

**Matthew Watt Nathan Redpath**

Briefing Document

▼  
Accessible

▼  
Inclusive

▼  
Equity



# FAINI

VISUAL REBRAND

(Forum for Adult Learning NI)

▼  
Identify Demographic

▼  
Benchmarking

▼  
Brief

# Contents

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**1. Contents**

---

**2. Introduction**

---

**3. Benchmarking Competitors**

---

**7. Benchmarking Web Design**

---

**11. Benchmarking Visual Branding**

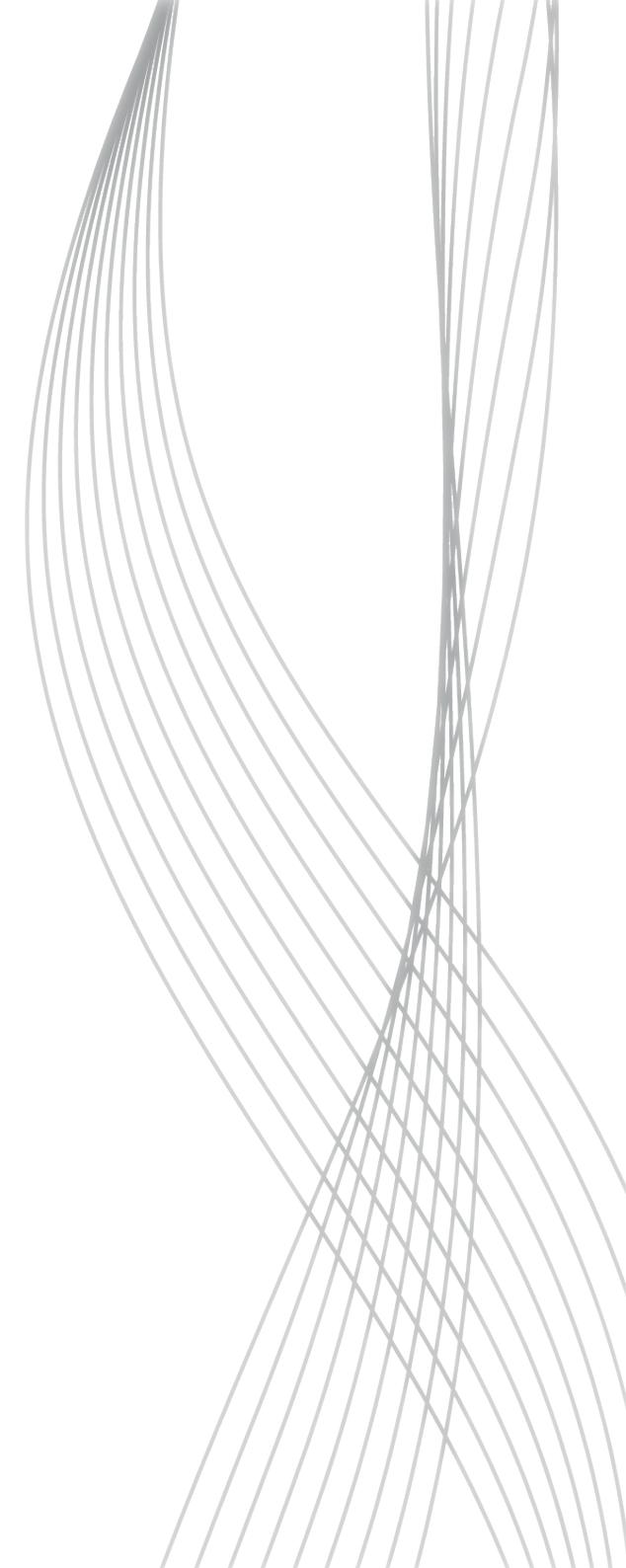
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**13. Best Practice**

---

**15. Brief**

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# 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  
£100 (Max)

Pitch  
30/10/20

Deadline  
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/>

**AONTAS**  
The Voice of Adult Learning

HOME ABOUT US LATEST LEARNER VOICE COMMUNITY EUROPEAN EVENTS CONTACT COVID-19 RESPONSE  BECOME A MEMBER

Click here to learn more about how AONTAS is supporting Adult Learners and Members during the COVID-19 Crisis.

# Transforming lives THROUGH ADULT LEARNING

We are the National Adult Learning Organisation advocating for the right of all adults in Ireland to quality lifelong learning.

ONE STEP UP >

OUR WEBSITE USES COOKIES X

NEW - RESOURCE HUB MEMBERS EVENTS ONE STEP UP

Scroll to see more

## Example 2

### Learning and Work Institute ▼

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

## Example 1

### ▲ AONTAS

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

L&W LEARNING AND WORK INSTITUTE

About us What we do Resources Events News & policy Supporter network

What Works Unit for Learning & Work Devolution Wales site

Lifelong learning Employment & social security Essential & life skills Good work & progression

Apprenticeships & technical education Social justice & inclusion

Explore more

ENGLISH

<https://learningandwork.org.uk/resources/research-and-reports/missing-millions/>

**Scotland's Learning Partnership**

LATEST NEWS: Nottingham students unhappy with conditions in 'prison' halls - The Nottingham students ci...

Adult Learning Matters  
Since 2004 adult learners have been telling us Adult Learning Matters-it this is you why not join the campaign today!

Find out more →

**Learners**  
The national learners' forum brings together learners from across Scotland to work together for the benefit of adult learning.  
[Learners' Login](#) →

**Providers**  
Our Learning Providers are highly skilled professionals who coordinate and deliver community based adult and family learning programmes.  
[Info for Providers](#) →

**Events**  
#TimeForChange Programme January-June 2020  
[Where and When](#) →

**Example 3**  
**▼ Learning and Work Institute Wales**  
<http://www.learningandwork.wales/>

**L&W SEFYDLIAD DYSGU A GWAITH**  
LEARNING AND WORK INSTITUTE

England Site Cymraeg [f](#) [in](#) [t](#)

About Us Our Work Our Thinking Our Resources Our Events Join Us Adult Learners' Week 2020 Search the site

**Change your story virtual campaign – 21 – 27 September 2020**

In response to current events all learning activities for this year's Adult Learners' Week will be delivered virtually during **21 – 27 September** – we will start promoting this content in July and August, with more PR and advertising building for a virtual Adult Learners' week in September.

We need your support by contributing courses, tutorials and webinars and sharing access to new or existing materials. If you are a provider looking to get involved, you can find out more.

[Read More](#)

**Example 4**  
**Scotland's Learning Partnership** ▲  
<http://scotlandslearning.org.uk/>



## Adult Learners

Littlest Learners      Growing Learners      Adult Learners      Geographic Focus

HONING THE LIFESKILLS NEEDED TO ADAPT AND TO THRIVE

The Challenge:

What If:

## Example 6

## Adult Learning Australia ▼

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



Celebrating 40 years in 2020

[DONATE](#) [SHOP](#) [Login | Join](#)

[HOME](#) [ABOUT](#) [ACE LEARNING CENTRES](#) [ADVOCACY](#) [EVENTS](#) [FOUNDATION](#) [PUBLICATIONS](#) [RESOURCES & NETWORKS](#)



### ACE at work

Adult Community Education organisations are the 'heavy lifters' in rural and regional Australia.

»

Lifelong and lifewide learning for all Australians

## Example 5

## ▲ Imaginable Futures

<https://www.imaginablefutures.com>

# 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. Dropdown 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

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
	Lighthouse Accessibility Score	78	82	60	100	91
Overall	Score from key	1	24	-18	12	10

# 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 it’s 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.

“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
Use of Space	Information Displayed Well?	Yes, Clearly Displayed	Mostly	Minimal content to comment	Mostly	Mostly
	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
Imagery	High Quality Imagery Used?	Yes	Yes	Clear examples of low quality images	Yes	Yes
	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	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	Some points of lower quality production
	Is it all Relevant?	Content overall is relevant	Content overall is relevant	Minimal content to comment	Content overall is relevant	Content overall is relevant
Overall	Score from key	15	12	-11	10	5

# 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.

# Best Practice

## Web Design

The image contains two screenshots of web pages. The top screenshot shows a grid of four event thumbnails for Ulster University, each with a photo, title, date, and time. The bottom screenshot shows a detailed view of an event page for 'Student Insights: Work Experience & Placement' with a large photo, event info, registration button, sharing options, and related events.

**Events**

**Student Insights: Work Experience & Placement**  
Monday 12 October  
3:00PM - 4:00PM

**Webinar - Parents' Talk – UCAS, Apply, Accommodation.**  
Monday 12 October  
4:15PM - 5:00PM

**UUUSU Supporting Equality and Diversity**  
Tuesday 13 October  
3:00PM - 3:20PM  
online

**Student Insights: Ulster ED&E Award**  
Tuesday 13 October  
3:00PM - 4:00PM

**Student Insights: Work Experience & Placement**

The most powerful and insightful learning is from those who have done what we want to do and that's what this online session is about. If you seeking work experience or placement then attend this event to learn from your peers.

**REGISTER**

**Related topics**

**Culture Night, Belfast**  
20 Sep 2019

**City of Derry B&B Halloween Festival guide**  
26 Oct 2019 - 1 Nov 2019  
View event schedule

**Front Stage Festival**  
5 Nov 2019

**Taste the Island**  
A 12-week celebration of Northern Ireland's finest food and drink.

**View all tourism opportunities →**

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 the 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.

# 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 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.

# 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.

## 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  IONAS Business FALNI.org £1/1st year	<b>80%</b> Print Production  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

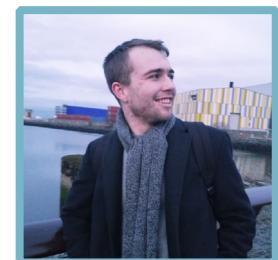
11/12/20

## 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