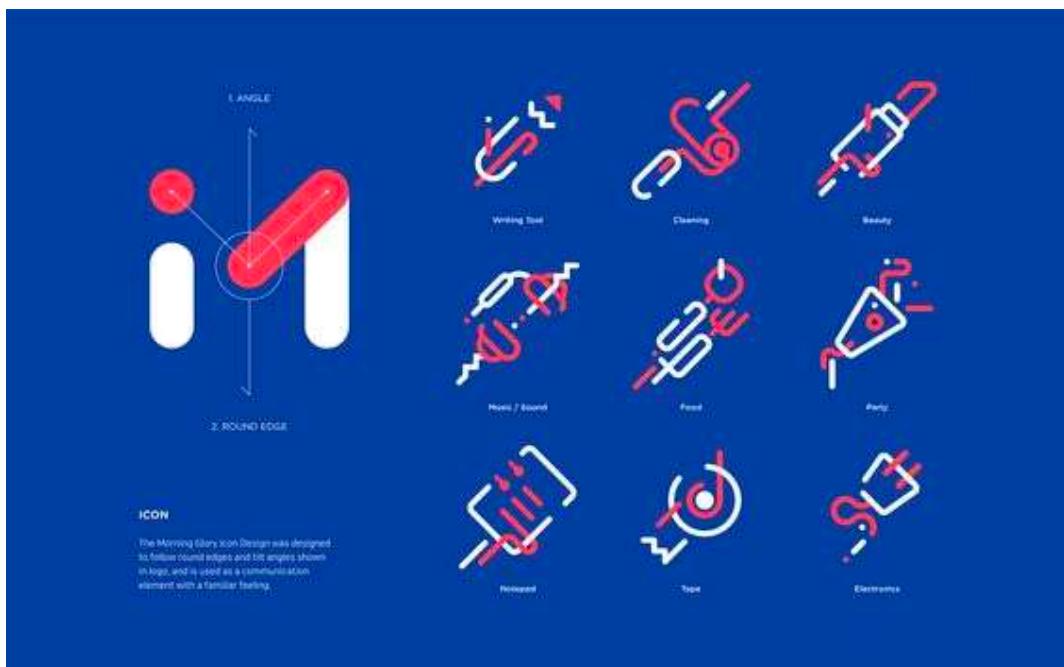
**Reason:** The idea of going upwards from an arrow and again the colours to represent different sectors. Could also be seen as different paths.

### Bottom Design

**Description:** 3 hand creating a triangle

**Reason:** The idea of three similar objects coming together to create something is interesting and again the triangle is somewhat of an arrow so could prove to cover a lot of the areas I am suggesting. Also a mix of colours.

## Visual Design Inspiration



(Behance, n.d.)



Creativemarket, n.d.

### Top Design

**Description:** An I and M created through stroke, utilising two colours to then create different representing symbols/icons.

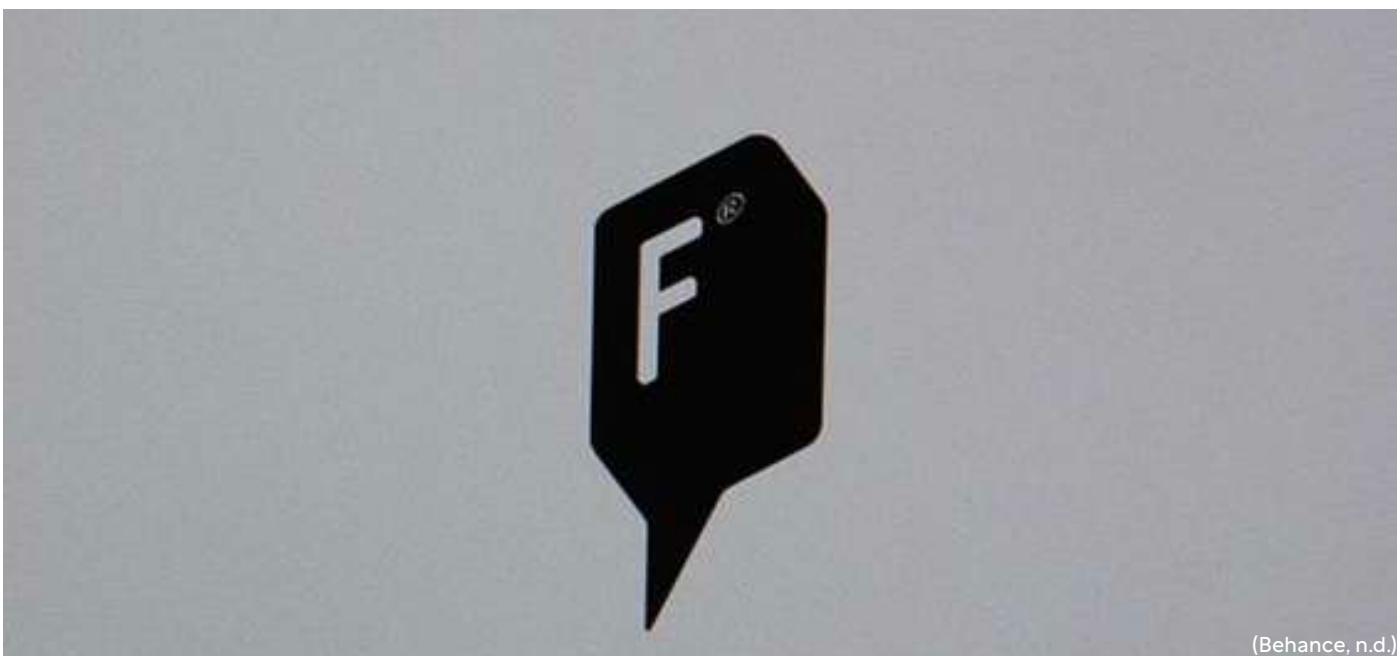
**Reason:** The use of a simple title or letters in a unique way could be effective. The use of iconography as a way to represent different areas of FALNI as they do not have many images.

### Bottom Design

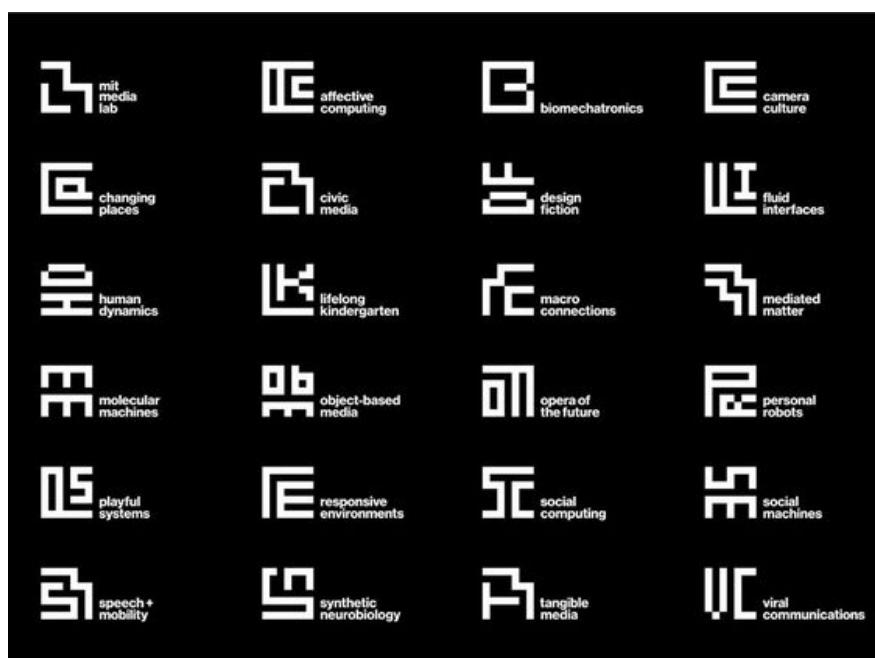
**Description:** Two words over a speech bubble to represent the word forum, the Kino and the icon also create the shape of a camera.

**Reason:** Interesting use of shapes and a word to create a bigger picture although it will be difficult to do something like this with FALNI. The idea of a text bubble is interesting.

## Research



(Behance, n.d.)



(Twitter, n.d.)

### Top Design

**Description:** The letter F within a 3d text bubble

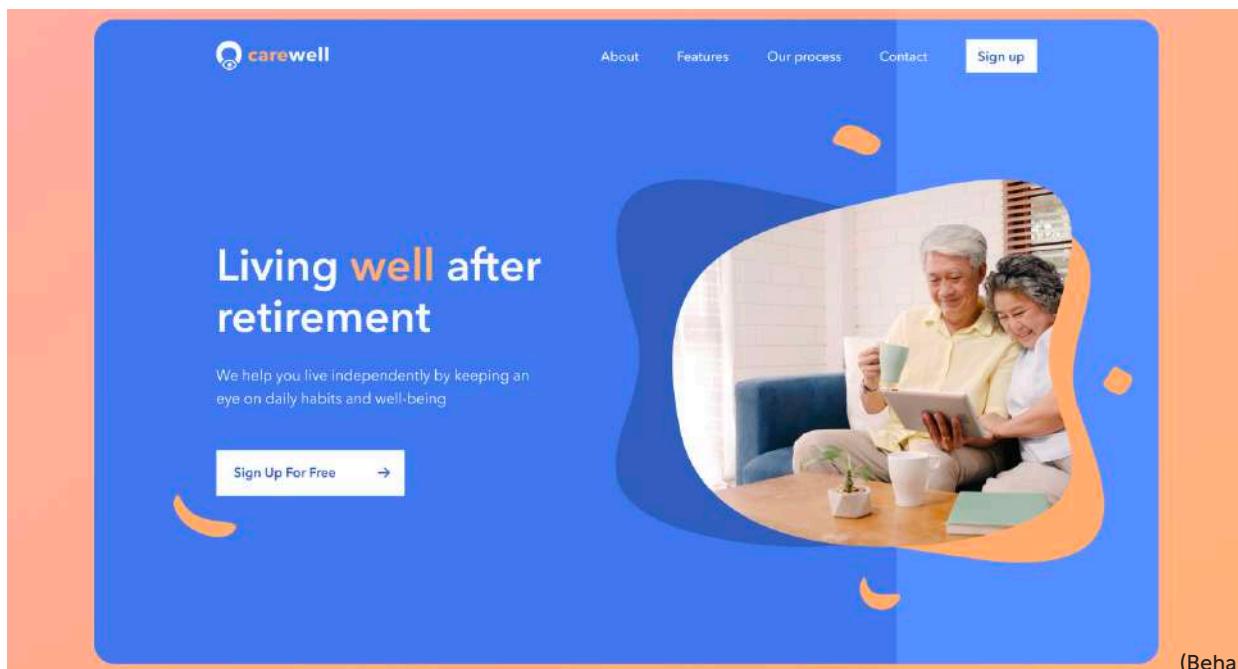
**Reason:** I want to take inspiration from a 3d design, it could provide another option for the pitch and will also work differently. I want to combine the idea of a text bubble, a book and also typography to perhaps represent learning.

### Bottom Design

**Description:** The immersible MIT logo that changes based on faculty. This will be my primary inspiration.

**Reason:** MIT logo can look a bit complex at times it provides an interactive solution for different user faculties perhaps a simplified form of this could work for FALNI with the use of effective colouring.

## Web Design Inspiration



(Behance, n.d.)

Dribble, n.d.

### Top Design

**Description:** A landing page including a navigation bar with an overall nice design.

**Reason:** The design is overall nice, it does not rely on imagery too heavily and I would suggest the images could be swapped out for icons. The idea of a tag line and description text seems to be a staple in the types of sites FALNI works with.

### Bottom Design

**Description:** A complete mock up of a home page showcasing multiple aspects of the site.

**Reason:** The use of visual debris around the site in the form of dots is nice. The effective use of text and images could prove useful along with the use of a carousel for events. The use of colour to display the USP's could also be nice. And with a structured footer this could be a good example to look at when applying my designs to a web format. It will be important to stick to a strict grid and format throughout the site to maintain a professional feel.

### Conclusions

I had spent a lot of time on Pinterest and Dribble seeking inspiration as the prospect of designing for FALNI. FALNI did not have current branding and a complex audience was difficult. I did my best to find as many solutions as possible. There was a lot of simple designs I had looked at as overall I wanted achieve the complex question with a simple answer that really was concise with what FALNI need. There is not much opportunity for interactivity throughout the print work although the idea of an interactive immersible logo that visualises unique learner journeys could prove effective.

I have looked at examples of where print has been used with Ulster University and I think it is important that I propose as much relevant print work as possible so that FALNI know what they want, then perhaps they will have some suggestions.

I will draw inspiration from both the sites that were suggested and the ones I have

looked at in my research to create effective areas of the site that meet FALNI's needs. It will be important to revisit the areas of good practice and also inspiration to create an effective outcome whilst also keeping in mind what similar organisations have done.

Overall I will build from the logo up, I will find it easier to use the strengths of the logo and apply them throughout the print work. This will also allow for a consistent and coherent feel to the overall branding. If I use the inspiration, best practise and examples of other similar organisation. It should allow FALNI to stand out in the industry.

- 
- Preparation
  - Project Aims
  - Brief Construction
  - Feedback

# The Brief

## Brief Preparation

There were three weeks from our initial introduction to the project to allow our team to prepare for the brief, I have collected and summarised my notes from our first client meeting to allow us to provide a well put together brief.

### First meeting with Colin from FALNI

**Date:** 29/9/20

**Attendance:** Claire, Colin, Matt and Nathan.

#### Initial agreed deliverables:

Design and implementation of new website.

Website domain.

A Visual Rebranding Proposal.

Visual Merchandising Proposals.  
eg. Pop-up banners.

### Key Words

#### Accessible

“FALNI want to be accessible to all Adult Learners and organisations within the Adult Learning Industry”

#### Inclusive

“FALNI do not want to exclude any organisations who provide Adult Learnings and understand it comes in multiple form”

#### Equitable / Impartial

“FALNI want to be fair towards all those involved and treat them equally”

## Company Profile

The re-brand and providing of a digital presence is a high priority project for The Forum for Adult Learning. They are currently a low budget organisation responsible for providing support for those providing adult learning in Northern Ireland. Their primary goal is to represent these organisations and attract potential organisations to join.

FALNI was founded in 2010 and is a voluntary coalition of organisations from all sectors which are stakeholders

## Key Points

FALNI currently have very minimal in terms of branding or web presence and have primarily been using twitter as their online voice. Through our skills they want to expand on their web presence and provide a central location for their information.

The outcomes FALNI expect from this project are as follows:

To be considered a visually attractive voice within the industry.

An attractive, accessible, inclusive and equitable branding of FALNI.

An effect site where FALNI can host information, events, photos.

Opportunities to utilised merchandise once they have gained funds.

**Learning for adults is transformative, contributing to social justice, building social capital, and enabling all members of our community to bring about and shape change in their lives, the lives of their families and communities and society as a whole.**

-The Forum for Adult Learners

# Project Aims

As FALNI's work with those organisations who provide the Adult learning. It complicates the approach as learning comes in different forms. Doing key research into FALNI's previous work has proved vital alongside researching other organisations in the industry to understand what their role is. We will work closely with FALNI and maintain great communication to provide the list stated below.

The aim of this project is to provide FALNI with a new visual identity both online and in print. We aim to develop a website through Wordpress, a logo, create designs for merchandising and print material. The organisation's current branding is minimal and they want to have a place to demonstrate all their key work online under a visual and consistent identity and further more expand their brand to be a

welcoming and collective voice for adult learners, whilst also appealing to civil members and maintaining a professional structure. FALNI expect a sense of community through the production and want to share important links to relevant sectors. Furthermore this will also be a place to provide information to its members for example with learner stories. There should be a key focus on events and a way to organise these. The production should be accessible and inclusive with an overall feeling of equality while maintaining a corporate structure.

## A Summary of what will be Delivered:

- |          |                                     |
|----------|-------------------------------------|
| <b>1</b> | Visual Branding                     |
| <b>2</b> | Website                             |
| <b>3</b> | Proposed Merchandise                |
| <b>4</b> | Brand Guidelines                    |
| <b>5</b> | Proposed Print Material             |
| <b>6</b> | Website Content Management Guidance |

## Project Deliverables

A website outlining upcoming events, case studies from adult learners as well as a repository for research projects FALNI have developed or contributed to.

Visual Rebranding providing a unique, effective look for FALNI.

Brand Guidelines outlining the visual style, colour palette, typeface for developing content for the future.

Proposed print material and merchandising e.g. pop-up banners, leaflets, business, letterheads.

A guiding document on how to change the content on the site.

## Tone, Message and Style

When designing for FALNI it is important we account for what is needed for their target demographic. In terms of the overall visual branding. We were provided with three words based on our first meeting with the organisation; accessible, inclusive and equity. FALNI also wanted it to be mostly focused on a corporate yet inviting feel. It is important that this is kept in mind when designing any visuals for FALNI. In terms of overall web design there should be heavy focus on displaying their work effectively whilst emphasising events allowing the target audience to access the content or event they need effectively. We had also discussed a live feed for their social media and should provide a way to be inclusive and mindful of their ways to reach their target audience. We also need to provide proposed forms of print media that can effectively be used. The primary

message of the branding and website materials is to be welcoming to learning organisations and provide a location for information.

## **Target Audience**

The primary demographic FALNI are targeting is organisations who provide adult learning. FALNI is the collective voice for organisations that work in Adult Learning. The secondary demographic are policy makers and government agencies who will be wanting to find out information on FALNI. It is important that we keep the target audience in mind when designing to make sure we create an identity that is effective in attracting its audience. It should prove to be accessible to all and through the use of platform particularly on the website this will reinforce this.

## **Platform and Production**

The website should be designed first to work across all devices. This allows it to be accessible and inclusive of their target demographic on mobile and desktop. The site will also need a CMS to allow FALNI to update their site in the future. In terms of print production, print ready documents, art files and all necessary files needed will be provided to allow for easy send off or adjustments. Print production standards will be provided on all the documents and locations where it is recommended to print them.

### Budget

There is no budget in terms of designing the production although there will be cost elements. There is no formal budget but there will be cost elements. In terms of printing merchandise in the future and through domain and hosting. Prices fluctuate although should not cost more than £100 for the initial needs of FALNI (the wordpress theme, domain, hosting and a pop-up banner).

Proposed budget splits

20% of Budget will be the domain and hosting through IONAS Wordpress package: £1/1st Year

80% of the budget will be the print production for example Vista Print standard roller banners:£28

### Timeline

After the brief has been agreed we will work towards a pitch for the week commencing the 26th of October. We will work to produce a pitch with four designs. These will be provided on a design deck. This will allow FALNI to select the design they feel best suits. We will then work on the chosen designs and complete them for the 11th of December.

Proposed initial deadlines

Pitch: 30th of October 2020

Deadline: 11/12/20

## Existing Materials

At the current moment, The Forum for Adult Learning have very limited materials, they have a representing logo that is not really representing them anywhere and are directing all their communication with their partners through Twitter. The photographs we have from them are not of high quality although some of them may be worked to provide an successful outcome for FALNI. They have provided sufficient detail to build a creative solution to what they need.

Matt and I will take existing material and develop with it to create additional material, allowing for an effective and collective outcome that meets FALNI's core goals.

The primary goal is to provide a consistent and recognisable visual outcome across

web and print that targets their core audience and represents the voice for adult learning in Northern Ireland.

The goal is to combine creative design and interactive elements where possible to provide information in an attractive way. This should allow the project to achieve its projected potential and push FALNI to a stand out organisation in the industry,

## Objectives

The main objective is to provide an area online that showcases the work FALNI has collated over its time as an organisation. It should showcase organisations they have worked with, case studies or learner stories and effectively show any events that are upcoming. It will also demonstrate work after the events on these pages after conclusion. It is important that all this has an attractive visual style as stated and stand out as a contemporary and modern organisation within the field.

FALNI do not have the funds to print in excess at the moment but it is an objective for them when they get funding. Proposing print materials in the future may prove crucial in future proofing their design needs.

## **Engagement**

It is important to maintain an accessible attitude to the site that invites learning organisations to join the forum. It is our goal as a team to immerse users in FALNI's work invite them to get involved whilst keeping them thoroughly involved throughout the process.

## The Brief

# The Brief Construction

As we did not have any visual identity to go off the brief design was entirely up to us. I opted for eye catching colours and also using these 'DNA' stands to imply that we are working with the DNA of FALNI's representation. We constructed a brief using the most relevant information for FALNI from our research.

Matthew Watt Nathan Redpath

Briefing Document

Accessible

Inclusive

Equity



Identify Demographic

Benchmarking

Brief

# Contents

- 1. Contents
- 2. Introduction
- 3. Benchmarking Competitors
- 7. Benchmarking Web Design
- 11. Benchmarking Visual Branding
- 13. Best Practice
- 15. Brief

# Introduction

## Overview

### Background

The Forum for Adult Learning NI (FALNI) was established in 2010 and is a voluntary network of stakeholder organisations with region-wide interests and responsibilities. FALNI insure adult learning is high on the agenda of the NI Assembly. FALNI's aim is to create a collective voice for adult learners and their institutions. FALNI believe that there should be better opportunities.

FALNI's main aim is to develop an improved online presence, primarily in the form of a website with the purpose of having a collective space for their work. Furthermore, FALNI want to have more impact with their branding and a more consistent look with presence in web, print and merchandising. Currently the main avenue for FALNI's communication is Twitter.

### Proposed Variables

Costs	Pitch	Deadline
£100 (Max)	30/10/20	11/12/20

### A Successful Pitch Document must include:

Design and implementation of new website.

Website domain.

A Visual Rebranding Proposal.

Visual Merchandising Proposals.  
eg. Pop-up banners.

### Current Visual and Online Presence

As previously stated, currently the main avenue for FALNI's communication is Twitter. As shown below there is an opportunity to move the branding and online presence forward.



# Benchmarking

## Competitors

It is important that as part of the development process that we conduct a benchmarking of a similar range of organisations across the chosen sector who target a similar demographic. The examples will all be similar organisations. We discussed with FALNI organisations they felt offered a service similar to their own or examples where they felt best practice was evident. We then conducted our own research to find further organisations relative to the sector.

### The examples examined during Benchmarking:

#### AONTAS

<https://www.aontas.com/>

#### Learning and Work Institute (L&W)

<https://learningandwork.org.uk/>

#### Learning and Work Institute Wales

<http://www.learningandwork.wales/>

#### Scotland's Learning Partnership (SLP)

<http://scotlandslearning.org.uk/>

#### Imaginable Futures

<https://www.imaginablefutures.com>

#### Adult Learning Australia (ALA)

<https://ala.asn.au/>

## The Brief

# The Brief Construction

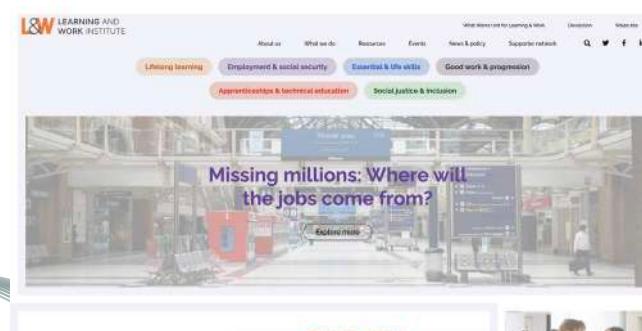


Example 1

▲ **AONTAS**

<https://www.aontas.com/>

Example 2  
▼ **Learning and Work Institute** <https://learningandwork.org.uk/>



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Example 3

▼ **Learning and Work Institute Wales** <http://www.learningandwork.wales/>



Example 4

▼ **Scotland's Learning Partnership** <http://scotlandslearning.org.uk/>



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## The Brief

**Example 5**  
**Imaginable Futures**  
<https://www.imaginablefutures.com>

**Example 6**  
**Adult Learning Australia**  
<https://ala.asn.au/>

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# Benchmarking

## Web Design

-1 | 0 | +1

Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
First Impressions	Modern Design	Modern but cluttered	Clean and simple	Looks very dated	Clean and consistent design	Not very modern but clean
	Identifiable Target Audience	In the jumbotron	Explained through filters at the top	Implied through content but not explicitly mentioned	In the jumbotron	Explained through carousel slides
	Identifiable Chief Aim	In the jumbotron	Explained through filters at the top	Implied through content but not explicitly mentioned	In the jumbotron	Explained through carousel slides
Look and Feel	High Quality Imagery	One image on the first page is not	Yes	Some imagery looks too compressed	Yes	Yes
	Responsive	Yes	Yes	No	Yes	Yes
	Uses HTTPS	Yes	Yes	No	Yes	Yes
Technical	Content Management System	2cubed	Wordpress	ExpressionEngine	N/A	Wordpress
	Analytics/Tracking	Google Analytics	Active Campaign and Google Analytics	None	Active Campaign and Google Analytics	Google Analytics and Tag Manager
	RSVP Events / Bookings	Links to EventBrite	Yes	Events are broken	N/A	Yes
	Security vulnerabilities?	jQuery@1.11 Bootstrap@3.3.7	Lodash@4.17.15	jQuery@1.7.2 jQuery UI@1.8.18	jQuery@3.4.1	jQuery@1.12.4 jQuery UI@1.11.4
	Best Practices Lighthouse Score	77	77	85	69	77
Navigation	Menu Format	Hover dropdowns	Buttons that turn into a hamburger when scrolling down the page	Static with hover dropdowns. Dropdowns is a bit buggy	Hover dropdowns	Hover dropdowns
	Menu Position	Top, links right aligned	Top, links right aligned	Top, links right aligned	Top, links spread out across the width of the screen	Top, links spread out across the width of the screen
	Scroll to top button?	No	No	No	No	No
	Breadcrumbs	No	Yes	No	Yes	No
Content	Means of getting in contact	Contact link in Navigation	Just an email at the bottom	Contact us button in Navigation	Just an email at the bottom	Contact details under the about us tab
	Links to Social Media	Footer	In the navigation bar	No	In the navigation bar	In the navigation bar
	Cookie Policy	Popup at bottom right with no links	Cookie statement in small text at the bottom but no heads up to the visitor	No	No cookie statement available yet Google Analytics trackers are being used	No cookie statement available yet Google Analytics trackers are being used
	Privacy Policy	Footer	Yes but very small text at the bottom of the website	No	Yes	Yes

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## The Brief

# The Brief Construction

Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
Search	Search?	Yes	Yes	Yes	Yes	Yes
	Type of Search	Search icon that expands into a search box	Search icon that brings up a search modal	Search box at the top right	Search icon that brings up a search modal	Search box at the top right
Functionality	Load Time	0.8s	1.5s	0.7s	2s	2s
	Email Subscription	No	Yes	No	Yes	No
	Internationalisation (i18n)	No	No	No	No	No
	Lighthouse Performance Score	96	93	88	74	54
Accessibility	Good use of semantic HTML	No	Yes	No	No	No
	Appropriate use of ARIA	No	Yes	No	No	Yes
	HTML Lang matches content	Yes	Yes	Yes	Yes	en-US instead of en-AU
	Lighthouse Accessibility Score	58	60	67	68	74
	WAVE Errors	51	24	8	14	15
	WAVE Contrast Errors	61	3	8	45	7
	WAVE Alerts	48	3	2	13	26
SEO	Images have valid alt text	No	Yes	No	No	No
	Valid sitemap.xml	No	Yes	No	Yes	Yes
	Valid robots.txt	No	Yes	No	Yes	Yes
	Valid canonical links	N/A	Yes	N/A	N/A	Yes
	404 Page	Redirects to homepage	Yes	Redirects to homepage	Yes	Yes
	Correct HTTP Status codes	Yes	Yes	No	Yes	Yes
	Follows schema.org standards for rich SEO embeds	Yes	Yes	No	Yes	Yes
Overall	Lighthouse Accessibility Score	78	82	60	100	91
	Overall	Score from key	1	24	-18	12

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# Benchmarking Web Design

After conducting the audit of several related websites, we have concluded what should be prioritised and what should be of low priority. It is clear from the overall scoring that "Learning and Work UK" and "Imaginable Futures" are the best scoring websites in the benchmarking. They both have clear and concise modern design that gets the point across very clearly and have the best accessibility for users with impaired vision or motor skills. We concluded that accessibility is very important, simple tasks like adding alt text will make the site much more accessible. This is also important as the site is aimed at the public sector and more specifically adult learners. In addition, we found that internationalisation is not important as none of the sites we audited were multi-lingual. The best performing websites had the best SEO, and this will be especially important to focus on as FALNI is a relatively new organisation and having good SEO will help immensely in getting new users onto the site. We found that scroll to the top buttons were unnecessary as none of the sites used them. Having Events on the frontpage and easily accessible made it easier to find important information and made it less frustrating to browse a lot of the site to find something which should be front and centre. This is also something that has been discussed as being one of the key points for the website; having a place where people/members can find out when events are happening from a single source.

"AONTAS" site featured a contemporary design but suffered from being very cluttered with poor accessibility as the colours did not meet colour contrast guidelines. The site was not easy to use for keyboard users or those with screen readers, a pattern which sadly continues onto many of the other sites. This shows in the score which resulted as a 1, which leaves it as the 2nd lowest result of the bunch.

"L&W" was the top scorer with a score of 24. This is because it had excellent accessibility and SEO and had a clean and simple design with the principal message clear on the homepage. The biggest issue we found with the site however was its lack of cookie message, and seeing as it's using Google Analytics which tracks the user via cookies, these fall under the use of non-essential cookies under the EU cookie law.

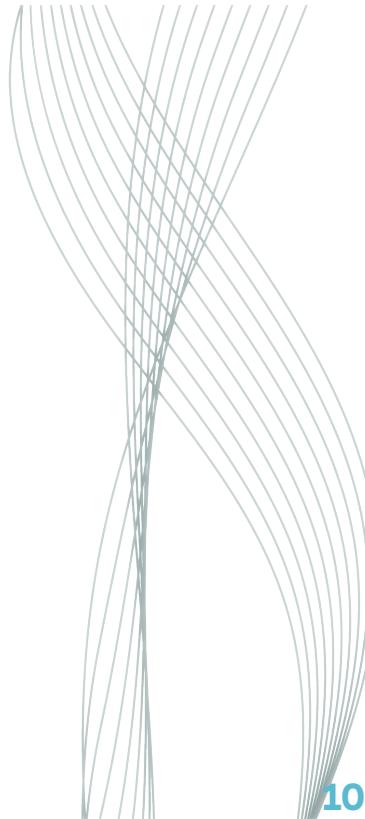
"SLP" scored the lowest with a score of -18 as the website is very dated and therefore wouldn't meet the guidelines for modern, responsive and accessible web applications. The content wasn't clear, the events page didn't work for past events, a buggy navigation menu, and a complete lack of SEO and accessibility optimisations. The biggest sin, like the former, is the lack of not just a cookie statement but a privacy statement. While we could not find any trackers being used on the site, since there is login/sign in functionality, they would legally need to give a privacy statement to meet GDPR laws as they would be capturing user data.

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## The Brief

"Imaginable Futures" while not scoring the best, 12, was probably our favourite website of the bunch, visually and content-wise. The accessibility score overall let the site down. Like "Learning and Work UK", it was using trackers without providing a cookie statement. The 2 second loading time also did not help and could be decreased.

"ALA", our foreign example, came in at 3rd place with a score of 10, the lack of cookie statement like the previous and easily accessible contact details prevented the site from scoring as well as the previous site. This site also suffered from the same load times as the previous site, but we can forgive this as we are connecting to a server on the other side of the world.



# Benchmarking

## Visual Branding and Merchandising

-1 | 0 | +1

Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
First Impressions	Design	Clean and Effective	Overwhelming	Outdated, minimal content	Clean and Effective	Good Idea, Poor Execution
Typography	Consistent?	Yes	Yes	No	Yes	Mostly
	Appropriate use?	Effective use of font	Yes	Minimal content to comment	Yes	Yes
Colour	Clear and Colour Palette?	Yes	Mostly, some inconsistent materials	Yes	Yes	Mostly, some inconsistent materials
	Colour Coherence	Logical use of colours that work well	Yes	Mostly	Yes	No
	Information Displayed Well?	Yes, Clearly Displayed	Mostly	Minimal content to comment	Mostly	Mostly
Use of Space	Use of Blank Space?	Effective use	Yes	Minimal content to comment	No structure to using blank space	No structure to using blank space
	Unique Selling Points clear?	Good use of colour and font for USPs	Good use of colour and font for USPs	None	Good use of colour and font for USPs	Odd use of colour for USPs
	Clear grid structure used?	Clear use of Grids	Yes	Minimal content to comment	Grids are inconsistent in some material	Grids are inconsistent in some material
	High Quality Imagery Used?	Yes	Yes	Clear examples of low quality images	Yes	Yes
Imagery	Forced in?	No	Mostly Not	Feel Random at times	Feel Random at times	No
	Relevant?	Event Photos, Yes	Event Photos, Yes	Feel Random at times	Low amount of examples	Good use of imagery, lacks branding
	Logo	Effective?	Yes	No	Yes	Somewhat
	Memorable?	Yes	Yes	No	Yes	No
	Consistent with the rest of the visuals?	Yes	Mostly	Yes	Yes	Yes
	Content	Quality of End Product	Over reliance of plain word documents	Custom Infographics and good branding	Minimal content to comment	High Quality Production Overall
	Is it all Relevant?	Content overall is relevant	Content overall is relevant	Minimal content to comment	Content overall is relevant	Some points of lower quality production
Overall	Score from key	15	12	-11	10	5

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# The Brief Construction

# Benchmarking

## Visual Branding and Merchandising

Through benchmarking similar organisations for Adult Learning it has been insightful when moving forward with branding decisions. Benchmarking the visuals for the organisations has proved challenging. We had tried our utmost to find examples of merchandising or where this was unavailable I used their social media accounts/websites, I was trying to consume as much of their visual style as I could when making my analysis.

AONTAS make good use of pop up banners and other marketing and merchandising. In terms of consistency in design they are a good example to look at although their lack of displaying USP's effectively is something FALNI could look to improve in their content.

L&W make good use of pop up banners although some of their other work can be overwhelming. They have some materials which are inconsistent. It is important that as part of their brand their material should be recognisable and identify them immediately. The images they used can at times feel forced or not relevant to the topic.

SLP lost a large amount of points due to lacking material online. In the current situation of a global pandemic this was unacceptable and made it hard to benchmark the organisation on their merchandising. The site itself feels dated and does not feel up to speed with the other benchmarked examples.

Imaginable Futures uses a low amount of photos, although this could be part of their brand that they are not photo reliant. They also lack good structure and use of space when displaying their visuals.

ALA also have inconsistent materials. They have a good base design but inconsistency lets them down from standing out. ALA overall have a poor visual identity with blurry graphics. The organisation itself does not feel like it has a set visual identity. They would need to hone in on their message and create a high production identity to improve.

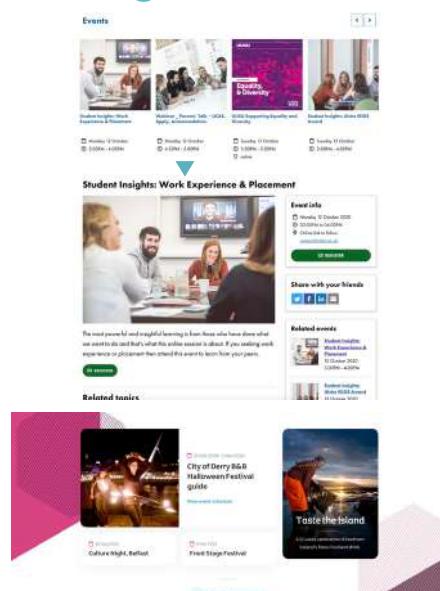
Each of the organisations have a clear message they want to convey, although the nature of the production really effects how the message is conveyed. This is shown in each of them having relevant content, except SLP due to the lack of content. We have marked it red for companies to have minimal content as due to the current world pandemic it is crucial that material is able to be found online.

The most effective visual identities from the Benchmarking are in AONTAS, L&W and Imaginable futures. Identifying their strengths and where they can improve puts us in a great position to produce what is needed to not only match these companies but surpass them. Furthermore the most popular forms of merchandise or print media among similar companies have shown to be pop-up banners and general hand out merchandise to promote USPs.

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# Best Practice

## Web Design



In terms of best practice when looking at the overall web design we have picked out two examples. It is important that we identify areas of best practice so that we can learn from their strengths to build a better outcome for FALNI.

The top two images focus on Ulster and their use of images and link to a "more information" section surrounding the event selected. This is an effective way of providing information about the event and also leaves the opportunity for photos to be posted in this section after the event had concluded allowing the website to feel fluid and so that events are still active, even after the date occurred.

The bottom image is of Tourism NI and their use of tiles and images. It is similar to Ulster although it has a more inviting feel to it whilst still being able to maintain a professional stance.

The two examples are similar although Ulster gives a more professional, corporate feeling, compared to Tourism NI which provides a more open inviting feeling. What may prove to be problematic is that both styles are dependent on images. It may be good to offer FALNI a work around in the form of iconography or the simple use of colour to identify specific categorised events. An example of an organisation from our benchmarking in Imaginable Futures, tend to brand themselves to not rely on photography. It is important that the events are displayed in a way that invites users into them. It should be an important part of the site as it can also be used as a gallery after an event's conclusion.

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# Best Practice

## Visual Branding and Merchandising



Looking at forms of best practice in terms of visual branding and merchandising, we decided to look at Ulster University. They often have a strong visual presence at any events they attend with their key visual identity and colours. It is important that we look at this when designing for FALNI. We want to make sure that if a piece of FALNI material was seen anywhere, that the audience know it is FALNI.

Ulster make good use of merchandising in multiple different forms, often focusing on handouts and banners that provide more information. This is an easy and effective way to provide an eye catching display that provides more information.

Ulster also has a selection of iconography that take the form of USPs. It could be effective when designing for FALNI to look into a consistent iconography style that could be used across the brand,

allowing their USP's to sell FALNI through icons. It is also important that venue is taken into mind, for example, there might not always be appropriate space for a pop up banner so it is important that there are options for each event.

The use of pop up banners should prove to be a good option as it will be reusable for future events. Identifying examples such as this will be important as the budget is minimum and being able to reuse print material may prove effective.

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# The Brief

## The Proposal

### Aims

The aim of this project is to provide FALNI with a new visual identity both online and in print. We aim to develop a website through WordPress, a logo, create designs for merchandising and print material. The organisation's current branding is minimal and they want to have a place to demonstrate all their key work online under a visual and consistent identity and further more expand their brand to be a welcoming and collective voice for adult learners, whilst also appealing to civil members and maintaining a

professional structure. FALNI expect a sense of community through the production and want to share important links to relevant sectors. Furthermore this will also be a place to provide information to its members for example with learner stories. There should be a key focus on events and a way to organise these. The production should be accessible and inclusive with an overall feeling of equality while maintaining a corporate structure.

### Tone, Message and Style

When designing for FALNI it is important we account for what is needed for their target demographic. In terms of the overall visual branding. We were provided with three words based on our first meeting with the organisation; accessible, inclusive and equity. FALNI also wanted it to be mostly focused on a corporate yet inviting feel. It is important that this is kept in mind when designing any visuals for FALNI. In terms of overall web design there should be heavy focus on displaying their work effectively

whilst emphasising events allowing the target audience to access the content or event they need effectively. We had also discussed a live feed for their social media and should provide a way to be inclusive and mindful of their ways to reach their target audience. We also need to provide proposed forms of print media that can effectively be used. The primary message of the branding and website materials is to be welcoming to learning organisations and provide a location for information.

### The Deliverables

A website outlining upcoming events, case studies from adult learners as well as a repository for research projects FALNI have developed or contributed to.

Visual Rebranding providing a unique, effective look for FALNI.

Brand Guidelines outlining the visual style, colour palette, typeface for developing content for the future.

Proposed print material and merchandising e.g. pop-up banners, leaflets, business, letterheads.

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## The Brief

# The Brief Construction

### Target Audience

The primary demographic FALNI are targeting is organisations who provide adult learning. FALNI is the collective voice for organisations that work in Adult Learning. The secondary demographic are policy makers and government agencies who will be wanting to find out information on FALNI. It is important that we keep the target audience in mind when designing to make sure we create an identity that is effective in attracting its audience.

### Budget

There is no budget in terms of designing the production although there will be cost elements. There is no formal budget but there will be cost elements. In terms of printing merchandise in the future and through domain and hosting. Prices fluctuate although should not cost more than £100.

### Platform and Production

The website should be designed first to work across all devices. This allows it to be accessible and inclusive of their target demographic on mobile and desktop. The site will also need a CMS to allow FALNI to update their site in the future. In terms of print production, print ready documents, art files and all necessary files needed will be provided to allow for easy send off or adjustments.

Budget	
<b>20%</b> Domain and Hosting	<b>80%</b> Print Production
IONAS Business FALNI.org £1/1st year	eg. Vista Print Standard Roller Banners £28

### Timeline

After the brief has been agreed we will work towards a pitch for the week commencing the 26th of October. We will work to produce a pitch with four designs. These will be provided on a design deck. This will allow FALNI to select the design they feel best suits. We will then work on the chosen designs and complete them for the 11th of December.

Pitch  
30/10/20

Deadline  
11/12/20

### The Design Team

The team of Matthew Watt and Nathan Redpath will undertake the project and aim to produce the deliverables utilising our skillset set which we have developed throughout studying and over our placement year.



Matthew Watt



Nathan Redpath

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# Brief Feedback/Comments

Overall the feedback from the brief was good, there was high praise for an effective display of the benchmarking process. Although feed back from Colin within FALNI indicated that we did not fully understand our precise target audience yet. It was important that we went away with this feedback and really corrected it so that we could propose a great pitch.

Colin also did not understand some of the language/acronyms used within the brief. In future brief when dealing with a less experienced client it may be better to explain these terms before using them across the brief.

A good lead was that Colin stated that the brief was interesting, accessible (being one of the words he used to describe FALNI) and attractive. Pointing out this was exactly

what he wanted for FALNI so using the brief as a form of inspiration could be a good place to start in terms of design. It has an overall modern feel to it and the use of a stand out colours could prove effective to provide the eye catching nature that FALNI need.

 Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 20/10/2020 13:30  
To: Nathan Redpath  
Cc: Mulrone, Claire; Matthew Watt

Hi Nathan

Thanks very much for the brief and I think overall it looks good and meets what we are looking for.

The comparative tables are very interesting although I have no idea what some of the items that are evaluated actually mean - still it's the overall findings and your analysis which is most important. I'm not surprised by the assessment of SLP's site as I'd agree - really needs a revamp. Not sure if Scotland has a Science Shop that they could tap into for help.

It may be useful feedback that you are sending this to a complete layperson and so some acronyms are not familiar e.g. CMS, SEO

I think there is a slight inconsistency in the report - at times you are spot on and talk of FALNI and the website being there to serve learning providers and related stakeholders, but then sometimes you seem to say that it is there for learners (which it isn't). We want to be a voice for adult learning - there's an important difference between that and being the voice of adult learners.

That's not a huge thing and as the content of the site will ultimately be written by me I can ensure that the wording is as we need it - on the other hand I guess in terms of selling yourself to a client it's best to be accurate throughout, so thought I'd just point it out.

Overall the brief is interesting, accessible and attractive - just what we want for the website!

I look forward to seeing the options you work up.

All the best

Colin

---

Colin Neilands

Communitus - learning together for change

- Typeface
- Colour
- Visual Style
- Visual Decisions
- Design Ideas
- Developed Ideas
- Design Conclusions

# Design Work

FALNI  
Sofia Pro

FALNI  
Avenir

FALNI  
Rotunda

FALNI  
Sathu

FALNI  
Futura PT (Bold)

FALNI  
Coolvetica

FALNI  
Futura PT (Regular)

FALNI  
Menlo

FALNI  
Arial

FALNI  
Thornburi

FALNI  
Helvetica

FALNI  
Gotham

## Typeface

The typeface a company adapts to their brand plays a crucial part in the face and representation of the brand, having a coherent typeface can that works effectively in the representation of FALNI's desired visual style they want to adapt is crucial. I will consider multiple different typefaces for my design work with FALNI.

**Typeface Focus:** Sans Serifs

**Visual Style:** Professional Look

**Aim:** To find a font that ties together a professional yet effective look for The Forum for Adult Learning in both its acronym and longer name.

**Effective Fonts:** Rotunda, Sofia Pro, Future PT and Thornburi.

**Forum for  
Adult Learning**  
Sofia Pro

**Forum for  
Adult Learning**  
Rotunda

**Forum for  
Adult Learning**  
Futura PT (Bold)

**Forum for  
Adult Learning**  
Futura PT (Regular)

**Forum for  
Adult Learning**  
Arial

**Forum for  
Adult Learning**  
Helvetica

**Forum for  
Adult Learning**  
Avenir

**Forum for  
Adult Learning**  
Sathu

**Forum for  
Adult Learning**  
Coolvetica

**Forum for  
Adult Learning**  
Menlo

**Forum for  
Adult Learning**  
Thornburi

**Forum for  
Adult Learning**  
Gotham

After examining multiple fonts in the Sans Serif style I opted to experiment further with some of the fonts individually to create an effective pitch. For the pitch I have to create two design although this is also an opportunity to display two typefaces to provide options in the event they prefer one.

**“Type is Branding,  
more designers should  
take advantage of that  
opportunity.”**

-(Smith, 2018)

FALNI  
Athelas

FALNI  
Andale Mono

FALNI  
Bodoni

FALNI  
Courier New

FALNI  
Iowan

FALNI  
Georgia

FALNI  
Kefa

FALNI  
Leixo

FALNI  
Charter

FALNI  
Sign Painter

FALNI  
Optima

FALNI  
Impact

Taking a further look at font options here but exploring different font options that I would have initially thought not to work.

**Typeface Focus:** Serifs

**Visual Style:** Alternative styles for FALNI

**Aim:** To experiment with different fonts I would not have considered initially.

**Effective Fonts:** Impact, Kefa and Andale Mono.

Forum for  
Adult Learning  
Athelas

Forum for  
Adult Learning  
Andale Mono

FORUM FOR  
ADULT LEARNING  
Bodoni

Forum for  
Adult Learning  
Courier New

Forum for  
Adult Learning  
Iowan

Forum for  
Adult Learning  
Georgia

Forum for  
Adult Learning  
Kefa

FORUM FOR  
ADULT LEARNING  
Leexo

Forum for  
Adult Learning  
Charter

*Forum for  
Adult Learning*  
Sign Painter

Forum for  
Adult Learning  
Optima

**Forum for  
Adult Learning**  
Impact

Although none of the fonts here suit the professional branding that FALNI is wanting to represent themselves it was crucial to experiment with option to make sure I am able to produce the most effective designs.

**“Typography must often draw attention to itself before it will be read. Yet in order to be read, it must relinquish the attention it has drawn.”**

-(Bringhusrst, n.d.)

FALNI  
Raleway

FALNI  
Rotunda

FALNI  
Futura PT (Bold)

FALNI  
Futura PT (Regular)

FALNI  
Gotham

FALNI  
Helvetica

Although I feel like I had been looking at fonts forever and I have picked some questionable fonts to propose to FALNI. I still did not feel like I found font that I wanted to use for FALNI. I wanted to compare some of my top fonts on one page.

**Typeface Focus:** Sans-Serifs

**Visual Style:** Modern, structured

**Aim:** To identify a font.

**Effective Fonts:** All.

**Forum for  
Adult Learning**  
Raleway

**Forum for  
Adult Learning**  
Rotunda

**Forum for  
Adult Learning**  
Futura PT (Bold)

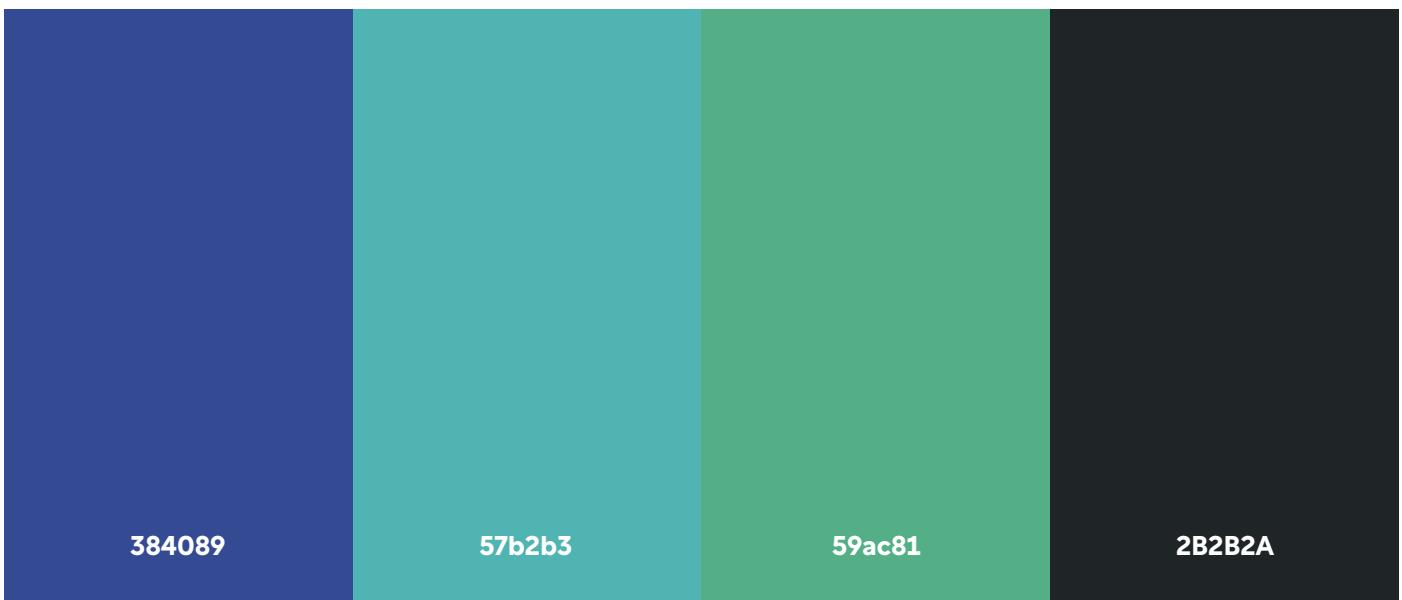
**Forum for  
Adult Learning**  
Futura PT (Regular)

**Forum for  
Adult Learning**  
Gotham

**Forum for  
Adult Learning**  
Helvetica

I feel I am now ready to experiment with  
these selected fonts now for my designs.

### Colour



### Top Colours

**Colours:** Red, Green, Yellow, Blue, Orange and Teal.

**Formed by:** I primarily looked to find multiple colours that represented each different learning sector on the website than then provide an identity that collated those colours in a logo. This felt a bit random with the primary education like colours

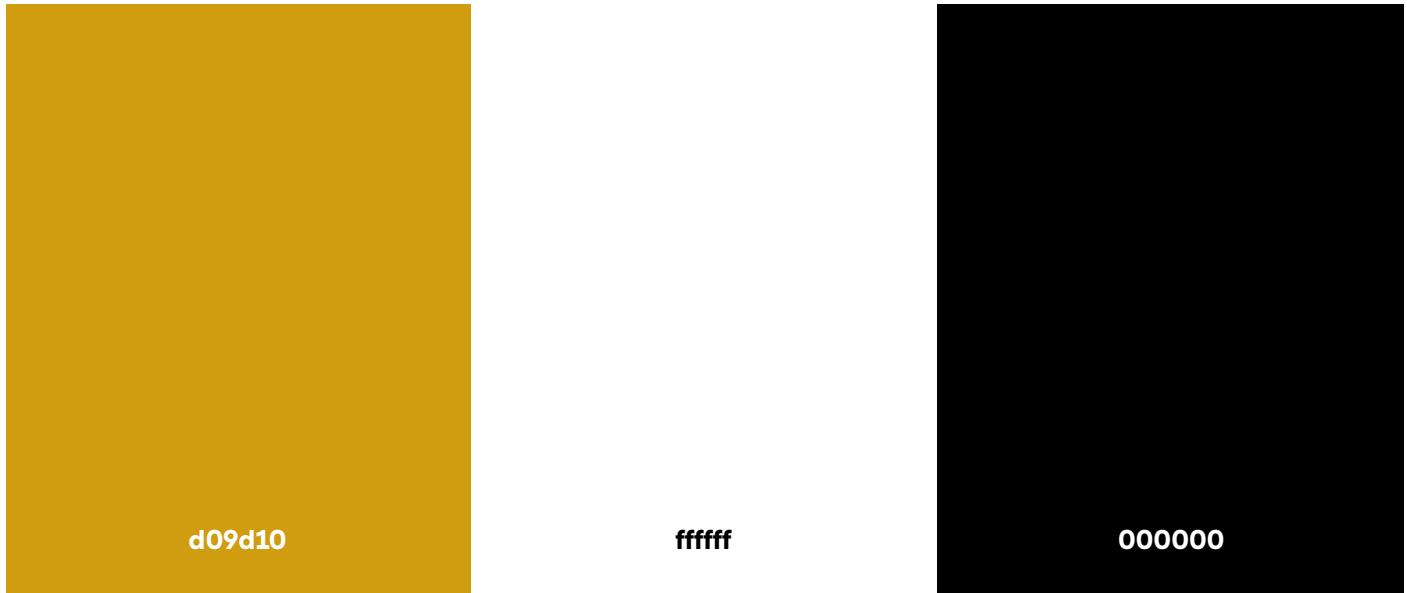
### Bottom Colours

**Colours:** Blue, Teal, Green and Black.

**Formed by:** Doing research into what colours represent learning the most, it also included red although I did not feel it fits the colour palette.

(The Psychology of Color: How Do Colors Influence Learning?, n.d.)

## Design Work



### Top Colours

**Colours:** Yellow, White and Black.

**Formed by:** Taking the three colours from the previous logo that FALNI used, we were made aware that they did not really stand for anything with FALNI's values, I will probably not use these as they don't suit the representation I feel we are aiming for.

### Bottom Colours

**Colours:** Black, Teal, Yellow, Blue, Pink, Orange and opportunity for more.

**Formed by:** Another attempt at picking colours based on different areas within learning. I have done loose research and altered them slightly to be culturally appropriate that provide a mix of colours to represent each learning area.

### Visual Style

#### Fun and Playful



(99designs, n.d.)

#### 3D



(99designs, n.d.)

#### Fun and Playful

The fun and playful style provides exciting colours with playful icons and graphics. The use of colours from the fun style could propose the aspect that learning can be fun. The typography and icons may not suit the style are striving for.

#### 3D

It is always important to consider 3D it is often not considered by some designers as 2D has an easier way of feeling contemporary at times. I want to propose and experiment with 3D designs although it is not my strong suit it could provide an effective outcome.

## Design Work

### Abstract



(99designs, n.d.)

### Professional



(99designs, n.d.)

### Abstract

The light feeling of abstract can be very effective to communicate a complex concept in a simple way. I could be good to keep in mind if creating icons to represent different learner groups or for USP's.

### Professional

FALNI have before stated they want it to feel professional, to provide a stand out logo that ties their core values together it should primarily feel professional although I feel to provide an effective outcome taking some values from other styles could prove effective.

## Visual Style

### Typography



(99designs, n.d.)

### Typography

Typography logos can get complex and creative fast. However they can be very effective. Seeking an outcome that makes good use of typography and iconography might prove to be a successful outcome.

## Design Work

### Flat Design



(99designs, n.d.)

### Material Design



(99designs, n.d.)

### Flat Design

Looking at more UI and Print design aspects. It will be important to always keep in mind of a grid when designing any of the elements. Flat design will provide a professional and effective clean look to FALNI's branding.

### Material Design

Material design will allow for the page to feel more “alive”. The aspect of a structured layout but almost on different layers can be good when communicating information. Again keeping in mind a gridded system will be important.

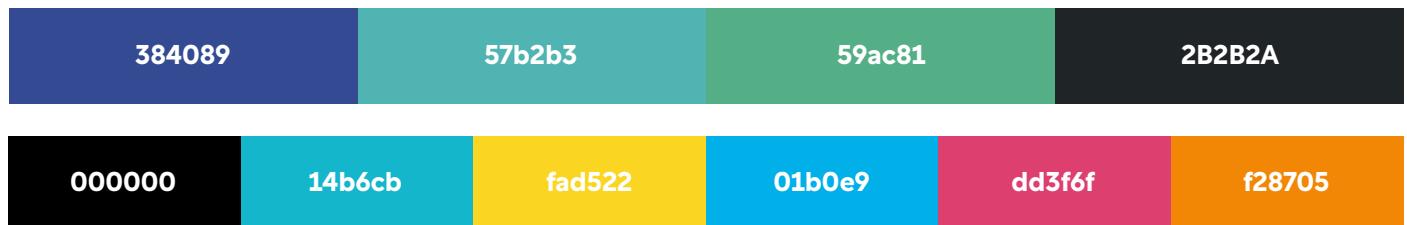
## Visual Decisions

### Typography

**FALNI FALNI FALNI**

Forum for Forum for Forum for  
Adult Learning Adult Learning Adult Learning  
Rotunda Raleway Futura PT

### Colour



### Visual Style



### Typography

The typography option was hard to narrow down to three samples I still feel like I want to experiment with other typography options although these are the three core fonts I will use when designing for FALNI. Rotunda provides a clean look that could be effective although feels more like a “safe” option. Raleway provides a more rounded typeface that could provide the small sample of fun and friendliness that FALNI want to achieve, it feels like a welcoming typeface. Futura PT provides a more sharp professional feeling, it has the rounded edges that Raleway provides with that extra sharpness on the corners of letters such as N and A. I feel that applying these typefaces effectively throughout the design should prove to provide a successful outcome.

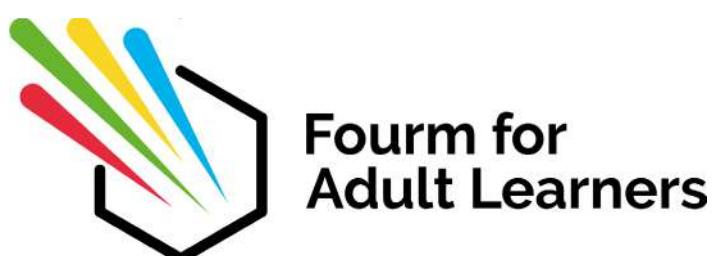
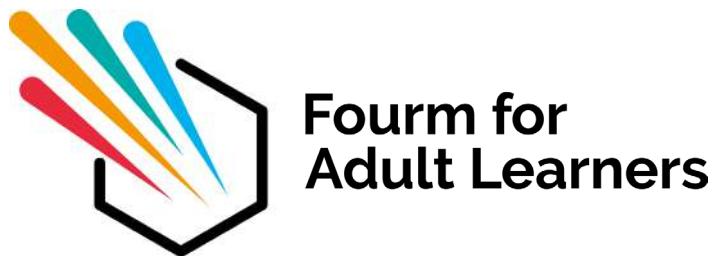
### Colour

The colour options initially felt very difficult to conclude on. This was only heightened when I decided to discard FALNI's previous logo (although it did not stand or have any representation anywhere, it was not even present on their twitter). So with no colours to reference it required research to provide an outcome. The top colours are the colours that are often associated with learning and education, although I discarded red as it felt too aggressive for the colour palette. The bottom options are colours that commonly and loosely represent different learning sectors for example orange is often with trade learning. This gives two options to experiment. The bottom option also allows for a more playful and fun option. Although the subtle use of the colours should be a focal point, it should not consume the design.

### Visual Style

Deciding on a visual style was pretty straight forward. FALNI want a professional look to their brand although with elements of attractiveness and fun that will allow them to stand out above the crowd. Therefore I will stick to the main concept of making it have a professional feel but pull from the other examined visual styles to provide an effective look. Looking at UI design for when proposing websites and even print as I want it all to look consistent. The use of a grid proves vital when creating and should be constructed in an effective simple way that allows FALNI to make changes in the future with ease. I should experiment with both material and flat design and perhaps provide both in the pitch so that they can choose themselves.

## Design Ideas



### Design Idea Name: Colour Dart Board

My first attempt at making a unique logo for FALNI, I wanted to propose the colours represent each different learning sector with the idea being a dart board and they are all hitting the target. I tried with different colours and was going to propose that every time the site loads it could be unique in that 4 different coloured darts

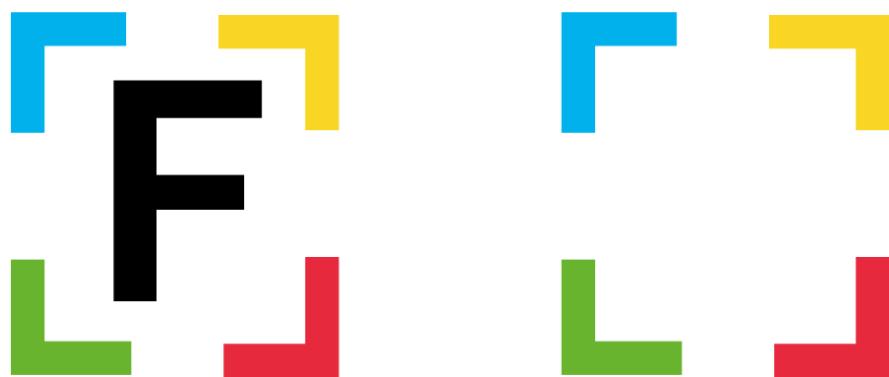
could hit the board. This allowing for a unique user experience. Another Idea that stemmed of this although did not materialise was alternating how many sides the shape depending on how many different sectors. Although this idea would not have scaled well if there were too many learning sectors. I opted for the Raleway font and already felt it provided a clean look in both the longer title and



also the acronym for. I then attempted to alter this logo to position the darts in different places, just to see if it provided a more effective look. I also stripped all the colours back and increased the stroke whilst adjusting the position of the typography. The aim here was primarily to play around with layout although looking back the logo did not have as much substance as future designs. I felt

it was effectively relevant to the design inspiration and research I had undertaken although the execution with the idea of darts did not so much represent the aspect of adult learners well. I decided to move on to a more direct solution.

## Design Ideas



### Design Idea Name: Frame Colours

Sticking with the idea of hitting a target like darts I then made the target more of a vocal point. Utilising the same colour technique and serving the same purpose of loading differently on arrival to the site to represent a unique learner journey and also different learning sectors. I was made aware by one of the representing partners

of FALNI and project supervisor Claire that the idea of a target was not ideal for FALNI and that it may be too aggressive of an approach. I then worked with this feedback to provide a more subtle solution.

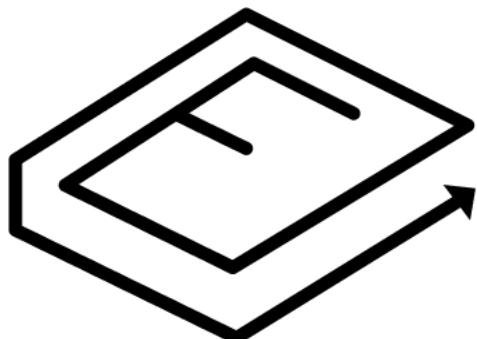


### Design Idea Name: Darts

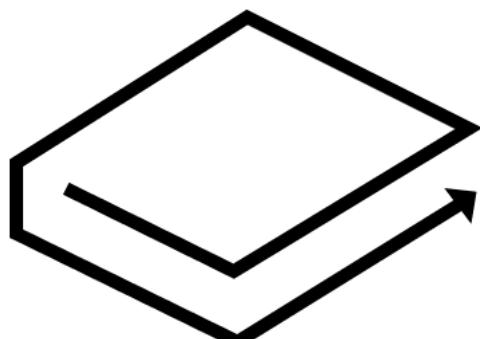
This idea grew of the idea of the previous darts idea and was more me trying out something different with the hope something worked. It felt too far away from the brief and the darts no longer really felt like darts with no target. The idea was the logo could become alive and then form into its structured form shown in the

bottom sample. Overall I felt this was the weakest logo I had created in the design process.

## Design Ideas



FALNI



FALNI

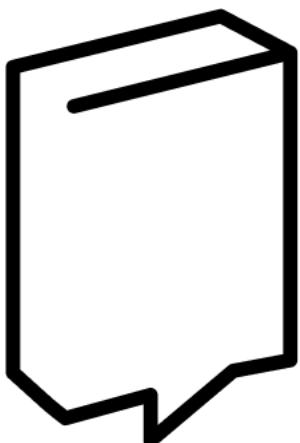
### Design Idea Name: Flat Book

Moving into a more 3D feeling design that I had proposed in the inspiration phase. When coming up with words and objects we could associate with learning it always felt like a book was an obvious choice. I tried to incorporate the idea of an arrow representing the learner journey and how it could draw itself as the website loaded.

The use of typography and the book icon to create a strong stand alone logo although it felt very light. Overall this was a strong idea although I did not feel it would transfer smoothly into web and print design.



# FALNI



# FALNI

### Design Idea Name: Text Box Book

Approaching more 3D designs, this time with a stronger emphasis on a complete object. This logo was open to interpretation being both a 3D text box or it could be perceived as a 3D book. The speech bubble aspect was to represent the forum aspect. Again a strong example of a 3D logo that could be used for FALNI although 3D was

not my strong point I felt I had created 2 strong ideas here that could be developed into a full pitch outcome.

## Design Ideas



Fourm for Adult  
Learning Northern Ireland



### Design Idea Name: Colour Book

Leaning more into the book idea. I want to create something that had the same colour representation that I had proposed with the dart and targets designs. This time using each other pages to represent different user journeys. The idea being that every learning story is a new page, different from the last. The problems I found with

this logo was that it was hard to make the typography work with the logo. It always had a somewhat awkward feeling and also the icon made the overall aesthetic feel like a library.



# FALNI



# FALNI

### Design Idea Name: Education Cap

This idea was a good attempt on paper but the problem was it really showed FALNI as an organisation focused on university and book based education when really they wanted to represent so much more than that. Learning is not the stereotype of books and universities. Claire had made it clear that there was internal politics

within FALNI base of comments surround the topic so I stayed away from any representation of universities from here. One of the issues with these logos is that they did not really have any “alive” elements and I did not intend for them to animate on load.

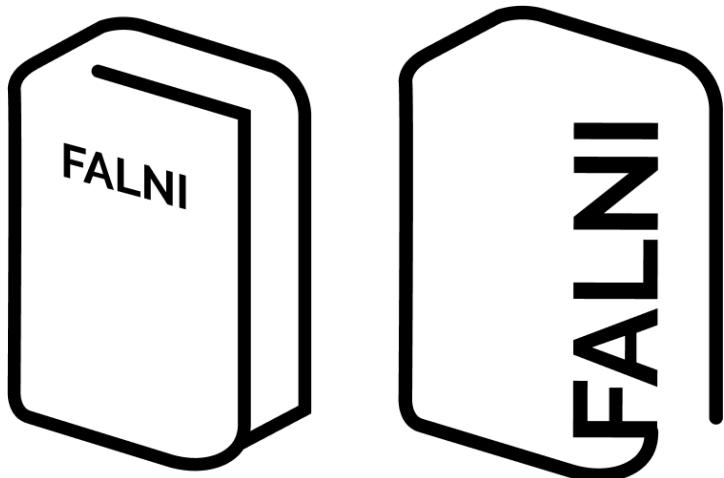
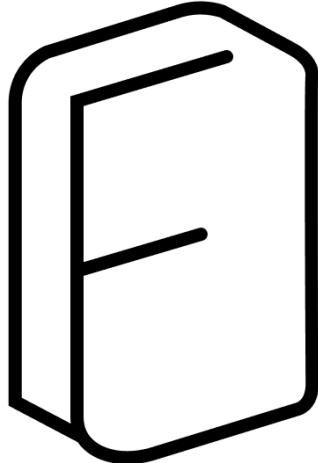
## Design Ideas



### Design Idea Name: Line Book

Taking inspiration of the ideas from the previous colourful book concept. This one having more of an “alive” effect. Again the issue with this was fitting the typography into the logo. I attempted to use paths to build an ‘F’. The idea was that on the side of the book will be different. Again using paths to represent

different learner journeys. This logo also felt a bit wide.

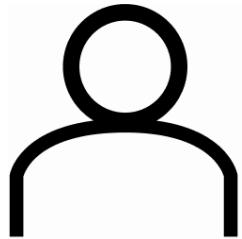


### Design Idea Name: 3D Book/Fridge

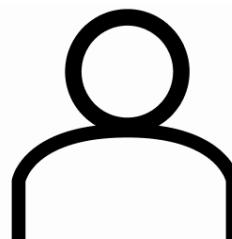
This was my final attempt for a 3D solution as I felt the other two concepts went well. Unfortunately this idea made the icon look more like a fridge or a cupboard. In retrospective, I should have attempted a 3D design incorporating the colours I had proposed in the design decisions stage. I attempted to play off the strong points on the other 2 concepts. It was also at this

point Claire made us aware that books might not be the route to go as learning is more than just books, similar to the university argument. Calling for a different solution.

## Design Ideas



Forum for  
Adult Learners



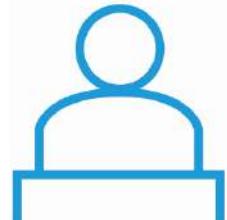
Forum for  
**Adult**  
Learners



Forum for  
**Alumni** Learners



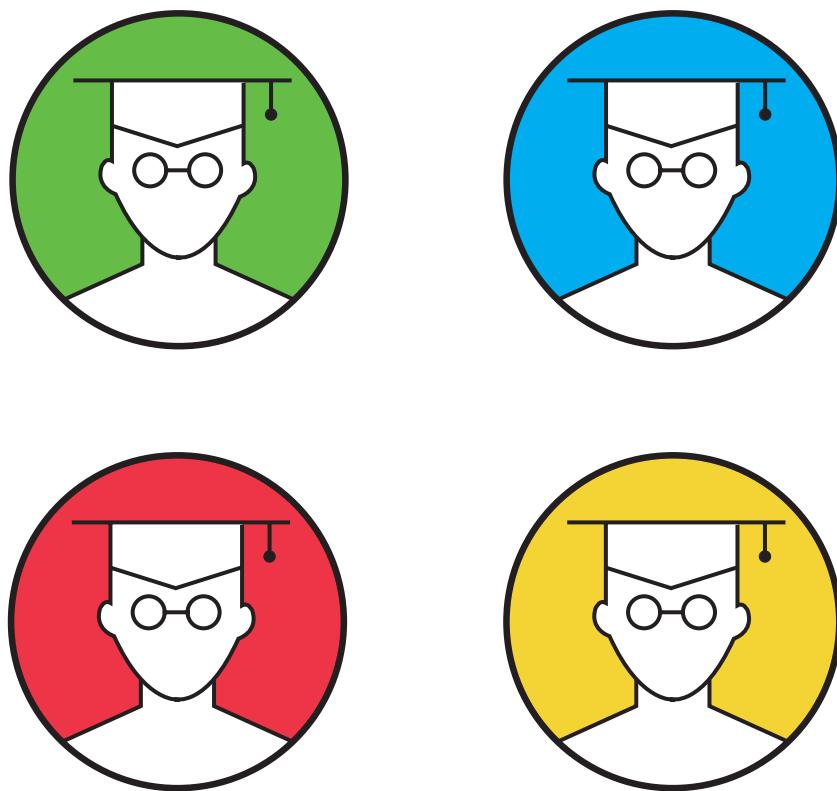
Forum for  
Parent Learners



Forum for  
Teacher Learners

### Design Idea Name: Learner Icons

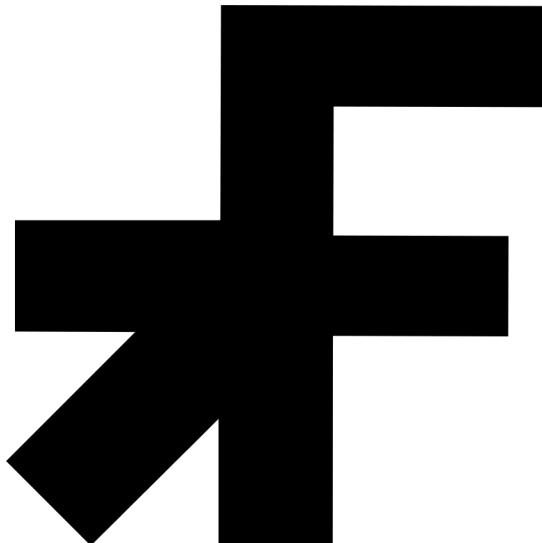
I moved towards a more icon focused approach, combining icons with the previous stated colours to represent individual learner sectors. It was a strong initial concept but the icons themselves feel too light and also don't have much of a professional feel. They look more like street signs.



### Design Idea Name: Learning Icons 2

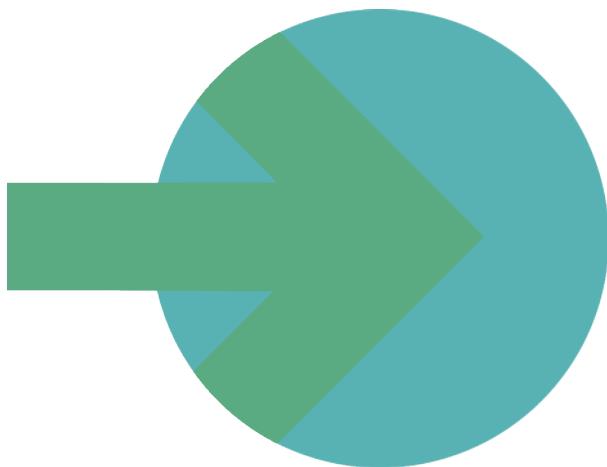
My second attempt at learner icons. This one felt more unique and the use of colour in the background. This concept did not feel like it could stand by itself and instead needed an incorporation with a collective logo to feel like a full idea. I decided to keep these to one side and try utilise them with a design using a representing colour logo.

## Design Ideas



### Design Idea Name: F Arrow

Trying to work more with an arrows as the iconography and an F to represent. This was a more subtle solution. The arrow to represent the upwards feeling of learning or the step into FALNI and learning. The colours in this example are more focused on learning. A simple yet effective solution.

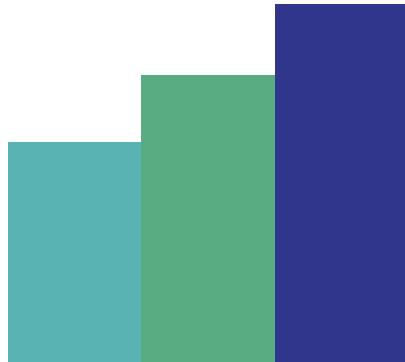


## Fourm for Adult Learners

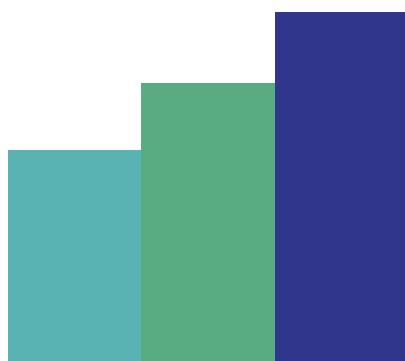
### Design Idea Name: Circle Arrow

This idea built of the ideas of the F and the arrow, using the same colours. This time the circle was to represent the learning individual. And the idea of the arrow boosting them up. Whilst also attempting to look like a light bulb, and the ideas that spark from learning. Unfortunately it looks like a tree.

## Design Ideas



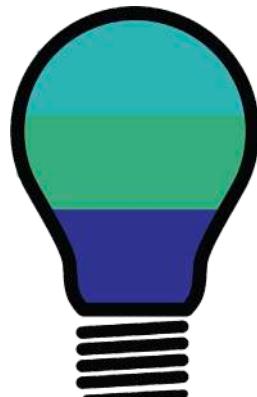
# FALNI



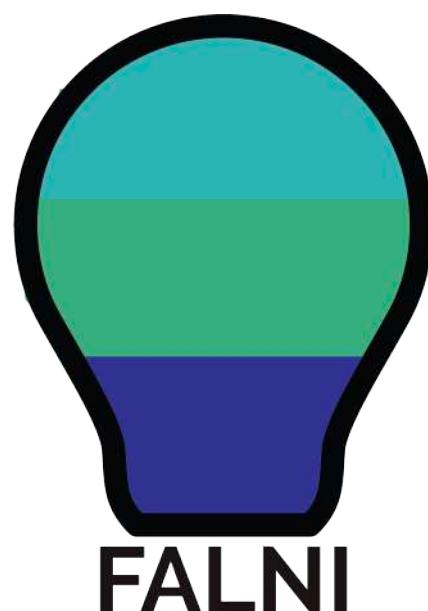
# Forum for Adult Learning

### Design Idea Name: Steps

Using the same learning colours again this time in a steps type logo, this was again playing of the idea of taking the next step in learning. It was also that the colours were to represent that each step can look different. Each journey can be different. The logo would also load in with a different colour order and step height.



## Fourm for Adult Learners

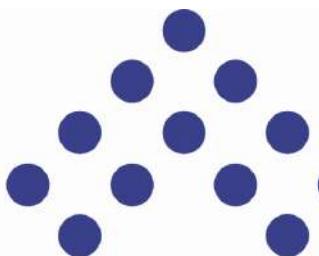


### Design Idea Name: Light Bulb

Wanting to make a light bulb logo based of my past failed attempt. This logo felt a bit overwhelming like I was trying to do too much. The colour filling the light bulb was supposed to animate in although in retrospective using the other colour palette and having a different colour each time the site loads may have been more

effective. Although it did not feel that a light bulb would really tie together FALNI's values well.

## Design Ideas



**Forum for  
Adult Learning**



**Forum for  
Adult Learning**



**FALNI**



**Forum for  
Adult Learning**

### Design Idea Name: Variable Journey

Using the education based colours to create a stand alone icon with the purple dots. This icon formed an arrow pointing upwards. Using the Raleway font for the typography along side the icon itself. It quickly became one of the stronger logos I had created.

I then decided to create a path throughout the logo to create shapes, this meant that on load of the website a different path could be drawn which represent everyone unique learner journey. It can form basic letters or take any shape although there were rules to how it can path through the dots.

**I will develop this idea.**



#### Design Idea Name: Learner Representation

Utilising the arrow again but this time as a step into learning. The overall idea and I had displayed in a GIF was that the words would rotate into each other to become a different logo with the same structure. This was then to represent different focused events with the specific logo for example an event based around parents in learning could have the relevant logo attached

to it. Combining this with the colours to represent each learning sector to create an effective and typography based look for FALNI. I utilised the Futura PT font for this design and it also quickly became strong design choice for the pitch.

I will develop this idea.

# Web Design Ideas



### Design Idea Name: Experimental Mix

Taking my first attempt at Web Design for the project, I only wanted to design a logos then expand from there although this allowed me to see what logos were going to work and which would not. Using the F target logo, some royalty free images and the learning icons I constructed a functional landing page, I do not think the

learner icons were going to translate well into other material. I decided to discard this idea here and previous feedback on the target logo and how it sat on the site made me realise a different approach was needed.



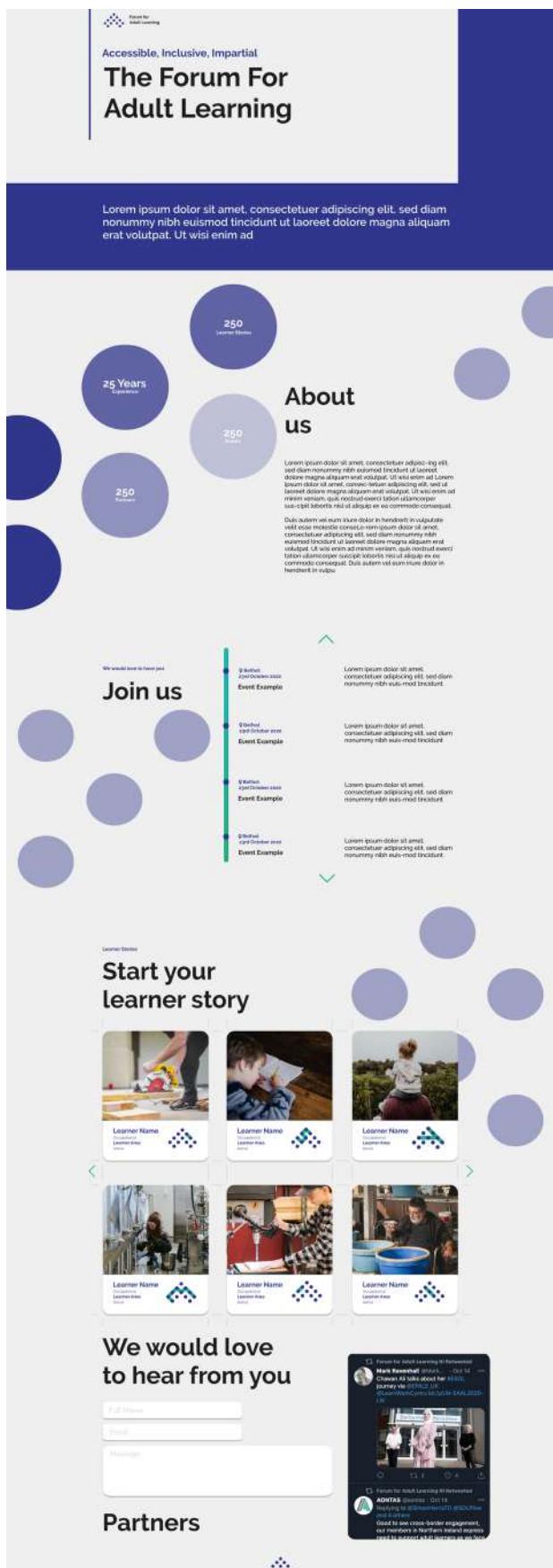
### Design Idea Name: Web Design F Arrow

A more graphic based approach here using the F arrow logo to produce a simple concept for a landing page. It made me realise the F arrow logo is strong in itself although the use of the arrow as a step for the Learner Representations works better. it also gave the feel that FALNI was going to need images to really communicate their

values and what they are about to their users.

## Design Work

# Development of the Variable Journey



## Web Design of the Variable Journey

After experimenting with this idea that it was capable of being translated into more materials and granted no problems would most likely be a pitch idea.

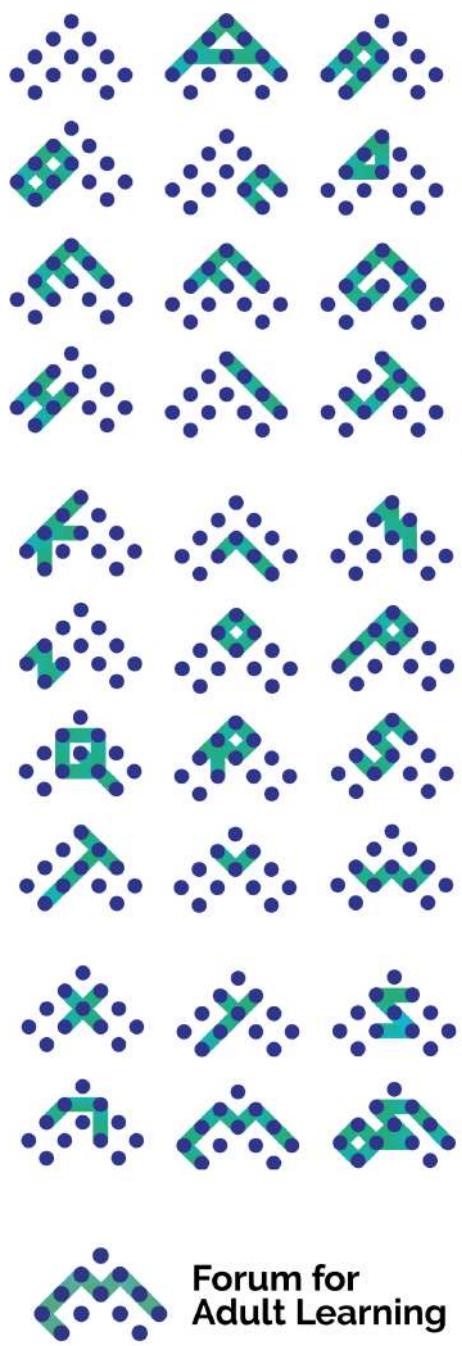
First designing the web site for the idea. I initially tried to stay away from images on the landing page. Making use of the proposed colours. The idea was to display the words that FALNI had provided us along side their organisation name. I also wanted to have a navigation bar along the top. I then wanted the circle aspect to be prominent throughout the site perhaps showing images from FALNI or USP's within them.

Scrolling down would lead you to an about section giving details about FALNI. Followed by the events section as FALNI had stated that they wanted events to be a key part of the site, the idea was for a vertical carousel. When you clicked on a past event the pictures and information about the event would show up in place of the basic event details prior.

Then providing learner stories on a carousel with a unique logo journey to accompany it. This was then followed at the bottom of the page with a contact section and an area for the partners.



## Design Work



### Variable Journey Examples

I wanted to provide multiple examples on how the variable journey can be done within the rules of the logo. I challenged myself to make the alphabet out of the journey, this was also a base to start as everyone's name starts with a letter so can represent multiple organisations or individuals. The idea with the logo was

that it could not skip across dots to get to another.

# Development of the Variable Journey

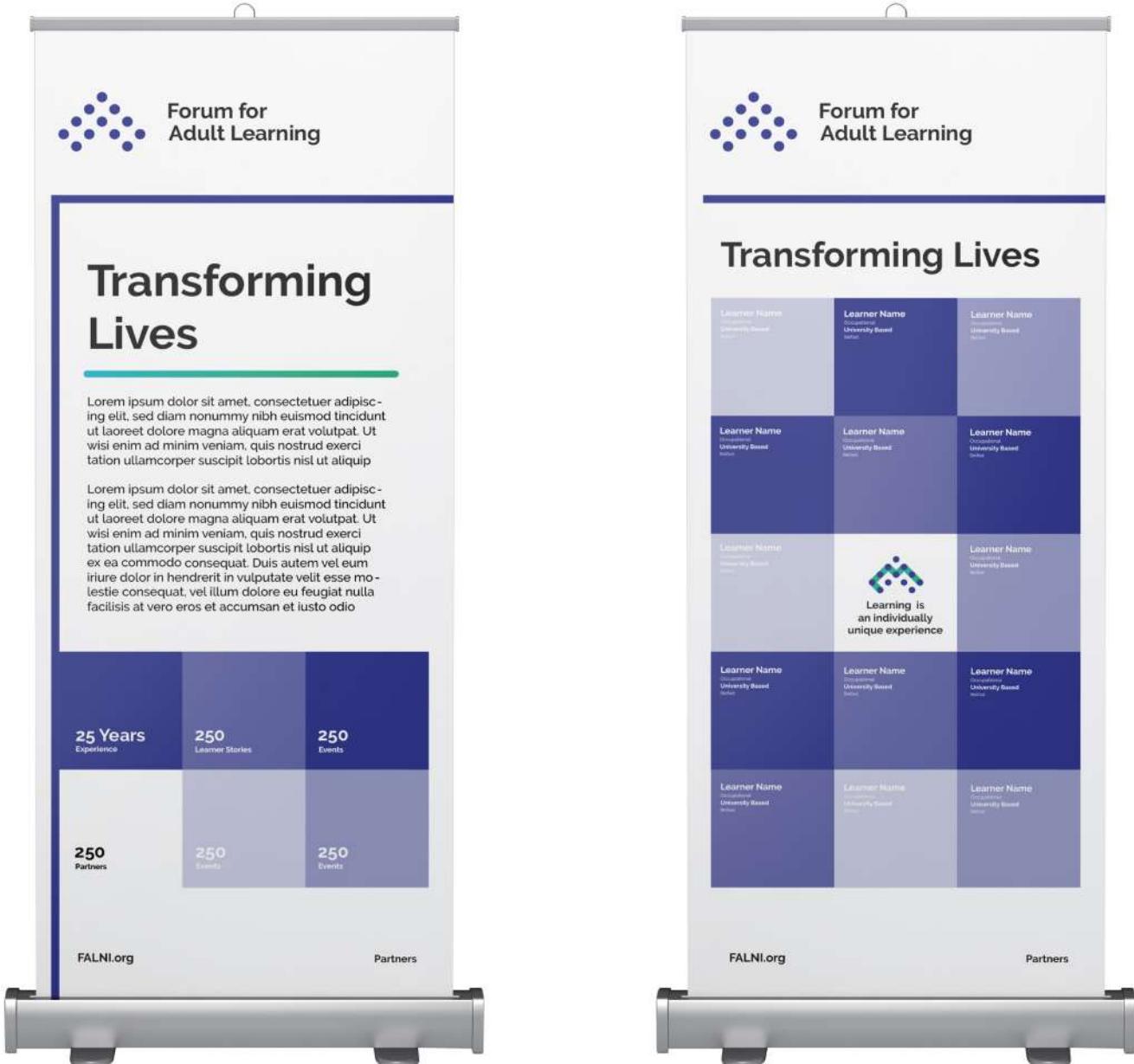


### Pop-up Banners

My first attempt at designing a pop-up banners, I wanted to communicate USP's although I feel doing them in squares rather than circles was not a good choice. I utilised too many words for a pop-up banner as most modern examples of banners do not include as many words. I feel that the option with circles floating in

the background have more strengths. The use of visual debris and images may prove useful.

## Design Work



### Pop-up Banners

Trying more ideas surrounding the same design with more visual debris. I also made an attempt solely focusing on the USP's element although it felt overwhelming.

Perhaps trying again with a different approach my prove to capture the design I am going for.

# Development of the Variable Journey



### Pop-up Banners

Taking a different approach with circles to the banners this time I wanted to offer examples that provided different informative options although under the same visual style. I provided one sample with more text, although knowing this was not common nowadays FALNI may want to have the option for text when they print

or depending on the event. Otherwise I put emphasis on the learner stories aspect allowing those to sell the work FALNI has done and also the USP's to promote how hard they work.

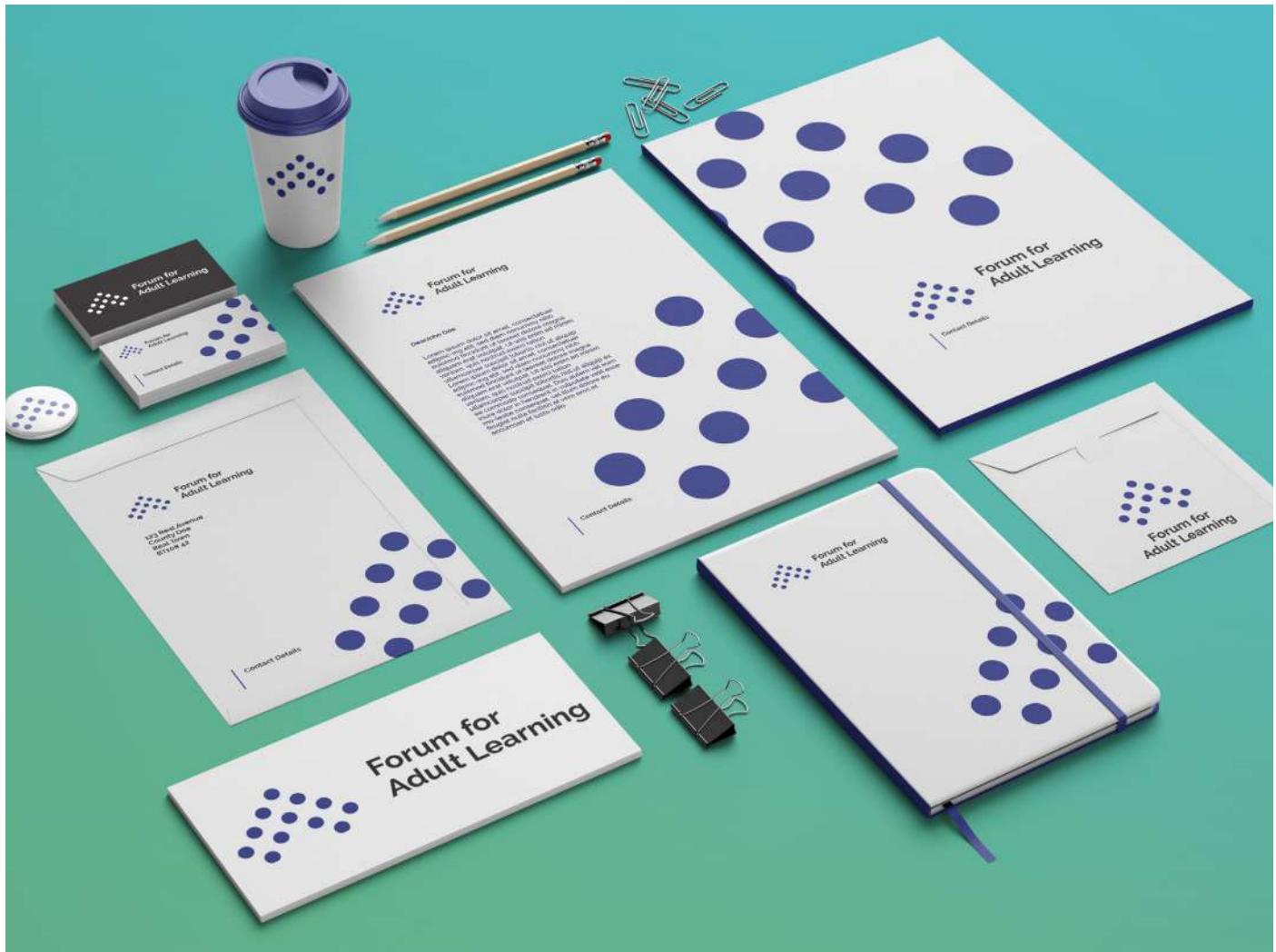
## Design Work



### Pop-up Banners

I then took an approach of a more picture based style. Placing circular images with the colour overlaying and leaning into the three word they proposed initially. This allowed for simple yet effective pop-up banners. I wanted to provide 4 very different options as pop-up banners can have a wide range of styles.

# Development of the Variable Journey



## Stationary

Moving on to more audience focused merchandising. FALNI will work with large amounts of documentation from notes at a meeting, letters and reports. The idea was there would be an element of branding to each of these so that you knew it was a FALNI document. Adding more branding to FALNI in the form of coffee

cups, badges and pens could prove to make the organisation feel professional and complete. Contributing to this further through business card proposals.

Using the FALNI logo in its icon form to create visual debris and really brand the merchandise.

## Design Work



### Jumpers & Lanyard and Card

I have proposed jumpers and lanyards for members of FALNI to represent and identify FALNI members at events for example. There are specific printing organisations that will allow custom names too which might make FALNI member more approachable at events.

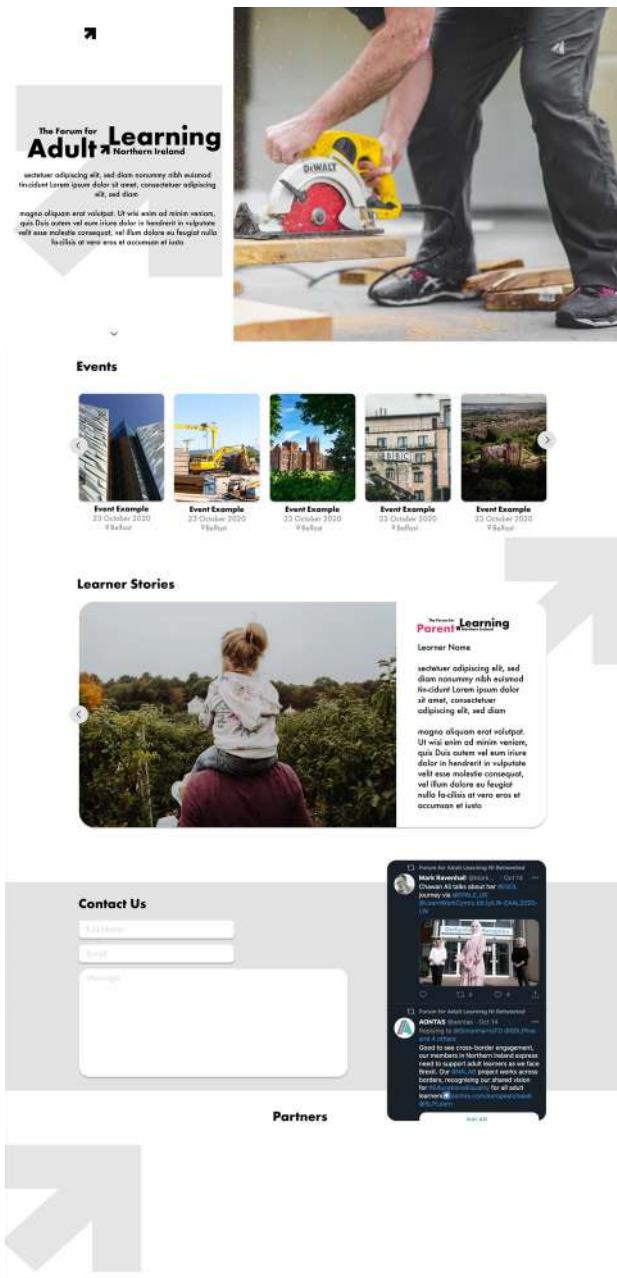
### USB

USBs are a staple in learning and could be an example of promotional material to give out at events as they are common in learning.

All material is mocked up with the FALNI logo

## Design Work

# Development of the Learner Representation



## Web Design of the Learner Representation

After experimenting with this idea that it was capable of being translated into more materials and granted no problems would most likely be a pitch idea.

First designing the website for the idea. I decided to take a different path here and use images. The idea was to have an image, an area highlighting about FALNI although could be swapped out for the three core words I had been using. The logo as discussed would rotate through the different learning areas. The images would also rotate on a carousel to display different learner stories relevant to the logo's current form and the images displayed.

Scrolling down would lead you to the events section and with the use of images and a carousel to allow the user to explore upcoming events and also past events and find out relevant details based on what they need.

Then providing learner stories on a carousel with the relevant learner area logo accompany it with a section giving brief details on the site.

This was then followed at the bottom of the page with a contact section, an area for their twitter feed and an area for the partners.



## Design Work



### Pop-up Banners

Translating the design into pop-up banners. Like the website use the arrows for visual debris I decided to make them have more of a presence in these examples. Placing an image than then using the arrow as an overlay, Then placing the relevant logo within the arrow and utilising the three core words we were

provided. I then took a slightly different approach by using a clipping mask to place the images in the arrows themselves. This proved to be effective and then re-adjusting the logo layout with the three words to provide a clean and professional look to the pop-up banner.

# Development of the Learner Representation



## Pop-up Banners

I wanted to again provide a variety of pop up banners that suit specific events. Here using the same idea as before although placing the three core words at the bottom beside some of the partner logos. The next and final idea following a different pattern using a more structured approach and almost copying the website with a image in

a box and a small bit about the learner on the right. This was then to be followed of all the different learner areas at the bottom.

Almost all the pop-up banners had a link to the site and the three core words. Utilising the arrow as visual debris where needed.

## Design Work



### Stationary

Again using a more audience focused merchandising. The idea was there would be an element of branding to each of these with the arrow so that you knew it was a FALNI document. Adding more branding to FALNI in the form of coffee cups, badges and pens could prove to make the organisation feel professional

and complete. Contributing to this further through business card proposals. Using the arrow logo in its icon form to create visual debris and really brand the merchandise.

As the design uses a range of colours it provided opportunity for coloured paper to sort documents into their relevant areas. I then mocked this out to demonstrate.

## Design Work

# Development of the Learner Representation



### Jumpers & Lanyard and Card

I have proposed jumpers and lanyards for members of FALNI to represent and identify FALNI members at events for example. There are specific printing organisations that will allow custom names too which might make FALNI member more approachable at events.

### USB

USBs are a staple in learning and could be an example of promotional material to give out at events as they are common in learning.

All material is mocked up with the arrow and using colours to represent different learners or event focus.

# Design Conclusion and Feedback

Throughout the designing process it has been a struggle to answer a difficult brief. One of our supervisors made us aware that this brief was not an easy one to answer and the designs Matt and I have provided spoiled them for choice.

Looking back as I conclude the design process to my initial designs it was clear that there was a path from almost grasping at strings to find a design to allowing the ideas to develop into a more focused approach to the brief. The ideas including any form of darts was very far out from what I was aiming for although I am happy with the amount of time I put forward to answering the brief effectively.

Overall the favoured design when I asked from feedback from peers and supervisors was the Learner Representation design. It got praised for being clean, subtle and effective in its communication. Although my personal favoured design that I felt matched the brief and applied the style FALNI was wanting was the Variable Journey design. I was happy with the two design I had developed and how they answered the brief enough to bring them to the pitch document.

Feedback from Claire throughout the initial designs proved to be vital in designing. The feedback such as not using a book in the design or a target allowed me to progress onto different solutions.

What has contributed to a more complex brief has been the lack of images FALNI has been able to provide us with. This played on my mind as something I had to take into account when designing as I did not want to make designs that relied too much on images when in retrospective I feel it is what FALNI needed to really represent the work they have been doing.

I feel the merchandise and print work I proposed for FALNI was effective for their industry with use of stationary, representative merchandise such as lanyards and hoodies to industry relevant handouts in USB's overall this was an effective way to answer FALNI's needs although more can be provided in the final production depending on their needs.

For the ideas I had developed I also provided a GIF that demonstrated how the Variable Journey mapped out and how the words swapped in the Learner Representation logo.

I answered the brief effectively and was confident to proceed into the brief.

- Pitch Preparation
- Variable Journey
- Learner Representation
- Pitch Discussion
- Pitch Feedback
- Revised Pitch
- Revised Pitch Conclusions
- Revised Pitch Feedback

# The Pitch

# Pitch Preparation

This was week six, we had three weeks to construct this pitch document based of the brief we had originally proposed. It was important we kept a close reference to the brief.

## Brief Deliverables

**Brief send date:** 17/10/20

**Constructed by:** Matt and Nathan

**Brief agreed deliverables:**

A website outlining upcoming events, case studies from adult learners as well as a repository for research projects FALNI have developed or contributed to.

Visual Rebranding providing a unique, effective look for FALNI.

Brand Guidelines outlining the visual style, colour palette, typeface for developing content for the future.

Proposed print material and merchandising e.g. pop-up banners, leaflets, business, letterheads.

## Key Concepts

FALNI's Aims

Tone, Message and Style

Target Audience

Platform and Production

Budget

## Pitch Concept

The aim is to create an effective pitch document out of the design stage. This will include two of my designs and two of Matt's designs. We will work collaboratively and provide feedback to each other on what we feels works best, whilst also maintain good communication with our supervisors and listening to their feedback.

In total there will be two complete designs with:

- A logo proposal.
- Web Design Proposal.
- Merchandise Proposal.

# The Pitch Meeting

**Date:** 5/11/20

**Constructed by:** Claire, Colin, Trevor, Sandra, Matt and Nathan

## Summary

The meeting was conducted over Microsoft Teams.

In this meeting Matt and I each presented our pitch. This included our individual designs and the journey of how we arrived at our conclusions. Conveying the meaning of each design and how it communicated FALNI as a visual brand.

We each had a separate set of two designs for the partner. Matt conducted the demonstration of his designs first followed by mine.

Through sharing screen this allowed the partner to view each design efficiently and we were able to flick between design at the clients desire to discuss different elements. This allowed us to compare ideas and take the strength from both.

As we were doing the pitch virtually this allowed us to create more seamless Figma documents that did not match proportions for example: A4.

# My Ideas Pitched

These are the two main designs I pitched to the community client:

## Variable Journey

The concept based on following the learner journey through the logo, the dots within the logo are to represent stages of learning. I wanted to focus on the fact every learner journey is different. Further shaping an arrow to represent the upward lift from learning.

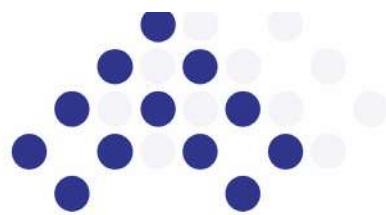
## Learner Representation

The concept designed to incorporate all the different ways of learning into the logo. Really trying to represent each learning area and identifying them through the use of colour. The arrow being the step into learning and how it propels you upwards.

# Variable Journey Pitch Document

## Forum for Adult Learning

THE VOICE OF THE LEARNING PARTNER



### Colours



### Logos



Forum for Adult Learning



Forum for Adult Learning



Forum for Adult Learning



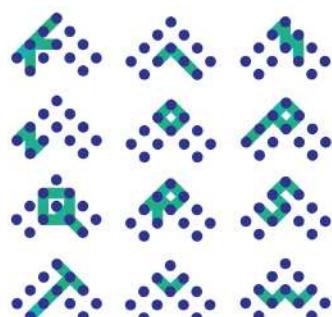
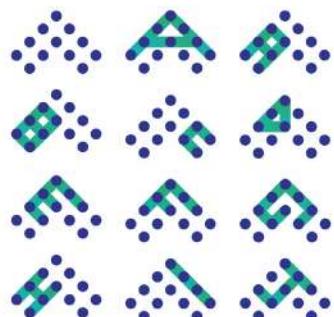
Forum for Adult Learning



Forum for Adult Learning

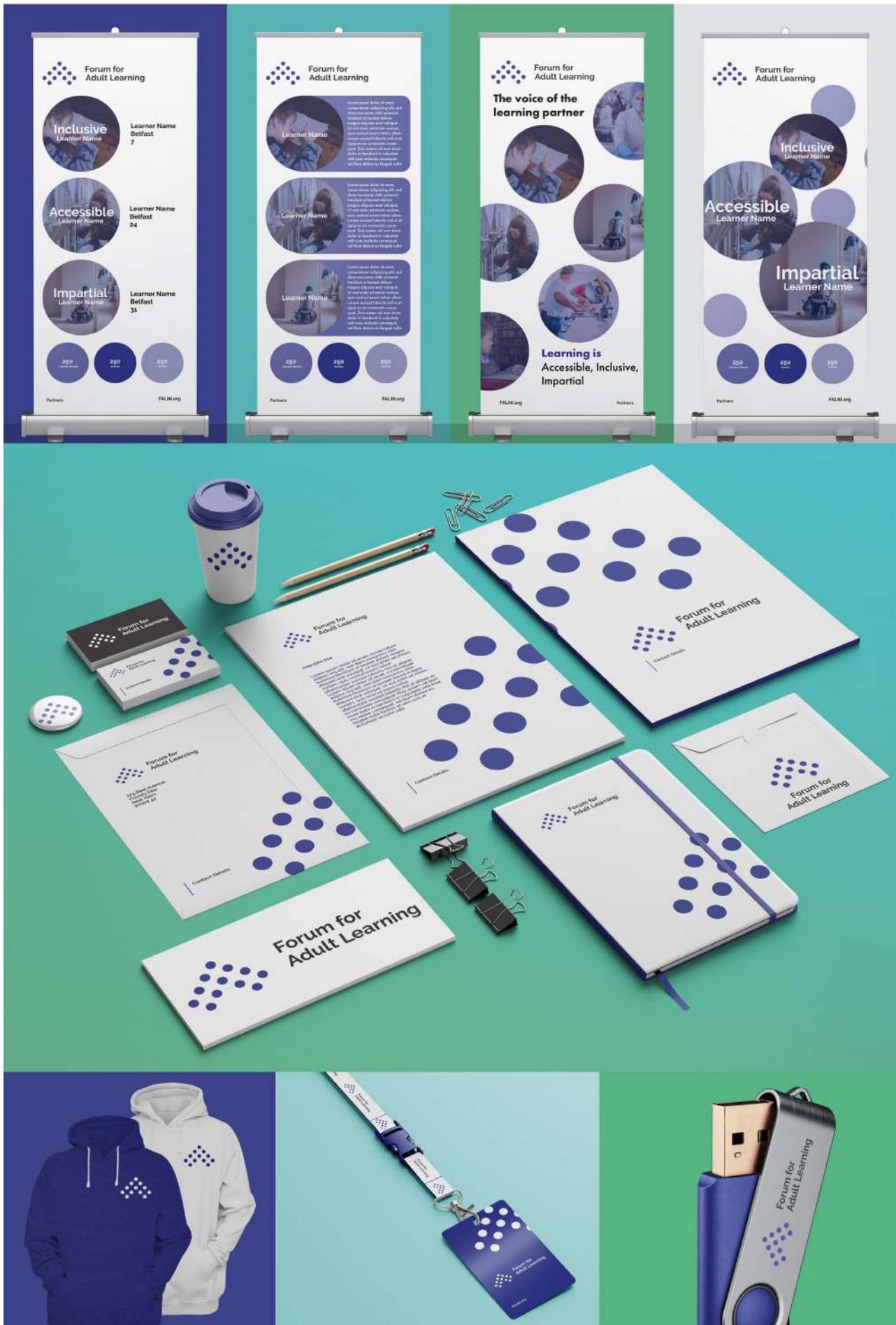


Forum for Adult Learning



# The Pitch

## Merchandise



# **Variable Journey Pitch Document**

Web & Digital

## Domain

FALNI.org



## The Pitch

250  
Partners

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We would love to have you

### Join us

♀ Belfast  
23rd October 2020  
Event Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt

♀ Belfast  
23rd October 2020  
Event Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt

♀ Belfast  
23rd October 2020  
Event Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt

♀ Belfast  
23rd October 2020  
Event Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt

Learner Stories

### Start your learner story



Learner Name  
Occupational  
Learner Area  
Belfast



Learner Name  
Occupational  
Learner Area  
Belfast



Learner Name  
Occupational  
Learner Area  
Belfast



Learner Name  
Occupational  
Learner Area  
Belfast



Learner Name  
Occupational  
Learner Area  
Belfast



Learner Name  
Occupational  
Learner Area  
Belfast



# Variable Journey Pitch Document

## We would love to hear from you

Full Name

Email

Message

## Partners



## Design Concept Discussion

When showcasing the design I gave a brief summary that allowed me to explain the thinking behind it. For this example it was best showcased in the many different forms of the variable journey.

I outlined how I came to the concluding colours, in that they commonly represented learning. I described how the logo is also an arrow pointing upwards to represent the upward feeling of learning.

I was able to explain how putting an emphasis on the learners it allowed FALNI to really demonstrate their great work in an effective manner. And through the use of the circles matching the logo it really allowed the design to feel complete in a professional stance.

Describing to FALNI the effective use of a carousel to display events and learner stories in one section that can then be opened to a larger page that showcases their work extensively.

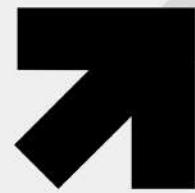
I was able to explain the reason why I chose each of the mock ups that I had.

I kept relating back to the brief and the reasons for my decisions became understood and apparent during the pitch.

# Learner Representation Pitch Document

## Forum for Adult Learning

THE VOICE OF THE LEARNING PARTNER



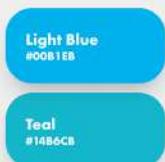
### Colours



Black  
#000000



White  
#FFFFFF



Light Blue  
#00B1EB



Yellow  
#F8D623



Orange  
#F28705



Teal  
#1A86CB



Magenta  
#DD3F6E



Grey  
#E8E8E8

### Logos



## The Pitch

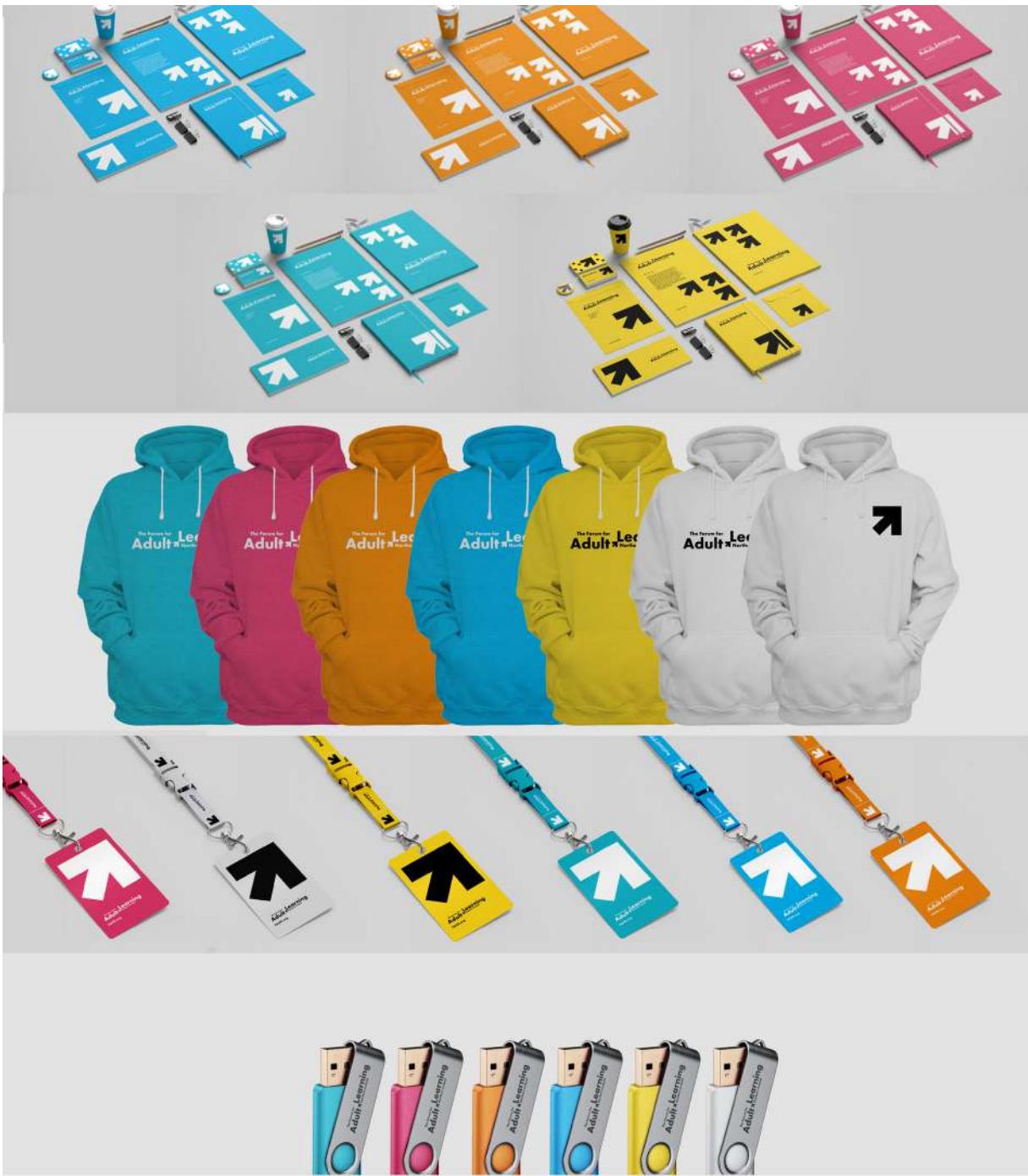
# Learner Representation Pitch Document

## The Forum for Adult Learning Northern Ireland

### Merchandise



## The Pitch



## Web & Digital

### Domain

FALNI.org



## The Pitch

# Learner Representation Pitch Document



The Forum for  
**Adult Learning**  
Northern Ireland

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### Events



Event Example  
23 October 2020  
Belfast



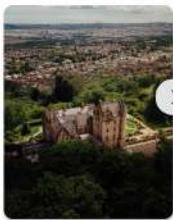
Event Example  
23 October 2020  
Belfast



Event Example  
23 October 2020  
Belfast



Event Example  
23 October 2020  
Belfast



Event Example  
23 October 2020  
Belfast

### Learner Stories



The Forum for  
**Parent Learning**  
Northern Ireland

Learner Name

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### Contact Us

Full Name

Email

Forum for Adult Learning NI Retweeted

Mark Ravenhall @Mark... Oct 14 ... Chawan Ali talks about her #ESOL journey via @EPALE\_UK @LearnWorkCymru bit.ly/LW-EAAL2020-LW

## The Pitch

The image consists of three main parts. On the left is a screenshot of a 'Contact Us' form with fields for 'Full Name', 'Email', and 'Message'. In the center is a Twitter post from 'AONTAS @aontas' (@LearnWorkCymru) dated Oct 14. The post includes a photo of three people standing outside a building with a sign that says 'Derbytiaid Reception'. The tweet discusses cross-border engagement and mentions the '#NALAB' project. On the right is a large, stylized graphic element resembling a 'Z' or a mountain range.

## Design Concept Discussion

Again when moving onto showcasing the second design I gave a brief summary that allowed me to explain the thinking behind it. For this example it was best showcased in the GIF where the text rotated round, this allowed me to really present a visualisation of what I was trying to explain.

I outlined how I came to the concluding colours, in that they commonly represented the different learning areas. I described how the logo is also an arrow pointing upwards to represent the step into learning.

I was able to explain how putting an emphasis on the learners it allowed FALNI to really demonstrate their great work in an effective manner. And through the use of the different representation tools under one complete visual style really allowed them to convey their range of effective and great work.

Describing to FALNI the effective use of imagery in this design to display events and learner stories and how this only the landing page and the relevant sections that

can then be opened to a larger page that showcases their work extensively.

I did make them aware though through both designs the images are stock images and we do not have high quality images to provide an equivalent outcome at the moment.

I was able to explain the reason why I chose each of the mock ups that I had. I kept relating back to the brief and the reasons for my decisions became understood and apparent during the pitch.

# Feedback Variable Journey Design

Variable Journey was the most impressive design to FALNI and stood out to them.

They thought the idea of how the learners were represented was very effective and the use of circles allowed for a professional feel. They loved how coherent the design was across the board and that it all felt part of FALNI.

They were not keen on the idea of being represented by an upwards arrow and felt that an arrow going to the right to show going forwards rather than upwards with FALNI, this was the key point to take away from the pitch.

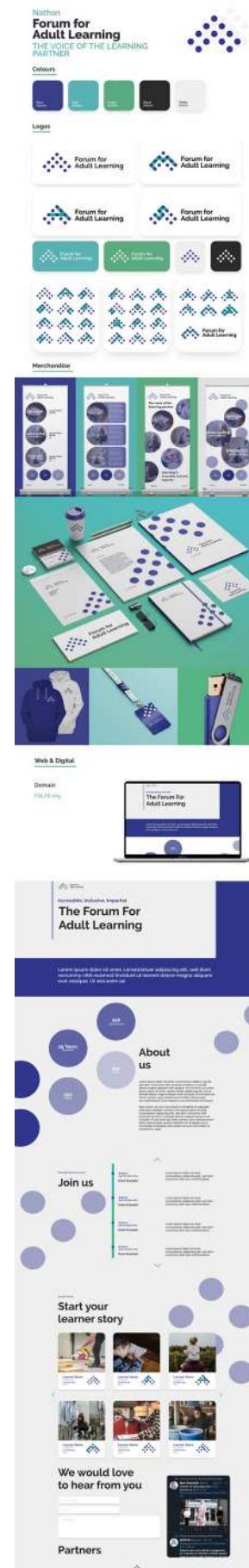
The ultimately decided to go with this form of the design taking all of the graphic elements and opting to combine this with Matt's web design, this allowing us to go away and provide another pitch document that makes the changes they decided on.

They wanted the logo to be turned 90 degree so that it pointed to the right.

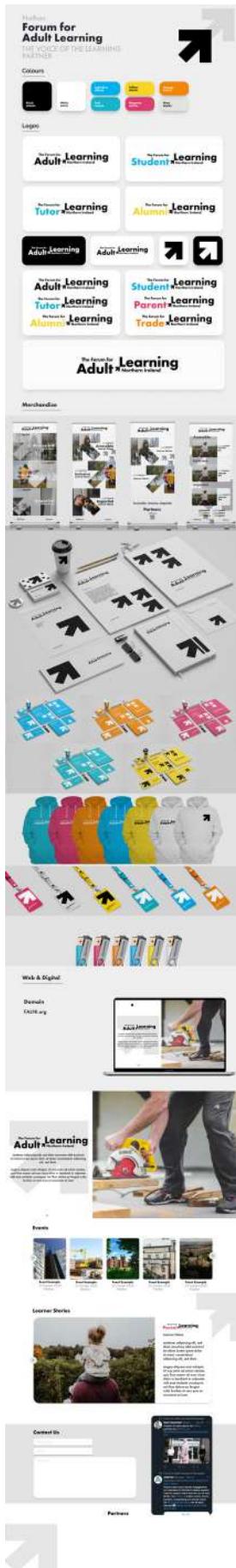
They liked the idea of more merchandise, therefore requesting further mockups: a focused report cover, poster examples, pens, sticky notes, water bottles, mint tins and a stressball.

They also stated that they preferred the two on the right in terms of pop-up banners. The web design was received well as something different to Matt's designs although before the pitch Matt and I were aware that web design was his strong suit, where as print and brand design was mine.

Therefore we agreed that I would produce all of the mockups and redesign the print work, whereas Matt would provide a web solution under this visual style for the final revised pitch document.



# Feedback Learner Representation Design



This idea although I felt I communicated it well was immediately shot down by FALNI.

Although it was regarded as the strongest design by Matt and I when analysing the pitch, FALNI did not want to be represented by an arrow. I did find this ironic due to them favouring the other design which was a logo although it can be justified in this arrow is more prominent in the design and also can not be simply rotated to display going forward rather than upwards.

I did protest the design and even Claire tried to draw more awareness to it even after it was discarded as an idea although they just were not keen.

This was the weakest design to FALNI in the pitch and in retrospective the web design, is where I felt this design fell as a coherent design.

I was sad about the decision as this was I drove most of my effort into the design although that is what to expect when working with a client.

**There is no such thing as a bad client. Part of our job is to do good work and get the client to accept it.**

-(Gill, 1992)

## Revised Pitch

Matt & Nathan

# Forum for Adult Learning

Inform, Advocate, Collaborate



### Colours



Blue  
#394089



Teal  
#58B2B3



Green  
#5AA881



Black  
#2B2B2A



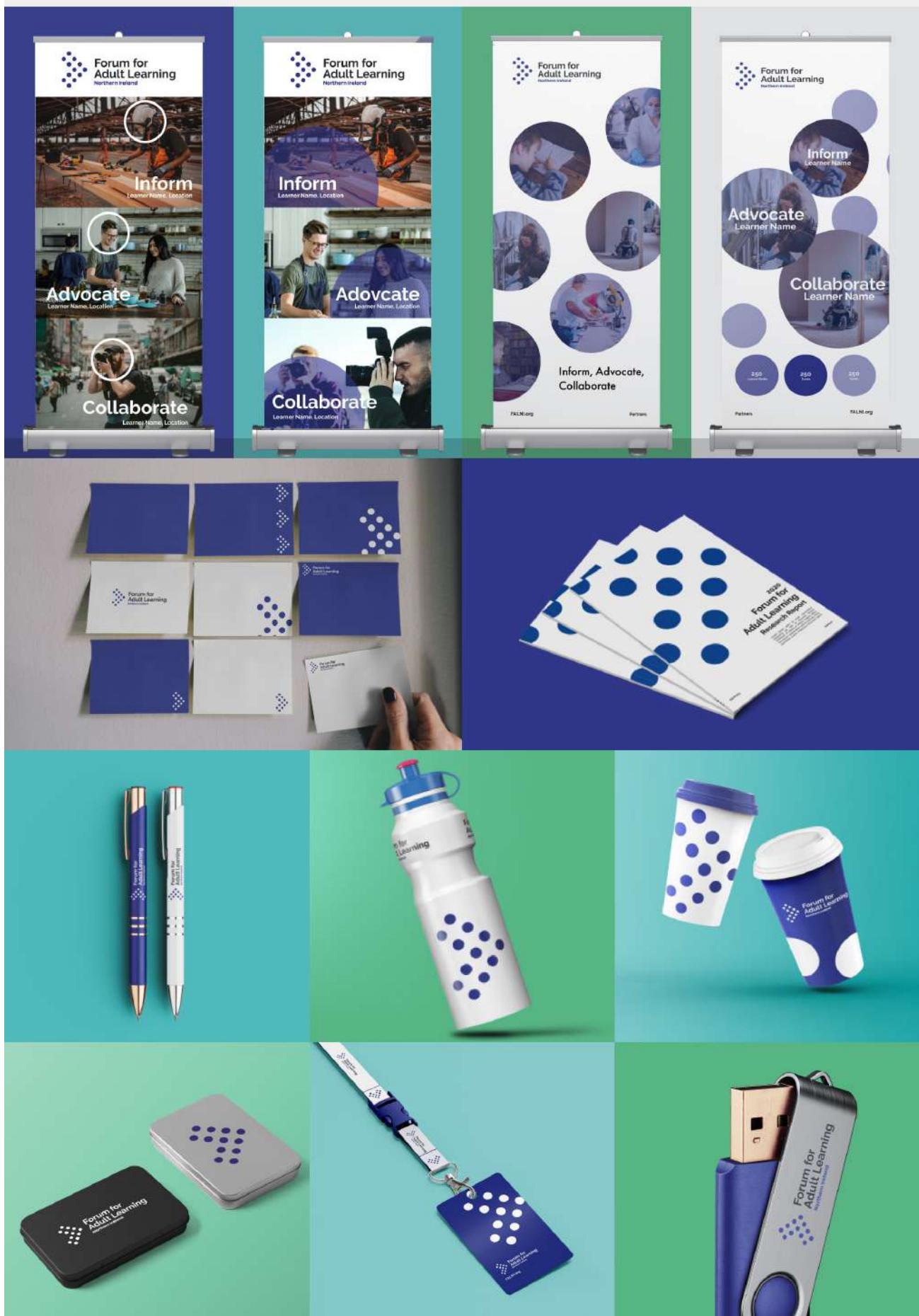
White  
#EFEFEF

### Logos



# The Pitch

## Merchandise



## The Pitch

# Revised Pitch



## Web & Digital

## Domain

<https://falni.org/>

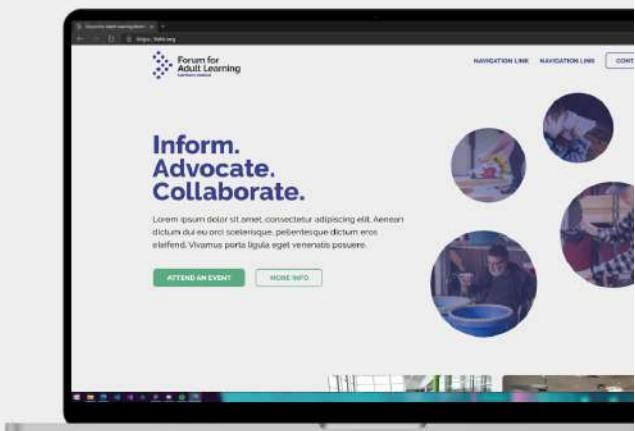
## Hosting

IONOS Essential Wordpress Plan

£2/month (6 months) then £4/month

Includes 10 2GB email accounts and domain

<https://www.ionos.co.uk/hosting/wordpress-hosting>



## The Pitch



NAVIGATION LINK NAVIGATION LINK CONTACT US

# Inform. Advocate. Collaborate.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. AENEAN DICTUM DUI EU ORCI SCETERISQUE, PELLentesQUE DICTUM EROS LEIEND. VIVAMUS PORTA LIGULA EGET VENENATIS POSUERE.

[ATTEND AN EVENT](#)

[MORE INFO](#)



## EVENT CALENDAR

[SEE ALL EVENTS](#)



### Annual Christmas Conference

Skainos Centre, Belfast

[RSVP](#)

[MORE INFO](#)



### Adult Learners Conference Northern Ireland

Livestream

[RSVP](#)

[MORE INFO](#)

BEGIN YOUR LEARNER STORY

## LEARNER STORIES



**“ LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, VIVAMUS EGEST TORTOR LOBORTIS. ”**

JOHN SMITH, 26

[READ THE FULL STORY](#)

## OUR PARTNERS

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

## The Pitch

### Revised Pitch

**GET IN CONTACT**

John Smith

John Smith

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget tortor lobortis, interdum nibh id, feugiat urna. Curabitur nec augue dignissim, luctus mi placerat, sollicitudin augue.

**SUBMIT**



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Company Registration Number: 80968 - Registered Charity Number: 6719  
[Privacy Statement](#) [Cookie Policy](#)



### Conclusions

At first as a group we were open to the logo being turned on its side as it was what FALNI felt represented them best.

I had gone through and came up with new mock ups for FALNI really providing them with the specific merchandise that they wanted. I took a different approach to the pop-up banners and supplied them with 2 sets of different designs, this was based off their feedback.

I feel the revised pitch came out much cleaner and FALNI focused after the extensive feedback. As a collective with Matt's web design which provided a unique and effective solution to the graphic elements I had created to represent them online.

After the pitch we immediately went into Figma to attempt to turn the logo 90 degrees so that it points right and had conflicting feelings about it. Overall we thought it looked bad compared to the original.

# Feedback Revised Pitch Design



Conflicting with our ideas on the new logo FALNI liked the new 90 degrees turned logo and felt it suited them well.

They did not have any further amendments and were happy for us to produce what was pitched here.

Upon delivering the revised pitch we immediately got the all clear to move on to the final production stages where we produced what FALNI needed in time for the hand over on the 11th of December 2020.

We had worked with FALNI to come up with three words to represent the company as they made us aware they were unhappy with the words we had used across the branding.

**Accessible, Inclusive and Impartial was then replaced with Inform Advocate and Collaborate.**

- Starting Final Production
- File Structure
- Print Guidance
- Brand and Photography Guidelines
- Logo Artwork
- Business Card
- Poster Options
- Pop-up Banner Options
- Research Cover
- Lanyard Card
- Revised Pop-up Banner Options

# Final Production

## Starting the Final Production

# Inform

- to communicate knowledge.

# Collaborate

- work jointly on an activity or project.

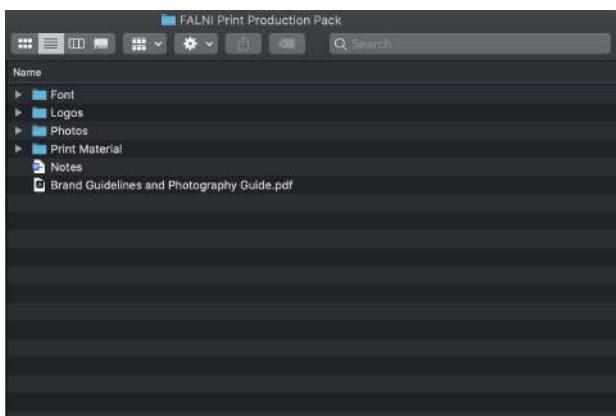
# Advocate

- publicly recommend or support.

It is important that when moving into the Final Production stage that we kept tracking back to the pitch document that it was agreed on that we would develop in a final production and furthermore the brief document, to ensure that we are not only providing the opportunity to have a voice in the industry but stand out. As stated it was agreed that I would primarily focus on designing all of the print and merchandise work to then collaborate with Matt on creation of the website where needed. The print work needed to be produced to the correct dimensions along side print guidance on where to get the specific materials printed and loose guidance on the process of this. This then needed to be collected and organised into a Print Production Pack where the files are

organised effectively and easy to access. Majority of this section of working with the client was adjusting logos for specific merchandise, for example the lanyard, mint tin, notebook, pen, pendrive, post-it notes, reusable coffee cup, water bottle and stressball. All required me to adjust the logo to different sizes for a smooth and seamless transition when FALNI come to print. I will go further into the business card, lanyard card, posters, pop-up banners and research report. Brand guidelines need to be produced to demonstrate to FALNI how to design for their brand in the future so that everything they produced can be recognised as a FALNI product.

# File Structure



Name	Date Modified	Size	Kind
FALNI-acronym-logo	28 Nov 2020 at 14:42	--	Folder
black-logo	28 Nov 2020 at 15:26	--	Folder
black-jpg.jpg	28 Nov 2020 at 14:59	58 KB	JPEG image
black-pdf.pdf	28 Nov 2020 at 14:58	393 KB	PDF Document
black-png.png	28 Nov 2020 at 14:59	11 KB	PNG image
black-svg.svg	28 Nov 2020 at 14:57	3 KB	SVG image
black-tif.tif	28 Nov 2020 at 14:59	662 KB	TIFF image
coloured-logo	28 Nov 2020 at 14:46	--	Folder
white-logo	28 Nov 2020 at 15:24	--	Folder
FALNI-icon-logo	28 Nov 2020 at 15:19	--	Folder
black-logo	28 Nov 2020 at 14:59	--	Folder
coloured-logo	28 Nov 2020 at 15:31	--	Folder
white-logo	28 Nov 2020 at 15:36	--	Folder
FALNI-logo-artwork-file.ai	28 Nov 2020 at 14:33	437 KB	Adobe Illustrator
FALNI-long-logo	28 Nov 2020 at 15:40	--	Folder
black-logo	28 Nov 2020 at 14:41	--	Folder
coloured-logo	28 Nov 2020 at 14:38	--	Folder
white-logo	28 Nov 2020 at 15:25	--	Folder

Name	Date Modified	Size	Kind
Business Card	28 Nov 2020 at 17:49	--	Folder
Lanyard	30 Nov 2020 at 14:42	--	Folder
Lanyard Card	30 Nov 2020 at 14:32	--	Folder
Mint Tin	30 Nov 2020 at 14:50	--	Folder
Notebook	28 Nov 2020 at 17:50	--	Folder
Pen	30 Nov 2020 at 15:36	--	Folder
Pendrive	28 Nov 2020 at 18:01	--	Folder
Pop-up Banner	1 Dec 2020 at 14:05	--	Folder
Post-it Notes	28 Nov 2020 at 17:33	--	Folder
Poster	1 Dec 2020 at 15:04	--	Folder
Print Guidance	1 Dec 2020 at 16:08	18 KB	Microsoft Word
Research Report	1 Dec 2020 at 22:15	--	Folder
Reusable Coffee Cup	30 Nov 2020 at 14:53	--	Folder
Stressball	28 Nov 2020 at 17:26	--	Folder
Water Bottle	30 Nov 2020 at 15:30	--	Folder

Name	Date Modified	Size	Kind
poster 1	1 Dec 2020 at 15:12	--	Folder
FALNI Images	1 Dec 2020 at 15:23	--	Folder
Stock Images	1 Dec 2020 at 15:12	--	Folder
poster 2	1 Dec 2020 at 16:08	--	Folder
FALNI Images	1 Dec 2020 at 16:17	--	Folder
Stock Images	1 Dec 2020 at 16:25	--	Folder

First looking at the final file structure I opted for. This was ultimately what FALNI were going to receive in the end.

I wanted the file structure to be clear and concise, although provide all of the options that have been suggested so far.

The opening of the production pack there will be four initial folders. Providing FALNI with a downloaded version of the font that if any systems don't have it they will be able to access it. I then provided FALNI with all of the images they supplied in a collective place in the pack.

I made sure to include the logo itself I had designed and all of the different version of it. I named them acronym, long and icon logo. I then made sure to provide the logo in five different file types to ensure that it can easily be used no matter the file type needed. Doing this for each different colour of the logo across the different styles. I also provided a collective artwork file that contained all of the logos in one place.

I sorted the print work into separate files along side the print guidance file. Some of the print material I provided an option for which style of logo FALNI can use, some were limited to a specific file for example for the pens it was suggested to us the long logo and the coffee cup could utilise any style of the logos. Artwork files were also attached where relevantly needed.

Due to the conflict with the lack of images from FALNI I had produced two versions of both the pop-up banner and the poster. Each designed style had the stock images as one choice and the lower quality FALNI images as another choice. This allowed FALNI to visualise the quality of images needed and also consider the style of images needed.

## **Print Guidance**

### **Pop up Banners**

Price: £35.64

Dimensions: 800 x 2000mm

Recommended to print from: Solopress

### **A4 Poster**

Price: £7.56 per 30 (Price scales to how many ordered)

Dimensions: 297 x 210mm (3mm Bleed)

Recommended to print from: Doxdirect

### **Business Cards**

Price: £9.95 per 100

Dimensions: 85 x 55mm (6mm Bleed)

Recommended to print from: Banana Print

### **Post it Notes**

Price: £6.80 a pad of 50

Dimensions: 76 x 76mm (Requires you to place logo in the add image section, recommended to place in the bottom right)

Recommended to print from: Zazzle

### **Report Cover**

Price: £0

Dimensions: 210 x 287mm A4 (Multiple document styles provided)

To professionally print A4 documents it would be recommended to print from: Dox Direct

Their price varies depending on how many pages although allow for spiral binds, higher paper quality and opaque covers etc.

For example, a bound document with opaque covers and double-sided colour print comes to £10. I will provide a print ready version for Doxdirect.

### **Printed Pen**

Price: from £0.26 per pen

Dimensions: N/A (Black and white logo in jpg format)

Recommended to print from: Adler

### **Printed Water bottle**

Price: from £6.32 per bottle

Dimensions: 100 x 70mm (Requires you to place logo in the add image section, white option, can be rotated if you prefer vertical print option)

Recommended to print from: Camaloon

## Final Production

### Printed Reusable Coffee Cup

Price: from £1.99 per coffee cup

Dimensions: 235 x 80mm print area (Requires you to send in artwork after purchase)

Recommended to print from: 4imprint

### Printed Mint Tins

Price: from £3.14 per tin

Dimensions: 40 x 20mm print area (Requires you to upload the artwork during purchase)

Recommended to print from: Printkick

### Printed Lanyard

Price: from £1.41 per lanyard

Dimensions: 55mm lanyard (Apply logo during the purchase for preview)

Recommended to print from: 4imprint

### Printed Lanyard Card

Price: from £4.49 per card

Dimensions: 54 x 86mm print area (Delete all text and upload image)

Recommended to print from: Zazzle

### Printed USB

Price: provided through quote depending on memory size desired

Dimensions: 24 x 14mm print area (Add logo during the quote)

Recommended to print from: USB2U

### Printed A5 Notebook

Price: from £1.44 per notebook

Dimensions: 95 x 165mm print area (Requires you to place logo in the add image section)

Recommended to print from: Camaloon

### Printed Stressball

Price: from £0.34 per stressball

Dimensions: 26 x 14mm print area (Requires you to place logo in the add image section)

Recommended to print from: Bizay

I was to provide notes on where to get the relevant merchandise printed. I spent time exploring the options when printing material. Keeping in mind that FALNI currently does not have a massive repository of funding. I looked for the effective option whilst also remaining cheap. I pulled together the information above (although with a link to the sites directly) into a word document. I aimed

to detail the rough price of the materials, the dimensions that logo or print area was. I then created graphics that can easily be applied through the printing process. I also included loose instructions to printing when on the site. Unfortunately it did mean that some of the visual debris for example on the coffee cup was cut out although it provided a cheaper and easier option for FALNI to navigate in the future.

# Brand Guidelines and Photography Guide

As part of the initial brief it was agreed that we would deliver a Brand Guidelines document. This document outlines the way that documents are to be designed for FALNI. This will ultimately allow FALNI documentation to feel like a collective.

I initially worked on Figma to produce the document although did not take thought to the idea of printing it so had to rework it into an A4 document.

Initially in the document outlining all the different logos and styles of logo in their colour schemes. I then move on to talk about the content position, this can be the trick to really getting a organisations design feel whole. I proposed that the logo can be utilised in its desired form relevant to the document at hand. Although was to be placed within the middle of the document or can be placed in the top left. I further discussed how the content on the pages should align to a 7x7 grid within the margins that are based of 5% of the longest side of the document.

I had attached a image showcasing these rules for both A4 and the business card. They will allow for a safe border around the page and also structure when creating content.

I then moved onto showcasing the correct and incorrect usage of the variable journey that the logo was based around.

Moving into the different colours for the brand and also the different fonts, hinting to where their best appropriate use is.

This concluded my first draft of the brief before working it into A4.

## Forum for Adult Learning Brand Guidelines

A branding document outlining effective use of typography, design, layout and style when producing content for the Forum for Adult Learning.

### Logos



### Content Positioning

The logo in its longer title form (Forum for Adult Learning Northern Ireland) is to be the central focus and can be scaled down to an acronym form (FALNI) where appropriate. The dots logo can be used in its full form or be used on social media and the small responsive styling on the website.

Logo positioning should be in the top left or where document appropriate the centre of the page. The width of the logo should be between 2-3 columns on the grid constructed based on the rules below.

All documents should have:  
- 5% of longest side margin lines, e.g. A4 5% of 297mm = 14.85mm  
- Align content to 7 rows and 7 columns and within the margins with a 5mm gutter.



### Business Card



### Appropriate Use Examples



### Colours



### Typeface

#### Raleway Bold

Primarily used for Title and within the Logo.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Raleway SemiBold

Primarily used for Headers and Subtitles.

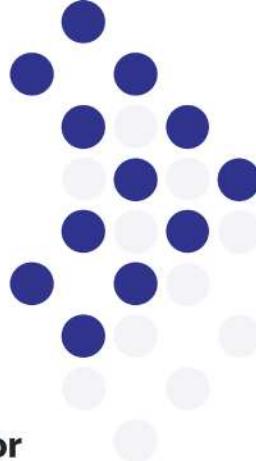
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Raleway Regular

Primarily used for main bodies of Text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Final Production



## Forum for Adult Learning

### Brand Guidelines

A branding document outlining effective use of typography, design, layout and style when producing content for the Forum for Adult Learning.

**Content Positioning**

The logo in its longer form Forum for Adult Learning Northern Ireland is to be used where the logo needs to be scaled down to an A4 or A3 form. A4 is the most common size for logos like this so the above rules of this to be applied to this size. This is the most responsive styling on the website.

Logo positioning should be to the top-left or where document appropriates the space. If the logo is placed on a grid, the logo should be between 3-5 grid columns from the left margin based on the rules below.

All documents/documents should have:

- 10% of negative side margin in lines, e.g. A4 (20mm - 140mm)
- Align content to a 10mm and 7mm margin from the margins with a 5mm gutter.

**Business Card**



**Logos**

Spacing around the logo should be 10% of 100% of the width of the logo.





### Photography Guide



When shooting with a mobile device there are important things to adjust to ensure the highest quality.

Ensure the camera is set to the correct resolution. Camera mode is set to 10MP (1080 x 1920 or 2200p) although if higher resolution is available.

- Make sure the pictures are taken in landscape, turn the phone landscape if the camera app doesn't automatically do this.
- If the lighting is not great make sure to use flash.
- Utilise the use of grids when taking a photo. This can be often turned on through camera settings. Then apply the rule of thirds when setting main focus point or individual appears on where the grid lines meet in each corner.



In A4 document I made rules for the logo that it needs 10% of the width as padding when being placed. I demonstrated more examples of the variable journey.

It became aware to us due to the limited hardware FALNI possesses that a Photography guide outlining the basics of shooting with a mobile phone may prove crucial to them when taking pictures for the website and other content in the future. I had created a guide to outline the basics and images to help the understanding. It was received well.

# Logo Artwork



The heart of the design was the logo, therefore it was vitally important that the logo was provided to FALNI in its artwork form and in each of its different versions. I provided the logo across art boards within a single Adobe Illustrator file. Being aware that FALNI most likely did not have immediate access to Adobe for the artwork files I made sure to also attach it in as many file formats as I could so that it

could be used and utilised at any needed Primarily to be used within its SVG state to save quality it was also provided within file types such as png and jpg, which will allow for easy uploading to social media.

## Business Card



Within the production pack it was agreed to include a business card proposal. I have attached this file here in its gridded form to demonstrate the grid rules translation into a document.

I provided the files needed to allow the business card to be printed within the relevant folder. As long as FALNI follow the relevant instructions it should allow for an

easy printing process. This was the same style of business card that was proposed within the revised pitch document.

### Poster Options



**Inform  
Advocate  
Collaborate**



Forum for  
Adult Learning  
Northern Ireland

**Inform  
Advocate  
Collaborate**



I designed and proposed two poster styles within the revised pitch. It became more complex when designing with images as within the pitch we had proposed stock images although FALNI wanted us to attempt to use their own images where possible, although we proclaimed the quality was not high enough.

It was eventually agreed that I would

provide FALNI with two versions using both sets of images, I applied both sets of images and organised them into separate files.

I provided the files needed to allow the poster to be printed within the relevant folder. As long as FALNI follow the relevant instructions it should allow for an easy printing process.

## Final Production



Forum  
Adult Learning  
Northern Ireland



Forum  
Adult Learning  
Northern Ireland



Inform, Advocate, Collaborate

Doing the same idea across all four examples with the idea that FALNI will be able to choose which they want when it comes to getting them printed.

## Pop-up Banner Options



I designed and proposed different pop-up styles within the revised pitch. I supplied four different unique styles that will provided to FALNI with different images.

It became more complex when designing with images as within the pitch we had proposed stock images although FALNI wanted us to attempt to use their own images where possible, although we

proclaimed the quality was not high enough.

It was eventually agreed that I would provide FALNI with two version using both sets of images, I applied both sets of images and organised them into separate files. I provided the files needed to allow the poster to be printed within the relevant folder. As long as FALNI follow the relevant

## Final Production



instructions it should allow for an easy printing process.

Doing the same idea across all four examples with the idea that FALNI will be able to choose which they want when it comes to getting them printed.

I provided the files needed to allow the pop-up banners to be printed within the

relevant folder. As long as FALNI follow the relevant instructions it should allow for an easy printing process.

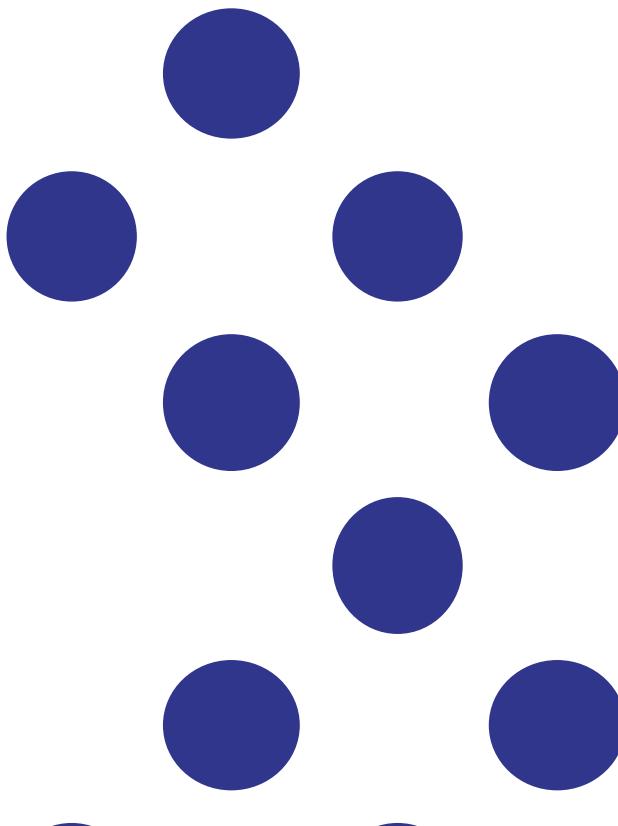
# Research Cover



2020

## Research Report

Subtitle



It was agreed we would deliver a research report cover. I made sure to provide an artwork version that they may edit the cover, also aware that they may not have access to Adobe, I also attached a Microsoft word version for simple editing and printing. Further more I provided a place to allow for a printing of a more professionally produced cover.

I provided the files needed to allow the research cover to be printed within the relevant folder. It may prove that FALNI want to get the research cover professionally printed through doxdirect as I proposed. As long as FALNI follow the relevant instructions it should allow for an easy printing process.

## **Lanyard Card**



I had produced artwork for a lanyard card, providing the artwork that will fit the websites needs for it to be printed. The design proposed was the same as the one on the pitch deck. The back of the card was simply one colour.

I provided the files needed to allow the lanyard card to be printed within the relevant folder. As long as FALNI follow the

relevant instructions it should allow for an easy printing process.

## Revised Pop-up Banner Options



FALNI.org



FALNI.org



Inform



Advocate



Collaborate



Inform



Advocate



Collaborate

After further communication with FALNI we felt we had to make an ultimate decision on what images would be used for the final outcome within the production pack.

They communicated the three images they would want associated against each word this allowed me to apply them where relevant on the print material and

furthermore Matt was able to do the same on the website, it was good that we had their own images we could attach to the words and I feel this was the best option.

We always had the main goal of making the production feel like FALNI and this only allowed us to reinforce this. We offered FALNI the opportunity to pick their own photos off Unsplash or any other royalty

## Final Production



FALNI.org



free sites they felt would work. They came back to use commenting they were too American.

The pop-up banners shown across the two pages here where the final representations of what was provided to FALNI. Replacing the images where the words were associated or overlaying the images with the relevant image that represents the



FALNI.org



word. This concluding the final output section and allowing for me to complete the production pack.

Again within this file I provided the art needed to allow the business card to be printed within the relevant folder. As long as FALNI follow the relevant instructions it should allow for an easy printing process.

- How I Managed
- Basecamp
- Campfire
- To-dos
- Documents and Files
- Toggl
- Emails
- Discord
- Figma
- Microsoft Teams
- Class Time

# Project Management

## How I Managed the Group Project

**Running a project without a work breakdown structure is like going to a strange land without a road map.**

Project Management was going to be vital if we were to provide an effective and on time outcome for FALNI.

This is only furthered by the aspect of working as a team, it can be easy to manage your own time but when there are others involved with their own individual variables who you are dependant on as they are on you, it can prove problematic if someone is not pulling their weight.

Therefore reinforcing the need for good project management with agreed deliverables so that everyone can be kept on track.

We have been supplied with a collective location to work in Basecamp although will utilise all avenues possible that allow us to effectively communicate the project. This is so we can deliver the best possible outcome for the project.

# ect ucture a thout a

- (Phillips, 2010)

We initially were open to the aspect of Basecamp to communicate with our lecturer although we had developed use of other avenues for specific reasons. In this section I will list all of the areas we used and provide reasons how they aided us in project delivery.

Project Management has been key in delivering what we have so far. This is only furthered by the current pandemic

situation where we rely on an online structure to work collaboratively. Overall it has worked well.

The main ways in which we communicated and why we opted for these:

Basecamp - The option provided by our supervisor it allowed us to store files and communicate important information rapidly to our supervisors.

Discord - As Basecamp did not provide us with a clean casual option discord allowed us to communicate the project, even if we were busy in moments. It has been the way Matt and I have kept touch throughout the degree. It also allowed us to call and have team meetings.

Figma - Figma acted as a collaborative form of inDesign, this was where we created as a team in real time.

Email - This was our core way of communicating with the community partner.

Microsoft Teams - The way we had team meetings that included our supervisors. We also used Microsoft Teams to deliver the Pitch and discuss purchasing of essential packages for the production with FALNI.

### Basecamp

Basecamp was the core area in which we worked to complete the client work. It is where we posted our to-dos, kept in contact and informed our supervisors of progress and problems we occurred through Campfire. There was also a spot where we were able to collect all of the relevant documents, images, information that was provided to us from FALNI. It also provided a message board where information and guidance was provided to us regarding the project from the supervisors for example when organising the pitch or quick feedback on the brief. It also provided a useful area that created a time-line of the project activity. This allowed me to effectively see any changes, uploads and overall activity on the project easily. I have taken screenshots and shown our activity log and the overall “homepage” of our Basecamp.

The screenshot shows the Basecamp interface for the 'Forum for Adult Learning NI' project. The top navigation bar includes links for Home, Pings, Hey!, Activity, My Stuff, and Find. Below the navigation is the project title 'Forum for Adult Learning NI' and a 'Add/remove people' button. The interface is organized into several sections:

- Message Board:** A list of recent messages:
  - UPDATE: The three words the client
  - Great pitch: Hi Nathan and Matthew. Thanks
  - Pitch today @ 3.30pm: Guys the first thing I will do
  - Pitch arranged: [Screen Shot 2020-11-02 at]
  - Pitch: Colin has come back and
- To-dos:** A list of tasks:
  - Draft Branding, Merchandising and Printing
  - Draft Web and Digital
    - Website (due Dec 3) by Matthew W.
    - Editing Document (due Dec 11) by Matthew W.
  - Final Branding, Merchandising and Printing
    - Print ready documents for proposed print and merchandise
- Docs & Files:** A grid of files:
  - FALNI Content
  - FALNI Print Production Pack
  - Brand Guidelines
  - Communication with FALNI

...and 8 more
- Campfire:** A list of recent comments:
  - Adrian Hickey 3:59pm Brilliant. Thanks guys
  - Nathan Redpath 3:04pm We are at the point now wh...
  - Adrian Hickey 4:38pm Best to let him know some ...
  - Nathan Redpath 5:26pm We did let him know they w...
  - Adrian Hickey 5:31pm Thanks Nathan
- Schedule:** A list of scheduled items:
  - Sat, Dec 5: Mobile Photography Guide (Completed Dec 5)
  - Draft Branding, Merchandising and Printing
  - Fri, Dec 11: Print ready documents for proposed print and merchandise w/ Where to print it text. (Final Branding, Merchandising and Printing)
- Automatic Check-ins:** A section featuring a large question mark icon and the text: "Create recurring questions so you don't have to pester your team about what's going on."

# Project Management

**Today**

**Tuesday**

**Monday**

2 people were chatting around [the Campfire](#) 6:04pm

**Tuesday, November 3**

**Adrian H. commented on FALNI Pitch Compressed.pdf** 4:17pm

Changes: Z and G still backward in Nathan's dot alphabet Nathans popups - the circles on the 3rd from left are too small - increase size Thats it - it is a fantastic deck - very slick - well done

**Adrian H. commented on Pitch** 11:16am

Thanks Matthew. I'm with year 1 most of the day. I'll get a look later

**MW Matthew W. commented on Pitch** 11:03am

Adrian Posted pitch document in the files section. Can upload the full sized version once it's been signed off, since it's around 300mb.

**MW On Schedule, Matthew W. added** 11:01am

FALNI Pitch  
Thu, Nov 5, 3:30pm - 4:30pm GMT

**MW Matthew W. added a new file called FALNI Pitch Compressed.pdf** 10:59am

**Monday, November 2**

**Adrian H. commented on Pitch** 5:21pm

Can I get a coherent complete deck in a single pdf for sign off please?

**Claire M. added a new message called Pitch arranged** 3:44pm

**Claire M. commented on Pitch** 3:20pm

Ok well go with Thursday 5th at 3:30pm

**MW Matthew W. commented on Pitch** 3:15pm

Thursday is the best for me

**NR On Pitch Designs, Nathan R. checked off:** 12:14pm

- ✓ Design Deck produced for the Pitch
- ✓ Design 1 for the Pitch
- ✓ Design 2 for the Pitch
- ✓ Design 1 for the Pitch
- ✓ Design 2 for the Pitch

**Nathan R. commented on Pitch** 12:13pm

Hi Claire, Both of those dates suit me, so it is down to Matthew. Nathan

**Claire M. added a new message called Pitch** 11:38am

Colin has come back and offered the following Thursday at 3:30-4:40pm Friday

**Today**

**Tuesday**

**Monday**

2 people were chatting around [the Campfire](#) 6:04pm

**Tuesday, October 6**

**Claire M. added a new message called Update from client** 2:34pm

# Campfire

Campfire was the area where we communicated as a group and also with our supervisors. It became a key focal point for communicating key information and organising team meetings. We were able to share ideas quickly on Campfire and schedule out the project.

It allowed for quick advice and feedback outside of class time and meetings. Whilst also effectively aiding us throughout the brief, pitch and delivery of the project.

Campfire proved to be a crucial part of managing the project as there was no face to face throughout the project so staying well informed to produce the best quality work was vital.

### Campfire



Friday, September 25

\*\*\* 3:44pm Me

NR

Alright guys, excited to get started!



Matthew Watt 3:44pm

Got a figma link up and running to share our designs on

<https://www.figma.com/file/wkdC8ERFX57SHqXcRowJlw/Ni-Impact-Forum?node-id=0%3A1>

Saturday, September 26



Daniel Middleton 2:27pm

Great!

Monday, October 5



Adrian Hickey 7:22pm

Great to see you setting up ToDos and Scheduling on the Basecamp - good start

Thursday, October 15



Adrian Hickey 11:04am

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YzE1NDfZWIzZjJzS00OTViLTk2ODktZDM1NWQ2OGYxZDdm%40thread\\_v2/0?context=%7b%22Tid%22%3a%226f0b9487-4fa8-42a8-aeb4-bf2e2c22d4e8%22%2c%22Oid%22%3a%229ea57711-c441-4d38-89d8-0d0b0acb43a6%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzE1NDfZWIzZjJzS00OTViLTk2ODktZDM1NWQ2OGYxZDdm%40thread_v2/0?context=%7b%22Tid%22%3a%226f0b9487-4fa8-42a8-aeb4-bf2e2c22d4e8%22%2c%22Oid%22%3a%229ea57711-c441-4d38-89d8-0d0b0acb43a6%22%7d)

See you at 12:30



# Project Management

## Campfire



Claire Mulrone 7:41pm

Colin has been ill this week as he was unable to join me at a webinar. I will send him an email about the development of web page content. Do you have a web site plan?

Saturday, October 24

\*\*\* 2:30pm Me

NR

Hope Colin is recovering well, I have been working on different site mock ups based of some of the logos I had worked on, I will get them uploaded to Basecamp and Figma as soon as I can!

Monday, October 26



Claire Mulrone 1:23pm

Great many thanks I'm looking forward to seeing them.

Tuesday, October 27

\*\*\* 2:29pm Me

NR

There has been a good bit of progress on Figma, we are starting to string together a page for the pitch, I have uploaded one of my completed ideas to Basecamp although it may be easier to see what we are actively working on Figma  
<https://www.figma.com/file/wkdcC8ERFX57SHoXcRowJlw/Forum-for-Adult-Learning?node-id=213%3AQ>

Any feedback would be great and I am looking forward to delivering the pitch!



Adrian Hickey 2:34pm

I'm going to get a look at everything on Figma this evening/tomorrow morning



## Campfire



Claire Mulrone 4:21pm

## Forum for Adult Learning

VARIABLE JOURNEY

Screen Shot 2020-10-30 at 18.18.95.png - 23.5 KB · [View full-size](#) · [Download](#)

change Variable journey to The voice of the learning partner please

Screen Shot 2020-10-30 at 18.18.81.png - 16.4 KB · [View full-size](#) · [Download](#)

Teacher implies a school setting could you substitute Tutor or Trainer?



## Campfire



Claire Mulrone 4:21pm

## Forum for Adult Learning

VARIABLE JOURNEY

Screen Shot 2020-10-30 at 18.18.35.png - 23.5 KB · [View full-size](#) · [Download](#)

change Variable journey to The voice of the learning partner please

Screen Shot 2020-10-30 at 18.18.81.png - 16.4 KB · [View full-size](#) · [Download](#)

Teacher implies a school setting could you substitute Tutor or Trainer?



### To-dos

I had made good use of the To-do's section on Basecamp. This allowed us as a group be able to visualise and map out the road from initial client meeting right up until the handover.

This section allowed us to keep on track with upcoming deadlines.

Towards the end of the project I opted to provide draft deadlines where we presented out work to FALNI before the deadline to ensure that everything was as expected for the actual deadline.

It allowed us to assign specific tasks between Matt and I and really allowed our supervisors to see who was doing what in time for the deadline.

Basecamp kept us on track throughout.

The screenshot shows a 'To-dos' list from Basecamp. At the top, there are buttons for '+ New list', 'View as...', and a three-dot menu icon. The main area is divided into three sections:

- Draft Branding, Merchandising and Printing**: 4/4 completed. Sub-tasks include 'Mobile Photography Guide' (due Tue, Dec 8), 'Prepared Artwork Files' (due Thu, Dec 3), and 'Print ready documents for proposed print and merchandise w/ Where to print it text.' (due Thu, Dec 3). One task is completed.
- Draft Web and Digital**: 0/2 completed. Sub-tasks include 'Website' (due Thu, Dec 3) and 'Editing Document' (due Fri, Dec 11). Both are pending.
- Final Branding, Merchandising and Printing**: 0/3 completed. Sub-tasks include 'Print ready documents for proposed print and merchandise w/ Where to print it text.' (due Fri, Dec 11). This task is pending.

At the bottom of the list, there is a 'New to-do' input field.

# Project Management

- 0/2 completed
- ≡ ● **Draft Web and Digital**
- Website [ ] Thu, Dec 3 ● Matthew W.
  - Editing Document [ ] Fri, Dec 11 ● Matthew W.
- [Add a to-do](#)
- 0/3 completed
- ≡ ● **Final Branding, Merchandising and Printing**
- Have a the first draft of the Branding, Merchandising and Print documents
- Print ready documents for proposed print and merchandise w/ Where to print it text. [ ] Fri, Dec 11 ● Nathan R.
  - Brand Guidelines for FALNI [ ] Fri, Dec 11 ● Nathan R.
  - Prepared Artwork Files [ ] Fri, Dec 11 ● Nathan R.
- [Add a to-do](#)
- 1/1 completed - [Archive list](#)
- ≡ ● **Meeting with Colin about Wordpress**
- [Add a to-do](#)
- ✓ Meeting [ ] Wed, Nov 18 ● Matthew W. ● Nathan R.
- 2/2 completed - [Archive list](#)
- ≡ ● **Site and Brand Guidelines Production Check**
- [Add a to-do](#)
- ✓ Brand Guidelines Production Check [ ] Thu, Nov 26 ● Nathan R.
- ✓ Site Production Check [ ] Thu, Nov 26 ● Matthew W.
- 5/5 completed - [Archive list](#)
- ≡ ● **Pitch Designs**
- [Add a to-do](#)
- ✓ Design Deck produced for the Pitch [ ] Fri, Oct 30 ● Matthew W. ● Nathan R.
- ✓ Design 1 for the Pitch [ ] Fri, Oct 30 ● Nathan R.
- ✓ Design 2 for the Pitch [ ] Fri, Oct 30 ● Nathan R.
- [And 2 more completed to-dos...](#)
- 5/5 completed - [Archive list](#)
- ≡ ● **Visual Brief Document**
- [Add a to-do](#)
- ✓ Print Design Benchmarking & Best Practice [ ] Thu, Oct 8 ● Nathan R.
- ✓ Web Design Benchmarking & Best Practice [ ] Thu, Oct 8 ● Matthew W.
- ✓ Brief Construction [ ] Mon, Oct 12 ● Matthew W. ● Nathan R.
- [And 2 more completed to-dos...](#)
- 3/3 completed - [Archive list](#)
- ≡ ● **Prepare questions for first meeting with Forum for Adult Learning NI**
- [Add a to-do](#)
- ✓ Identify questions to further understand the partners target demographic.
- ✓ Identify questions to get a better understanding of deliverables expected.
- ✓ Identify questions to get a better understanding of the partner.

# Documents and Files

The documents and files section on the site proved to be one of the vital ways we communicated essential documents to and from our supervisors.

It allowed for easy uploading of documents and also downloading of the FALNI documents we needed for the project.

Documents and Files was used effectively alongside Figma and Discord for us to communicate idea, locate files and also design overall.

The screenshot shows a digital interface for managing documents and files. At the top, there's a green button labeled '+ New...' and a dropdown menu labeled 'Sort by Name'. Below this, there are eight categories displayed in a grid:

- Brand Guidelines**: Shows a thumbnail of a PDF file named 'Brand Guidelines Draft 1.pdf'.
- Brief Samples**: Shows thumbnails for 'FALNI brief 3 draft amendments...' and 'Brief Draft 1.pdf'. It also indicates "...and 4 more".
- Communication with FALNI**: Shows thumbnails for 'Screenshot .png' and 'Screenshot .png'. It also indicates "...and 4 more".
- Designs**: Shows a thumbnail for 'Nathan Design 1 - Variable Journey'.
- FALNI Content**: Shows thumbnails for 'Images from FALNI' and 'FALNI Information'. It also indicates "...and 16 more".
- FALNI Print Production Pack**: Shows a thumbnail for 'Draft 1'.
- Pitch Samples**: Shows thumbnails for 'FALNI Brief Amended.co...' and 'FALNI Pitch Compressed...'. It also indicates "...and 1 more".

## Project Management

### Toggl

Toggl was our way of keeping track of the time we were spending on the project, it allowed me to time how long I was working for and also input the amount of time I had worked after a longer session.

Toggl offered interesting ways display the data it collected on a calender although I found the most effective way was to view it simple in text form.

Thu, 5 Nov		7:32:00	
Revised Pitch Document	5:20 PM - 11:02 PM	5:42:00	
Pitch Document Meeting	3:30 PM - 5:20 PM	1:50:00	
Thu, 29 Oct		7:15:00	
Pitch Document	2:10 PM - 9:25 PM	7:15:00	
Wed, 28 Oct		5:55:00	
Pitch Document	5:15 PM - 11:10 PM	5:55:00	
Sat, 24 Oct		5:45:00	
Pitch Document	11:51 AM - 5:36 PM	5:45:00	
Thu, 22 Oct		3:06:00	
(2) Visual Brief	3:40 PM - 7:40 PM	3:10:00	
Sun, 4 Oct		4:14:00	
(2) Visual Brief	4:00 PM - 12:14 AM	4:14:00	
Sat, 3 Oct		1:20:00	
Visual Brief	2:00 PM - 3:20 PM	1:20:00	
Fri, 2 Oct		2:35:00	
Visual Brief	3:00 PM - 4:20 PM	1:20:00	
Visual Brief	11:45 AM - 1:00 PM	1:15:00	
Thu, 1 Oct		1:30:00	
Initial Meeting With FII NI	4:15 PM - 5:15 PM	1:00:00	

# Emails

Often our way of communicating with Colin, the representing individual of FALNI was through email. Almost every email was to have Claire and Adrian copied in and it again allowed a formal avenue for them to advise and communicate with us as a team.

The emails were primarily to share information, organise meetings and send files to FALNI through Colin. Emails were the place where Colin had contact with us if he had any concerns or worries.

Colin was normally very good at feeding back with what information he had. And was very easy to work with when organising meetings with him.

Science Shop mtg with Forum for Adult Learning NI

This event occurred 2 months ago (Thu 01/10/2020 16:15 - 17:15)

Microsoft Teams Meeting; Teams meeting

Mulrone, Claire invited you Accepted 2, Didn't respond 3

Follow up

Messages Meeting Details

You accepted

Nathan Redpath  
Tue 29/09/2020 13:06  
To: Mulrone, Claire

Reply Forward

Mulrone, Claire sent a meeting request

Mulrone, Claire  
Tue 29/09/2020 12:26  
To: colin.neilands@communitus.co.uk; Hickey, Adrian; Daniel Middleton; Nathan Redpath; Matthew Watt

Join Microsoft Teams Meeting

Learn more about Teams | Meeting options

Help

## Project Management

 Nathan Redpath  
Sat 17/10/2020 10:37  
To: colin.neilands@communitus.co.uk  
Cc: Mulrone, Claire; Matthew Watt

 FALNI Briefing Document.pdf  
4 MB

Hi Colin  
I have attached the briefing document Matt and I have constructed since our meeting. Within the document you will find our research surrounding the project and our proposed deliverables. If you have any queries, please come back to Claire and ourselves.  
Enjoy your weekend!  
Nathan

 Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 20/10/2020 13:30  
To: Nathan Redpath  
Cc: Mulrone, Claire; Matthew Watt

Hi Nathan  
Thanks very much for the brief and I think overall it looks good and meets what we are looking for.  
The comparative tables are very interesting although I have no idea what some of the items that are evaluated actually mean - still it's the overall findings and your analysis which is most important. I'm not surprised by the assessment of SLP's site as I'd agree - really needs a revamp. Not sure if Scotland has a Science Shop that they could tap into for help.  
It may be useful feedback that you are sending this to a complete layperson and so some acronyms are not familiar e.g. CMS, SEO  
I think there is a slight inconsistency in the report - at times you are spot on and talk of FALNI and the website being there to serve learning providers and related stakeholders, but then sometimes you seem to say that it is there for learners (which it isn't). We want to be a voice for adult learning - there's an important difference between that and being the voice of adult learners.  
That's not a huge thing and as the content of the site will ultimately be written by me I can ensure that the wording is as we need it - on the other hand I guess in terms of selling yourself to a client it's best to be accurate throughout, so thought I'd just point it out.  
Overall the brief is interesting, accessible and attractive - just what we want for the website!  
I look forward to seeing the options you work up.  
All the best  
Colin  
---

Colin Neilands

Communitus - learning together for change

 FALNI pitch Follow up ▾

(⌚) This event occurred 1 month ago (Thu 05/11/2020 15:30 - 16:30)  
(📍) Microsoft Teams Meeting;Teams meeting  
(👤) Mulrone, Claire invited you Accepted 2, Didn't respond 3

Messages Meeting Details

☰ Mulrone, Claire updated the meeting description

 Mulrone, Claire  
Wed 04/11/2020 16:47  
To: colin.neilands@communitus.co.uk; Trevor Neilands <trevorneilands@btinternet.com>; Sandra Bailie <sandra.bailie@nicva.org>; Nathan Redpath; Matthew Watt

Trevor here's the invite again, you were definitely included in the original invite but it might have gone to your junk mail.  
See you tomorrow.  
Claire

### Microsoft Teams meeting

Join on your computer or mobile app  
[Click here to join the meeting](#)



[Learn More](#) | [Help](#) | [Meeting options](#)

## Project Management

### Emails

 Nathan Redpath  
Tue 10/11/2020 17:33  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Mulrone, Claire

  
Gif.gif 786 KB

 FALNI Brief Amended\_compr... 3 MB

2 attachments (4 MB) Download all Save all to OneDrive - Ulster University

Hi **Colin**,

Hope you are well, please find the amended pitch document below with the changes we discussed last week.

I have also attached the GIF as it does not play through the PDF.

Thanks  
Nathan

 Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 10/11/2020 18:52  
To: Nathan Redpath  
Cc: Matthew Watt; Mulrone, Claire

Thanks for this Nathan. I'll forward to Sandra and Trevor too so they can see the results of our choices. Looks good to me. I'm already thinking of slogans like - Moving Forward with FALNI!

So the prices seems remarkably cheap (which is great of course). Just £2 a month for 6 months and then £4 after that. So the upfront payment will be what - £36 for the year? Do you know what sort of contract you enter into - yearly renewal or a commitment to a minimum of 3 or 5 yrs? When do you need this payment and how do I arrange to pay? (or is that a question for Claire?).

This is all very exciting. Oh and I love the gif

**Colin**

---

**Colin Neilands**  
**Communitus - learning together for change**  
[www.communitus.co.uk](http://www.communitus.co.uk)

 Nathan Redpath  
Tue 17/11/2020 19:46  
To: colin.neilands@communitus.co.uk

Hi **Colin**,

It may be best that we do a zoom call with me and Matt, he is more informed with what needs done wordpress wise, if I set up the call after 3 would you be available?

Nathan

...

[Reply](#) | [Forward](#)

 Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 17/11/2020 19:45  
To: Nathan Redpath

Hi Nathan  
Sorry but a meeting was rescheduled tomorrow. It would now be best to ring me after 3.  
**Colin**

---

**Colin Neilands**  
**Communitus - learning together for change**  
[www.communitus.co.uk](http://www.communitus.co.uk)

# Project Management



[Draft]

This message hasn't been sent.



Saved: Thu 19/11/2020 12:34

Hi Colin

Thanks for our meeting yesterday, off the back of today's meeting with Adrian and Claire, we are now deep in the development stage of the design and need to have outputs by next week to showcase. It is becoming urgent that we get the following content from you:

1. The images we have so far are not good enough, we are aware that you have sent out for images, although if we do not get them soon, we will have to build the site using stock images until you are able to provide images.
2. We need all the documents that you intend to be uploaded to the site, if you have a repository of PDF documents etc, please send them through alongside a description of each.
3. For the print production and merchandise (examples can be found on the proposed pitch document) that was agreed we need the text for the poster front.
4. For the website we need:
  - Upcoming events details after the 11th of December
  - List of partners
  - Any suitable imagery from yourself or partners, particularly for learner stories
  - Learner stories to put on the site with names and text.
  - Text for the blurb under the three words on the landing page
  - Text for the about FALNI page
5. WordPress details once set up. We appreciate you must go through your team, although it is crucial, we get this sorted by the beginning of next week
6. Any unique selling points that could be used for the proposed merchandise/site

Cheers,  
Nathan and Matt



Colin Neilands <colin.neilands@communitus.co.uk>

Fri 20/11/2020 16:12

To: Matthew Watt; Nathan Redpath

Cc: Mulrone, Claire



FALNI WEBSITE INFO.docx

16 KB



Case Study Collection.docx

143 KB

2 attachments (159 KB) Download all Save all to OneDrive - Ulster University

Hi Guys

I've tried to pull together various bits for you. Probably not complete at this stage but then more content will probably occur to me once the site is up and running.

I've only given a small number of members at the moment as it occurs to me that it is best to check that members are happy to be listed and linked - Claire, I'm assuming UU will be ok or should I narrow that Angela's dept (can't recall at the moment what it's title is)? I would be pretty confident of those I've given you but I'll do a mailshot to check with others.

I've attached a bunch of case studies that we collected a few years ago - that's what they should be called and not learner stories. We're gathering more at the moment for a publication but I should be able to add them later.

Other than the photos I've already sent Claire I've no more to offer at the minute I'm afraid.

Hope this will get you started - come back to me if you've other requests.

Good luck

Colin

--

Colin Neilands



Colin Neilands <colin.neilands@communitus.co.uk>

Sat 21/11/2020 14:47

To: Nathan Redpath; Matthew Watt

Cc: Mulrone, Claire



Hi Guys - rather than list members (which as I was implying could be a hassle re permissions etc), I've decided it would be better to have organisations listed under Key Stakeholders. I'll get you a fuller list asap..

Cheers

Colin

--

Colin Neilands

Communitus - learning together for change

[www.communitus.co.uk](http://www.communitus.co.uk)

## Project Management

### Emails



Nathan Redpath  
Mon 30/11/2020 17:29  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Mulrone, Claire; Hickey, Adrian

Like Share Reply More

Hi **Colin**,

Hope you enjoyed your weekend, Matt and I have been working away to produce content, we have hit a point now where we are implementing images onto the site and the print content. We are currently mocking these up with the images proposed in the pitch document. Just checking in that are you happy for us to do this or if you have acquired any images you want us to use instead?

(As stated, the images we have so far are not high enough quality so should avoid using those)

Nathan



Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 30/11/2020 17:48  
To: Nathan Redpath  
Cc: Matthew Watt; Mulrone, Claire; Hickey, Adrian

Like Share Reply More

Hi Nathan

I think you need to go ahead with your own images if the photos I'd supplied are not of high enough quality. You need to produce the best possible product for your assignment.

This does raise an issue though for the site's future, as the photos I sent represent the quality that is likely to be available to me for future inclusion - plus the content of the photos is important to illustrate the work of the Forum. Will there be technical difficulties in my using poorer quality images? The reality is I am rarely going to have professional quality photos. Before it goes live the site will need to have at least some photos that reflect the reality of its work - too many generic photos will not accurately reflect the ethos of the organisation.

I don't want to create a problem and I appreciate you striving for the highest quality throughout, but there's 'ideal' and the what will need to be a reality from my/the Forum's perspective. So advice and how I future manage the site would be appreciated - you'll probably cringe when you see it!

Thanks

**Colin**



Nathan Redpath  
Mon 30/11/2020 17:58  
To: colin.neilands@communitus.co.uk

Like Share Reply More

Hi **Colin**,

We will implement the royalty free photos we have proposed. You will have control to change these through the website content management system and the supplied artwork files.

The images we have from you are fine for demonstrating work at events or for documentation of a meeting etc although I am more raising the issue for things such as the front page or on the print work where we want it to look as good as it can and show your best work! As I said if you feel that an image you acquire may work better in the future you will be able to change these. It will not provide any technical issues.

Areas to look at as example of where we aim for higher quality is on the landing page on the site, the posters, and the pop-up banners. The images we have now would not demonstrate the same feel that we have portrayed in the pitch.

Thanks  
Nathan



Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 30/11/2020 18:24  
To: Nathan Redpath

Like Share Reply More

Thanks Nathan - that clarifies things for me.

All the best

**Colin**



Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 30/11/2020 20:19  
To: Nathan Redpath

Like Share Reply More

Stakeholders List.xlsx  
9 KB

Hi Nathan

You'll remember that instead of members I now prefer Stakeholders.

Text would read - FALNI has worked with all the universities and FE colleges in Northern Ireland and (so far) also the following stakeholders from across the sectors:

and then insert the list that is attached.

Many thanks

**Colin**

## Project Management



Nathan Redpath  
Tue 01/12/2020 10:45  
To: colin.neilands@communitus.co.uk

Like Back Forward More

Hi **Colin**,

Those stakeholders are great, and we will get them on the website.

Of the back of yesterday's conversation, we propose that we will use the photos you have provided where we can and are best suited and ensure that you see where we have used the royalty free photos before we hand the project over.

We will also provide a guidance document on how best to shoot photos on mobile phone.

Nathan



Nathan Redpath  
Fri 04/12/2020 16:33  
To: colin.neilands@communitus.co.uk  
Cc: Mulrone, Claire

Like Back Forward More

Hi **Colin**,

I have used WeTransfer to send you the first draft of the print production pack.

Included there are print guidance on where to get the materials printed in the future. Variations of the logo, brand guidelines with photography guidance, the typeface used, artwork files for future amendments and the photos you provided us with to have them in one place.

Just sending this through for your reference for anything else you think could be changed for the hand over which is next Friday for reference.

Nathan



**Colin Neilands** <colin.neilands@communitus.co.uk>  
Fri 04/12/2020 17:04  
To: Nathan Redpath  
Cc: Mulrone, Claire

Like Back Forward More

Many thanks Nathan. I'll get a look at this over the next few days - I'm deep in the middle of editing a report at the moment.

Have a good weekend.

**Colin**

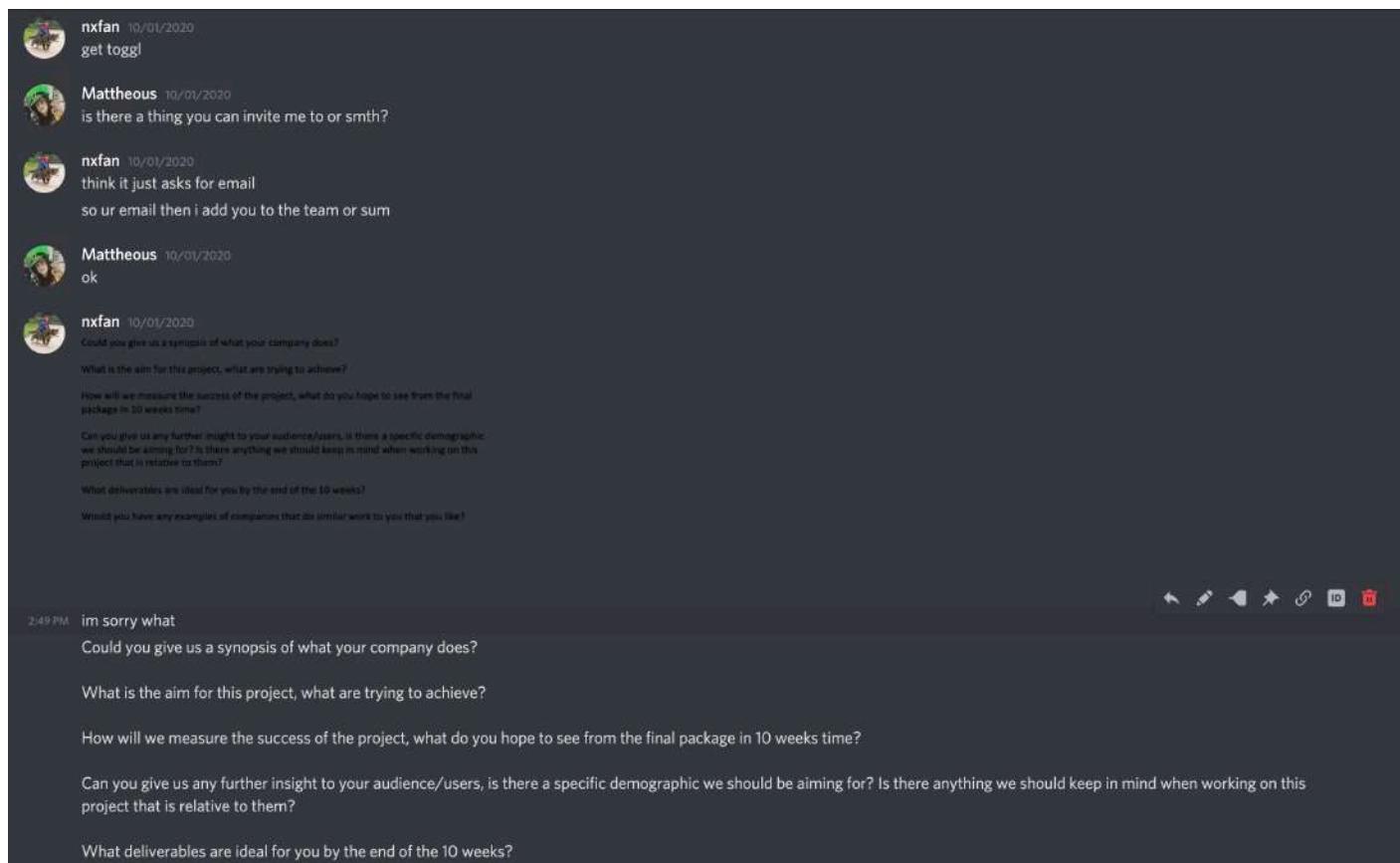
### Discord

If Basecamp and email was the formal way in which Matt and I communicated then Discord was perhaps the informal way we communicated. Majority of conversations were over calls with text documentation. It also allowed us like Figma to craft emails.

This was where me discussed the project in depth after our Team Meetings, it allowed us to effectively share ideas and files efficiently. Majority of our communication was done through Discord and Figma, although the Figma text boxes did not save unfortunately.

The nature of the conversations as I said were informal although crucial when working from home and communicating between ourselves to produce and outcome.

I will include the more applicable, conclusive and informative screenshots below.



# Project Management

How will we measure the success of the project, what do you hope to see from the final package in 10 weeks time?

Can you give us any further insight to your audience/users, is there a specific demographic we should be aiming for? Is there anything we should keep in mind when working on this project that is relative to them?

What deliverables are ideal for you by the end of the 10 weeks?

Would you have any examples of companies that do similar work to you that you like?

2:49 PM Base questions if you want them for your production log later  
put them on basecamp too



 Mattheous 10/01/2020  
watt-m6@ulster.ac.uk

 Mattheous 10/01/2020

works with other orgs in the uk  
~4 events per year cause shite budget  
needs a website to share information between the members  
events and latest news  
lobbying on behalf of adult learning in northern ireland  
portal?  
already has a twitter  
old and neglected facebook  
twitter feed would be important  
no domain, no hosting  
link to other sites be important yo  
testimonials  
not a site for individual learning.  
its about the sites that do that shit  
accessibility is key

 nxfan 10/03/2020  
whats discord like for sending files lmao  
obv not tidied up but thats where I am atm

 samp\_2.pdf  
1.35 MB



just add 2 tables for benchmark then a brief and done

<https://www.adultlearningaustralia.org/adult-learning>

## Adult Learners - Adult Education - Imaginable Futures

We champion learners beyond K-12 who seek to improve themselves and develop skills that bring economic opportunities and well-being to them & their families.

<https://ala.asn.au/>

Adult Learning Australia

[Home - Adult Learning Australia](#)

 Mattheous 10/04/2020  
I need to add the rest but getting there anyways

 nxfan 10/04/2020  
Obvious question but just to be sure are you just counting L&W and L&W Wales the same or doing ones for each?

 nxfan 10/04/2020  
may have lost control a bit  
our brief may be a tad longer than expected

 Mattheous 10/04/2020



 nxfan 10/04/2020  
could be touching 30 pages

 Mattheous 10/04/2020  
why am i not surprised lmao

 nxfan 10/04/2020  
it was expected  
its mostly tables tbh, didnt want to screenshot so made a custom one

 Mattheous 10/04/2020  
nice  
10:47 PM show us what ye got so far anyways

 nxfan 10/04/2020  
As it sits

 samp\_3.pdf  
3.01 MB



# Discord

not sure if i like the different format for the benchmarking  
not as much stuff fits in and it gets put on many pages

 nxfan 10/04/2020  
the table?

 Mattheous 10/04/2020  
aye

 nxfan 10/04/2020  
rather the screenshots?

 Mattheous 10/04/2020  
no, just the format  
so like, having the criteria on the left and the names across the top  
allows for easier comparison and more content to be fit in

 nxfan 10/04/2020  
tried it the other way and it wasnt fitting well  
i do get you

 Mattheous 10/04/2020  
lower the font size? its a bit big

 nxfan 10/04/2020  
ill screw around with it, currently mapping out my benchmarking

 Mattheous 10/04/2020  
ok



 Mattheous 10/05/2020  
perfection

 nxfan 10/10/2020  
send es a pic for the visual brief  
adrian mentioned in the first lecture its good to have our faces on it



 nxfan 10/10/2020  
shall do

## Project Management

nxfan 10/11/2020  
Lmk when you got your bit done for brief and i think we are good to go

Mattheous 10/11/2020  
yeah sweet; was just having my tea, finishing it up nai

Mattheous 10/11/2020  
 3.76 kB

nxfan 10/12/2020  
Just double checking everything but thats the first draft atm  
 4.44 MB

nxfan 10/12/2020  
Yeah contents page has reworked, lmao some things i just cant see in indesign apparently

Mattheous 10/12/2020  
You're a dear. Looks great (edited)

Mattheous 10/15/2020  
ohhh yeahhhh its all coming together  


nxfan 10/15/2020  
Nice oneee  
Looks good

Mattheous 10/15/2020  
  
what i have so far

Mattheous 10/29/2020  
accessible, inclusive, impartial

nxfan 10/29/2020  
the voice of the learning partner

nxfan 10/30/2020  
pretty sure im all done pitch wise  
didn't mean to pile any pressure on you sending it in, pitch next week wed, thur or fri apparently

nxfan 10/30/2020  
<https://we.tl/t-EJZ1qsqWAt>

**Hoodie B.psd and 2 more files**  
3 files sent via WeTransfer, the simplest way to send your files around the world



## Project Management

### Discord

nxfan 11/09/2020  
Inform, Advocate, Collaborate

nxfan started a call that lasted 25 minutes. 11/12/2020

Mattheous 11/12/2020  
12 month contract  
paid monthly  
first 6 months £2/mo excluding vat  
then £4/mo excluding vat after that  
£36 excluding vat first year  
£48 + (£16 a year for the domain) excluding vat after that for hosting (edit)  
  
nxfan 11/12/2020  
12 month contract, paid monthly, the first 6 months are £2/mo excluding vat then £4/mo excluding vat after that so resulting in £36 excluding vat first year. Each year after that is £48+ £16 excluding vat after that for hosting and the domain

Mattheous 11/26/2020  
<https://themeforest.net/item/happy-events-holiday-event-agency-planner-events-wordpress-theme/18939852>  
ThemeForest  
**Happy Events - Holiday Planner & Event Agency WordPress Theme**  
Happy Events - Holiday, Event Agency & Planner Events  
WordPress Theme  
Happy Events is a fascinating events wordpress theme for events agency, that can work as an events planner to manage hold...  
  
Mattheous 11/26/2020  
username: falni-admin (edit)  
pass: [REDACTED]  
  
nxfan 11/26/2020  
Hello Colin  
  
We received information in the form of word documents and have been working through solutions, we did not receive any log in details for the WordPress site, so I think that's where the confusion is. We have the details now moving forward.  
  
Furthermore, we have identified a theme of the back of this morning's meeting, this will allow us to build the site  
  
<https://themeforest.net/item/happy-events-holiday-event-agency-planner-events-wordpress-theme/18939852>  
Matt and Nathan

Mattheous 12/02/2020  
do you have the images that we're using for falni?

nxfan 12/02/2020  
they're on basecamp

3:49 PM  
  


## Project Management

### Figma

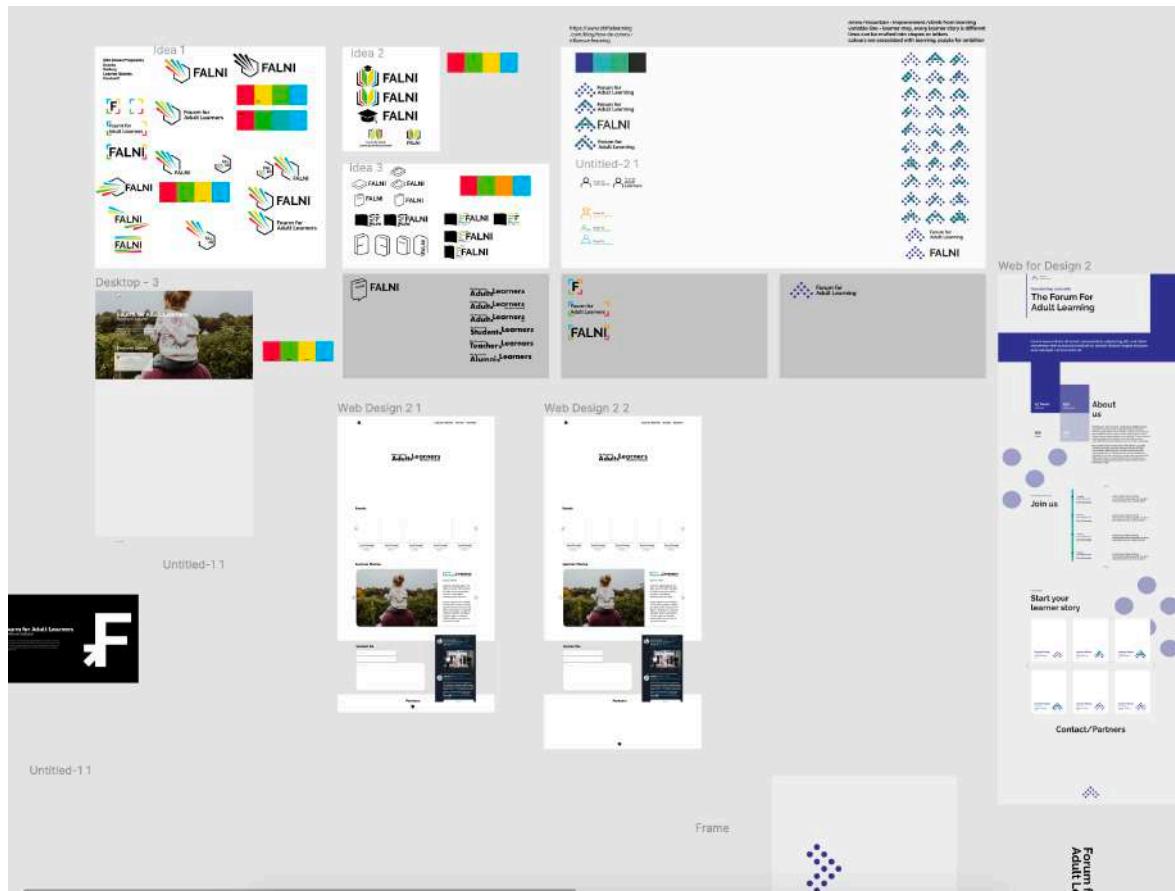
Figma was the key way that Matt and I designed and shared idea. Figma allows for you to see what the other user is doing in real time, allowing for effective communication right the way through the designs. We communicated on Figma often through temporary text boxes that have since been deleted although it allowed for quick and efficient communication.

Figma allowed for us to also pitch in an appropriate effective manner as it has a “power point” or “showcase” option that gave us the opportunity to create the pitch tiles and have them act almost like a seamless PDF.

We also used Figma for creating emails to Colin as displayed in the screenshots to follow.

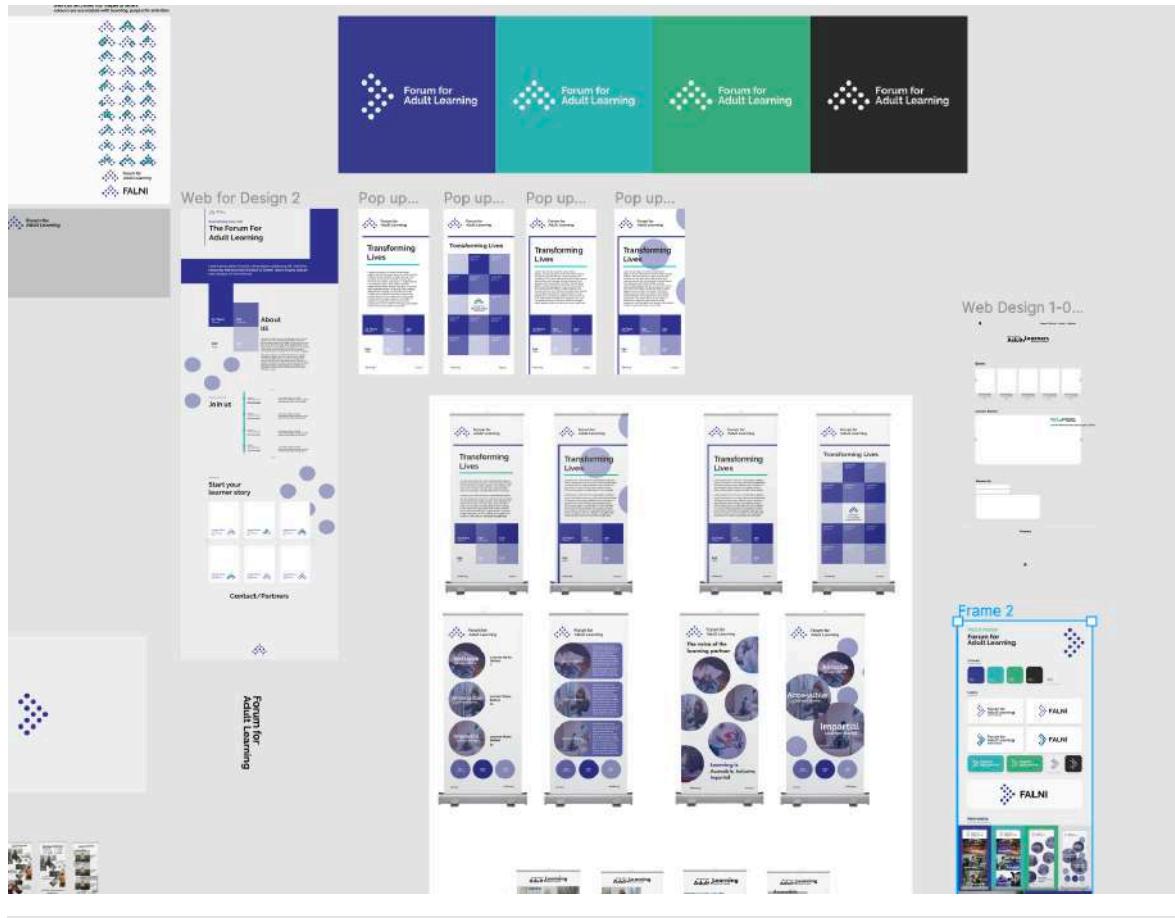
Figma allowed our supervisors to have access to a link that we provided on Basecamp, this allowed them to also see what we were doing in real time whilst also add comments if they desired.

Matt had introduced Figma to me as an idea at the start of the project, it was something I was not keen on but now I do not know how I would live without it. It does so much with ease.



# Project Management

## Figma



email

Hi Colin

Thanks for our meeting yesterday, off the back of today's meeting with Claire, we are now deep in the development stage of the design and need to have outputs by next week to showcase. It is becoming urgent that we get the following content from you.

- upcoming events details
- list of partners
- any suitable imagery from partners
- learner stories
- Content you'd like to see for pages like About and any other pages you'd like to see on the website

1. The images we have so far are not good enough, we are aware that you have sent out for images, although if we do not get them soon we will have to build the site using stock images until you are able to provide images.

2. We need all of the documents that you intend to be uploaded to the site, if you have a repository of PDF documents etc, please send them through along side a description of each.

3. For the print production and merchandise (examples can be found on the proposed pitch document) that was agreed we need the text for the poster front.

4. For the website we need:

- Upcoming events details
- List of partners
- Any suitable imagery from yourself or partners, particulary for learner stories
- Learner stories to put on the site with names and text
- Text for the blurb under the three words on the landing page
- Text for the about section

5. Wordpress details once set up. We appreciate you have to go through your team, although it is crucial we get this sorted by the beginning of next week

6. Any unique selling points that could be used for the proposed merchandise/site

## Project Management

**Nathan**

# Forum for Adult Learning

THE VOICE OF THE LEARNING PARTNER



Colours



Logos



Merchandise



**Nathan**

# Forum for Adult Learning

THE VOICE OF THE LEARNING PARTNER



Colours



Logos



Merchandise



The image is a comprehensive collage of branding and marketing collateral for the Forum for Adult Learning. It includes:

- Logos:** A collection of logo variations featuring the 'F' monogram in different colors (purple, blue, red, orange, yellow) and styles (solid, outlined, with arrows).
- Banners:** Large horizontal banners with the forum's name and tagline "THE VOICE OF THE LEARNING INDUSTRY".
- Merchandise:** Examples of apparel like hoodies and caps, and accessories like lanyards and pens.
- Variable Journey:** A section showing a grid of small icons representing different learning paths or stages.
- Learn Focus:** A section featuring the 'Learn Focus' logo and various sub-logos for "Adult Learning", "Student Learning", "Tutor Learning", "Alumni Learning", and "Trade Learning".
- Web & Digital:** Screenshots of the forum's website and mobile app interface.

The overall theme is professional and educational, with a focus on accessibility and inclusivity.

## **Microsoft Teams**

Microsoft Teams was our core place to conduct meeting with Claire and Adrian, we would have weekly meetings that would set out what we would do for the next week, allow us to construct emails to press for the information we needed.

There was one instance for ease we had a meeting with Colin over Zoom to discuss purchasing the domain and Wordpress package.

## **Class Time**

Unfortunately this semester classes were all online, for the first four weeks we had scheduled lectures. This was then followed by weekly 30 minutes meetings on Microsoft Teams to discuss our progress.

This was then followed by a call as a team on Discord where we discussed emails and agreed where our focus will be for the next week.

- The Brief
- Design ideas
- The Pitch
- Final Production
- Working as a Team
- The Community Partner
- Project Management
- Production Log

# Reflection & Evaluation

### The Brief

I feel we constructed an effective brief that summed up and demonstrated the avenue we would entail to provide a pitch document for FALNI. It was overall well executed and received praising feedback.

The brief was put together well and was a great piece of work that showed extensive research, planning and our knowledge in our specific skill sets and also in commitment to providing an outcome for FALNI.

The benchmarking process was something I was unfamiliar with although will utilise (where relevant) in future projects to come.

When initially taking the project. I was aware of what a complex brief it would be complete. Even after the brief we were still trying to come to terms of an

understanding of some elements and details of FALNI. We worked extensively to iron these out and gain a complete understanding to provide an effective outcome.

### Design Ideas

This project to work with FALNI in finding an effective design to visual represent their organisation was always going to prove complicated and did continue to be more complex the more we learnt about FALNI.

It was clear at the start of the project that Matt was going to have the stronger web design elements and I was going to take from my graphical based strengths so that we could provide a successful outcome to a complex brief.

It was a hard and slow starts where I personally felt I was grinding on designs that just would not click. A strong example in darts which was going nowhere for me.

There was however a point where it clicked and the pitch designs formed. It just took a lot of attempts and dead ends.

Overall I feel we provided four strong designs for the pitch and executed them well.

I do feel that providing a design that really represented FALNI proved challenging.

### The Pitch

The pitch day was a big occasions although having to do this throughout my placement. This was the first time I had to pitch ideas to new clients within a pandemic. We utilised Figma for the pitch and it was provided on a seamless document that we could navigate effectively throughout the call with the three representatives from FALNI.

The call went smoothly and provided some interesting feedback and debates about the designs. Overall I felt Matt and I spoke well and provided a well informed pitch that really represented our efforts to find a solution for FALNI. We had to provide a revised pitch that entailed adjustments to the design which was executed swiftly and got the instant green to press on with the final production.

I look forward to undergoing more pitch meetings throughout my career.

### Final Production

I am very happy and proud of the final production. The work we have done over the past few month was reminiscing of the fast paced and structured approach to be taken across the industry.

We have created a strong and effective project in a short space of time that took a lot of dedication and time. Matt and I have put in considerable effort and the final exhibits and feed back from Colin show a successful conclusion.

The brief was well followed and a project was provided that fitted FALNI's needs that represents them well and portrays their great work effectively.

From brief to pitch and right through production we provided strong and effective solutions whilst working

collaboratively and I do not think we could provide a better outcome if we started again.

Again I am very happy with what we produced under a difficult time within a pandemic.

### Working as a Team

Although not mentioned before at the start of the project we were initially a group of three and due to unforeseen circumstances.

Matt and I were aware of each others skill levels, commitment and determination to complete a high quality piece of work. This only heightened by us both completing unique placement years and working within the industry on a daily basis.

We were both equipped with our own unique skill set that we had gained throughout the course, on placement year and other projects. This allowed us to be aware before we even started that it would be a good pairing as I was more graphically focused whereas Matt was web focused. We also had experience on working on projects together on the course so far.

Overall working as a team with Matt has been an enjoyable experience and we were aware of our own responsibility. We never missed a deadline and worked collaboratively over software and felt more like a unit than two individuals.

### The Community Partner

The Forum for Adult Learning were a great partner to work with. Although the project was challenging as providing a way to represent a niche audience involved with learning without being able to use specific aspect of learning such as a book proved challenging, further more a name change to from ImpactNI to a longer title.

They were a pleasure to work with and communicated very well. Our communication with Colin was exceptional and always prompt and precise.

They provided what we needed and did their best within their abilities to aid us when they could. Even joining calls with us to ensure precision with purchases. The only problematic issue with the community partner was the lack of images that we made aware may prove a

necessity throughout the project. This can be understandable as we would have been out doing the photography, the pandemic stopped this though.

Overall it has been an enjoyable experience to work with a collaborative client such as FALNI. Their feedback was very positive too.

## Project Management

Initially the aspect of project management was daunting. Our supervisors supplied and suggested to us tools such as Basecamp and Toggl that would really help us manage the project. We made good use of Basecamp and Toggl.

I feel our project management was excellent and honestly became basically second nature throughout the project. Matt and I found ourselves talking about FALNI, providing updates and designing almost daily. We utilised different tools that I prior discussed such as Figma to do this collaboratively. We never missed a deadline and structured our work out whilst maintaining communication effectively.

## Production Log

I have thoroughly enjoyed working on the production log and it really shows the project come together. Working within a mix of single spreads and double spreads across a consistent design has been effective for me to document my work well and provide my thoughts, research and practice well.

I often find myself getting lost in the documents I have made outlining my work. I feel over the years of making these files and documenting my work and thought process it has been insightful. I often look back at printed versions and will most likely get this version printed. They are often my favourite part of the relevant modules.

## Overall Feedback and Reflections

I've enjoyed the whole experience and it's been easy working with you. You both clearly know what you're doing and you've been patient with someone like me with little tech knowledge. I hope to get excellent grades.

Concluding the project with the final handover on the 11th of December 2020 FALNI had full control over the site and the production of the print material. The exhibit of the work was updated onto project social by myself. Where I demonstrated the key media outputs and provided the documents to show the project from proposal right through to delivery. It has been satisfying to handover the project and see it have a space online,

It was great to have the opportunity within the course to work with a community partner and FALNI proved to be an exciting challenge.

The project was conducted over a pandemic and the outcomes have been far more than I would have expected. The long hours put in by Matt and I have proved to be worth it.

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-Colin Neilands

It has provided me with valuable experience in the process of undergoing a project, effective research, a complex challenge that had me spending a long time head scratching over design ideas, pitching to a client and delivering a draft versions followed by a tidy and complete production. All whilst working as a team and developing new skills in software such a Figma.

I feel I have always underestimated the work I can do and have been providing across the past 4 years. This module has provided me with strong recognition of how my work can effect a greater cause. It has made my more confident in my work and pushed me to deliver.

It was an excellent opportunity to showcase my skills and determination when it comes to providing a solution to a delicate problem.

Working with clients however that maybe in the future is something I look forward to and this will play a vocal point in my portfolio in showcasing the ability to work through a project in a structured manner. I will also take the skills and confidence I have gained over this module into a vital final semester.

In retrospective I would have loved to develop the Learner Representation idea. I have been taught a vital lesson there that what I want to work on isn't necessarily what is best for the client. There is not much I would have done different over the assignment, I feel the outcome provides exactly what FALNI was looking for in an effective manner.

After the hand over Colin had provided us with feedback making us aware how appreciative he was of our work. He wished us well in the future and I hope FALNI has a strong presence within the industry for years to come.

Concluding the production log that has been a documentation of all the hard work over the past thirteen weeks I would like to thank my Claire, Adrian, Matt and Colin for their collaboration on the project.

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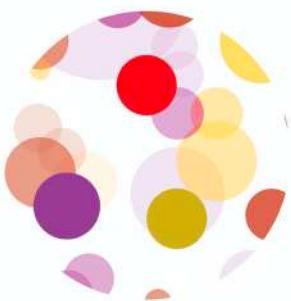
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