

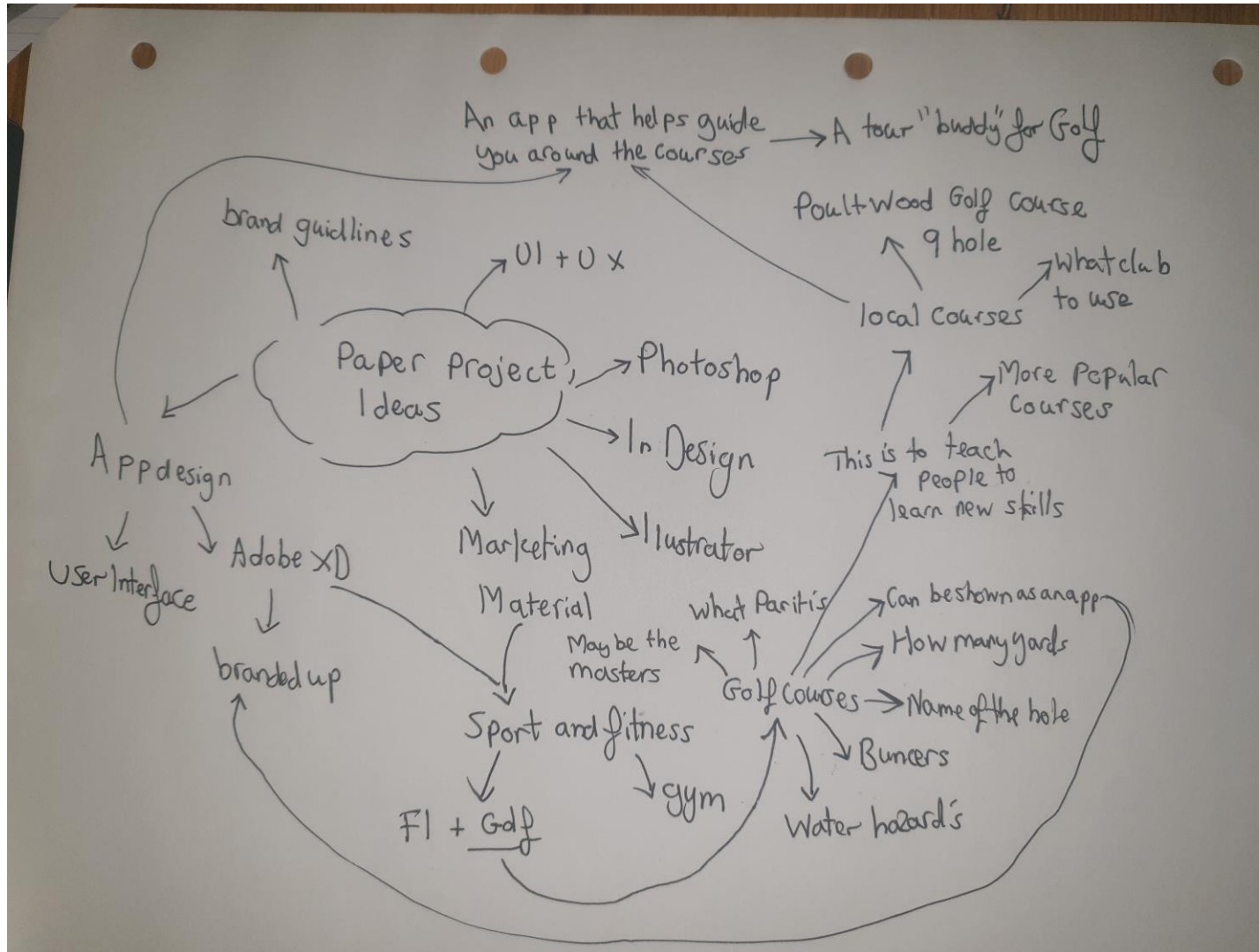
NEGOTIATED DESIGN FINAL PROJECT (PAPER PROJECT)

By Matthew Colyer

REASON FOR CHOOSING THIS PROJECT

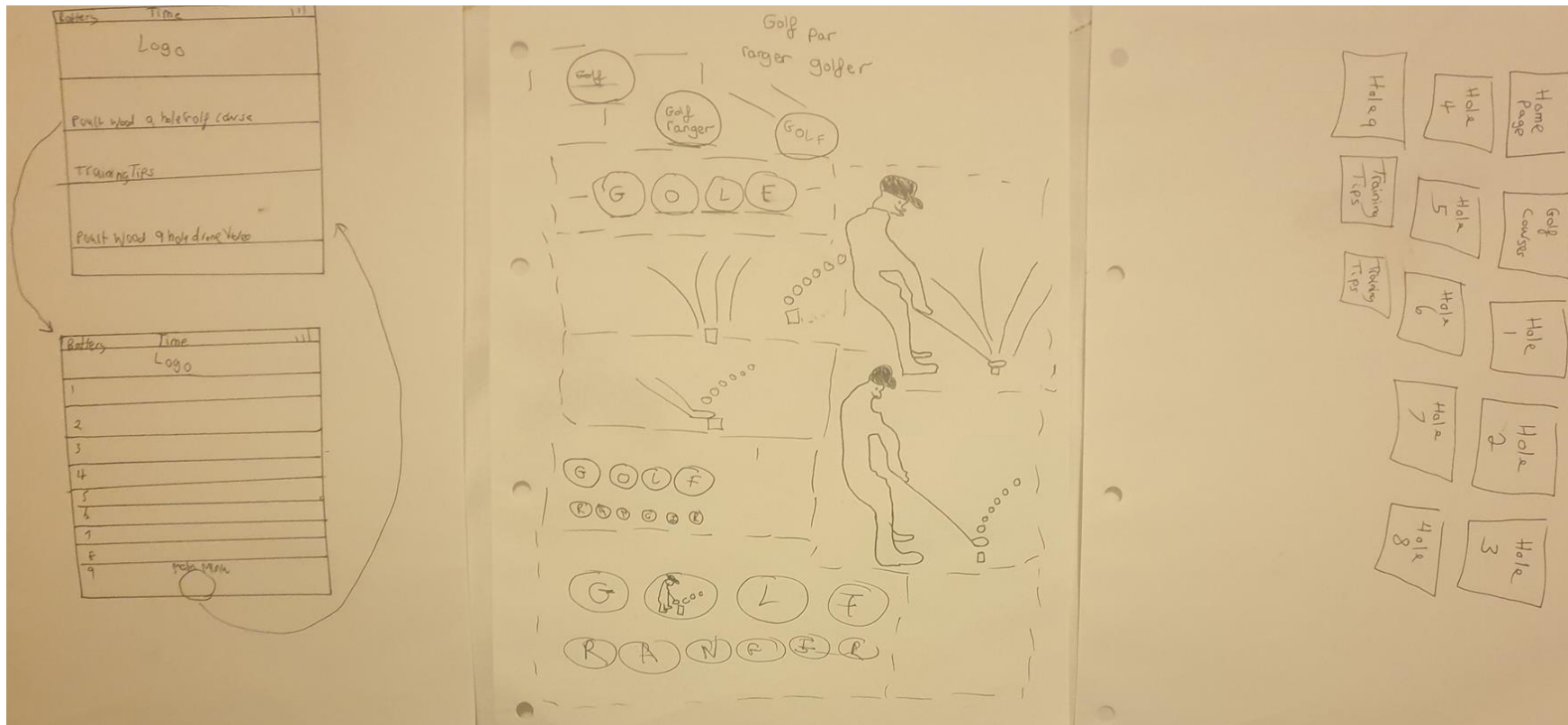
- As part of my second semester for my third year I needed to come up with my own individual “paper project” that is made up in order to fulfil the negotiated design project NLT2 module assignment. This is a project that I wanted to take on in order to improve my Adobe Creative Skills for different software's as part of my NLT2. For this individual project I had to create my own brief to follow so that the brief and the brand guidelines could be take on for anyone that want to develop this project. This is to be designed to suit the target audience, with a professional look and feel for the application and functionality of the app. The app needs to attract new users that want to learn more about the sport that you have chosen. For the sport I decided to choose Golf as it allowed me to get creative with the golf course designs. From me choosing this project I have learnt new software's such as Adobe XD and improved my knowledge of other adobe software's that professional companies will be using to create their work. Its important that I gain as much experience as possible with the Adobe Creative Cloud to support me in the digital industry. I was able to produce an application that functions well and a professional brand guidelines document for this paper project.

SKETCHES



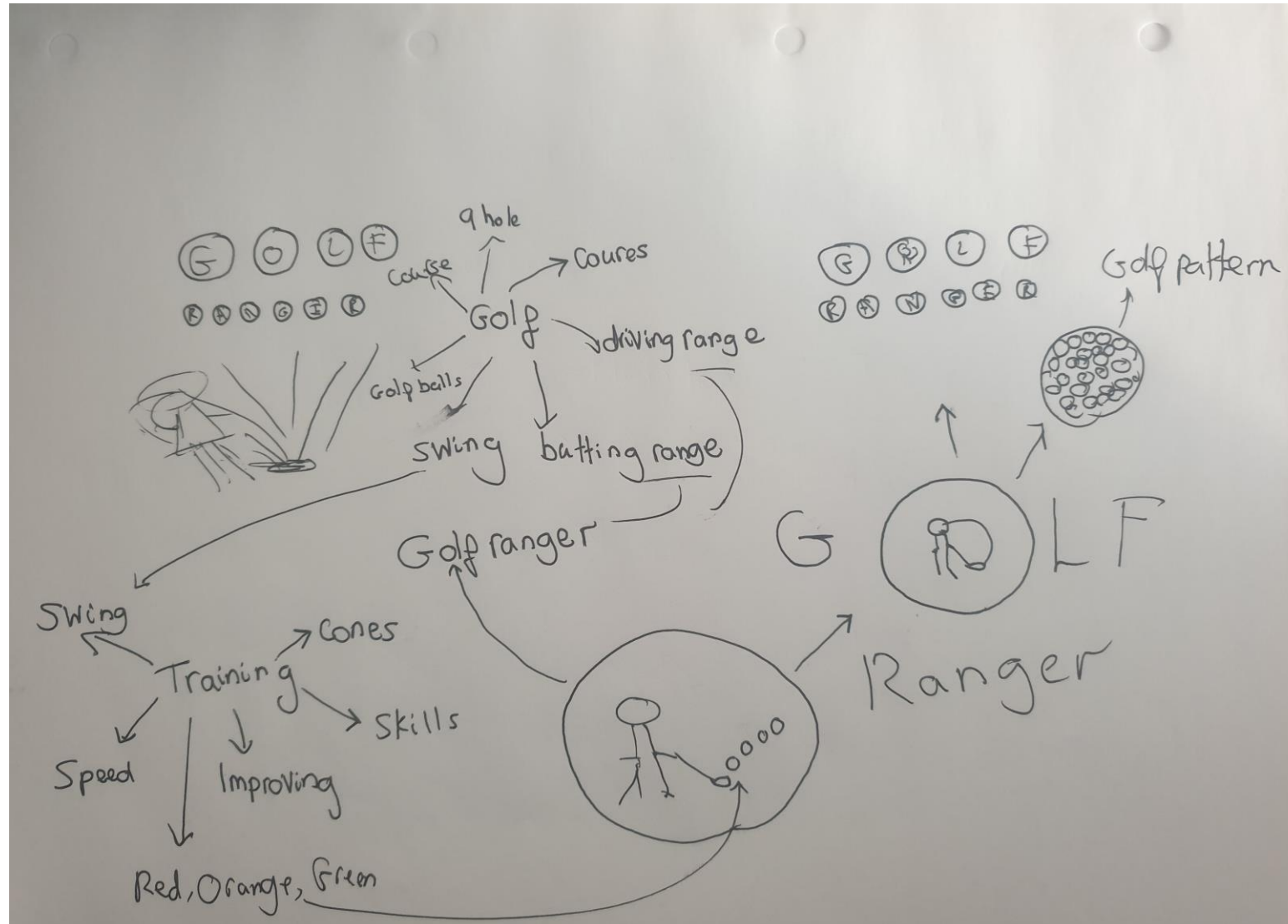
The first sketches that I did was to get ideas for what I was going to focus my paper project on. I started of by looking at what I included in my NLT2 study plan from last year and start to write down some key words that I wanted to focus on and learn. This allowed me to develop my mind map and start thinking about what I wanted to create and focus on. I came to the conclusion that I wanted to focus on learning new software such as Adobe XD. From this I could then create an app that would be on a sport that I am interested in. This then developed to a golf app that helps guide you around the different courses.

SKETCHES



The second sketches that I did was to try and think about the layout of the application, the design of the logo and how the user will flow through the app regarding the navigation. The first image shown a plan of what the main menu page will look like and how it will be broken down into different sections. The other sketch is of the golf course page which will be broken down into the 9 holes and include a main menu button allowing the user to go back and access other information. The second page shown ruff sketches of the logo and the development of ideas to the outcome of Golf Ranger. The third page is a breakdown of how many pages will be included in the application.

SKETCHES



Now that I had decided on what the application was about, I needed to focus on creating a brand for the application. This first started of by creating a name for the application. I started of by thinking of words that relate to golf. I then started to do some very ruff sketches of what the logo might look like. I was then able to develop my idea into different designs and decide on how the text and logo would work together.

FEEDBACK

For the design of my first logo, I received some feedback to improve this design. I decided to get rid of the colour training pattern on the logo as it “looks like traffic lights”. I had to rethink this idea and try and make the O look more “like a golf ball”. From this research I decided to replace the three coloured golf balls with a motion swing and include a golf ball texture pattern over the top. For the first logo design is shown on the left and the new developed one is shown on the right.

Old



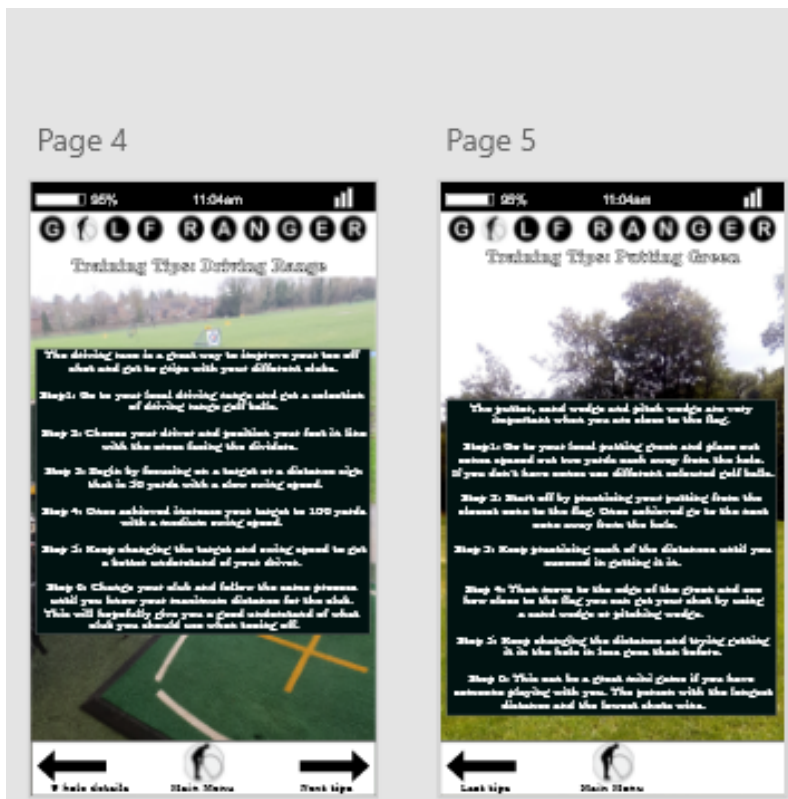
New



FEEDBACK

For the training tips section of my app, I received some feedback to improve this design. I decided to get rid of the first font and make it bigger. By making it bigger and easier to read I could then add a scroll down feature which would allow the user to scroll down and read the other information.

Old



New



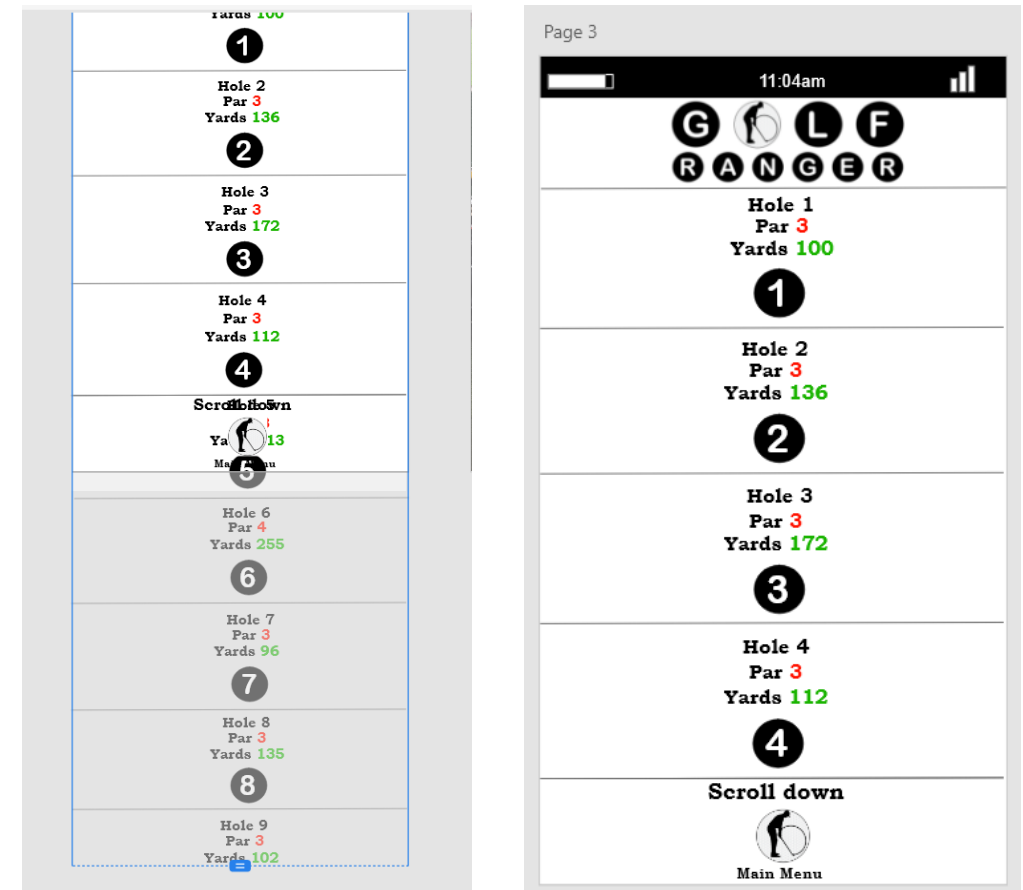
FEEDBACK

For the 9-hole golf course section of my app, I received some feedback to improve the design. I decided to get rid of the first font and make it bigger. By making it bigger and easier to read I could then add a scroll down feature which would allow the user to scroll down and read the other information and still be able to click on each course with the interactive links.

Old



New



RESEARCH

GARMIN MOOD BOARD



I first started off by researching examples of Garmin products that are used by golfers to help improve their skills. This allowed me to get a better understanding of the types of features that are included on the devices as well as how the information is presented to the user. I created a mood board to start think about ideas of what I wanted the application to look like and the types of colours that I would include.

RESEARCH

COMPETITION

DATE _____ Handicap _____ Strokes Rec'd _____ TIME _____

A _____ C _____

B _____ Marker _____

Hole	Marker's Score	White Yards	Par	Winter Yards	Par	Stroke Index	Player's Score			Nett Score	W = + L = - H = 0 Points	Red Yards	Par	Stroke Index
							A	B	C					
1		100	3	114	3	4						87	3	4
2		136	3	146	3	6						117	3	6
3		172	3	144	3	1						148	3	1
4		112	3	110	3	5						102	3	5
5		113	3	105	3	7						95	3	7
6		255	4	241	4	2						224	4	2
7		96	3	85	3	8						80	3	8
8		135	3	118	3	3						118	3	3
9		102	3	98	3	9						92	3	9
		1221	28	1161	28	TOTAL						1063	28	

PLEASE AVOID SLOW PLAY AT ALL TIMES

STABLEFORD POINTS OR PAR RESULT _____ HANDICAP _____ NETT _____ Holes won _____ Holes lost _____ Result _____

Marker's Signature _____ Player's Signature _____

Golf Course Rules of Play

- Every player must pay a green fee before play. Green fees are not transferable or refundable.
- Players must adhere to the course dress code.
- Players must wear spiked or pimples rubber golf shoes or appropriate foot wear.
- A maximum of four players are permitted in each match.
- Each player must have a set of clubs and bag (bag sharing is not permitted).
- All matches must commence from the 1st tee.
- A player may use any of the allocated tees; white markers, yellow markers, red markers and in the winter blue markers
- Please replace divots on fairways, repair pitch marks on greens and rake footprints in bunkers.
- Please play without delay – only three minutes is permitted to find a lost ball.
- It is a group's responsibility to keep up with the group in front. If it loses a clear hole and is delaying the group behind, it should invite the group to play through, irrespective of the number of players in that group. Please ensure that the group allowed through are out of range before continuing.
- Trolleys and buggies must not be taken on to tees, greens, ground under repair or into bunkers or hazards.
- The directives of the Golf Professional and Golf Warden must be complied with at all times.
- Shout the word 'FORE' if your golf ball is in danger of hitting someone.
- Reporting Accidents – If you need to call an ambulance, quote the postcode TN11 9QR. Please also telephone the Pro Shop on 01732 364 039 so staff can manage the situation and direct the paramedics to the patient.

INVITATION

Martin & Co Tonbridge

01732 602602

9 HOLE COURSE

Pro Shop: 01732 364039

Clubhouse: 01732 366180

www.poultwoodgolf.co.uk

To arrange an appointment, please call

you to accept our offer of a free sales

or lettings valuation of your home.

LOCAL RULES

- OUT OF BOUNDS (Rule 18.2)**
Beyond any wall, hedge or fence surrounding the course.
- IMMOVABLE OBSTRUCTIONS (Rule 16)**
 - If a ball lies off a putting green but not within a hazard and is within 2 club lengths of a fixed sprinkler head which is on or within 2 club lengths of a putting green and intervenes on the line of play between the ball and the hole, relief may be obtained under Rule 16-1.
 - Individual young trees – identified by supporting stakes, which interfere with the player's stance or the area of his intended swing. The player MUST take relief under Rule 16-1.
 - Drainage lines on fairways; relief maybe taken under Abnormal Ground conditions Rule 16-1.
 - Relief may be taken if a hole not in play interferes with the intended line of play, when the ball is on the putting surface Rule 16-1.
- LATERAL PENALTY AREAS (Rule 17.1)**
All ponds and ditches are lateral penalty areas.
- PENALTY FOR BREACH OF LOCAL RULES:**
Match Play – Loss of Hole;
Stroke Play – Two Strokes.

For this project I made more sense to choose a local course that I would have more knowledge in and that's more accessible to beginner and new golfers. Therefore, I decided to not go down the root of golf courses like the Masters or the PGA Tour and chose a local course in the 9-hole Poult Wood Golf course. It was important to get the correct details for each of the holes that would be included in the app. This is the score card for the 9-hole Poult Wood Golf course. This was helpful for me when designing the application knowing that I had all the correct information for the user. The score card also includes all the basic rules of how to navigate around the course and their rules.

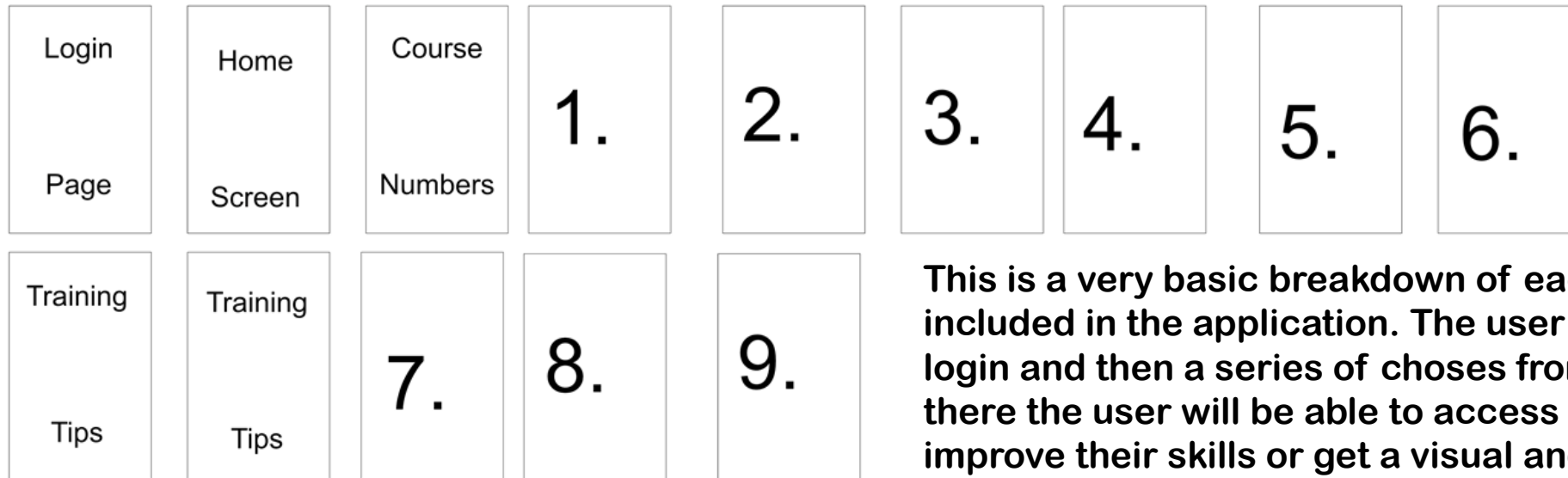
RESEARCH



Imactive who are the partners of the golf courses have lots of useful and helpful images of each of the courses from up high. This allowed me to understand the layout for each of the courses and how the golfers move from one hole to another. This provided me with great information when designing each of the golf courses. Not only did I have a good visual understanding of each of the courses, but I also knew the correct measurement for each of the courses.

APPLICATION FLOW DIAGRAM

Application Wire frame



This is a very basic breakdown of each of the pages that will be included in the application. The user would be presented with a login and then a series of choices from the home screen. From there the user will be able to access some training tips to help improve their skills or get a visual and closer explanation of each of the courses of the 9-hole Poult Wood Golf course. From the course numbers page, the user will be able to choose from the 9 courses provided which one they would like to view. Once the user has selected that hole, they can then choose to view the next hole and other options with buttons presented below.

BRAND GUIDLINES



The Brand

This is an individual “paper project” that is made up in order to fulfil the negotiated design project NLT2 module assignment. This is a project that I wanted to take on in order to improve my Adobe Creative Skills for different software's as part of my NLT2. This information will be used to teach people that are interested in improving their golf skills and partially get a better understanding of the 9-hole Poult Wood golf course.

For this individual project I had to create my own brief to follow so that the brief and brand guidelines could be taken on for anyone that wants to develop this project. The objective of this project was to promote a sports learning app to inspire and teach new users. The project brief goes as follows.

You have been asked to create a sports-based app of your choice to inspire and teach new users about your sport. This will need to be interactive and include features to the app that help the user learn and develop their knowledge and skills. The target audience for this project is aimed at students, adults, beginners and key learners.

This is to be designed to suit the target audience, with a professional look and feel for the application and functionality of the app. The app needs to attract new users that want to learn more about the sport that you have chosen. For the sport I decided to choose Golf.

Negotiated Design Final Project Brief

(this is a made up brief)

CLIENT

CLIENT TITLE	Negotiated Design Final Project
CONTACT NAME	Matthew Colyer
PROJECT LENGTH	A 12 week Project to be submitted in May

PROJECT BRIEF

You have been asked to create a sports based app of your choice to inspire and teach new users about your sport. This will need to be interactive and include features to the app that helps the user learn and develop their knowledge and skills. A brand guidelines document must also be included so that the idea can be take forward to a potential investor.

OBJECTIVE

To promote a sports learning app of your choice to inspire and teach new users.

TARGET AUDIENCE

students, adults, beginners and key learners

FUNCTIONALITY

To be designed to suit your audience, with a professional look and feel for the application and functionality of the app, and to tie in with your branding guidelines document.

PURPOSE

As explained above the sports app needs to have a good look and feel and attract new users that want to learn more about the sport that you have chosen. It needs to be all types as well students, adults, beginners and key learners. This is to form part of your negotiated design final project.

KEY TASKS

The project should include:

1. An brand identity (echoing the sport you have chosen) for the launch of the app
2. An app that helps the user learn more about the sport
3. A brand guidelines document
4. A professional logo and user interface

Logos



The main logo is **Banner Logo 1.1** and is to be used as the main format for presenting the logo. This logo design will be presented throughout and compresses the design into a more suitable format.

Banner Logo 1.1



The **Banner Logo 1.2** is the longest logo format which extends the logo and is to be used on websites and large application spaces.

Banner Logo 1.2



The **Square Logo 1.1** is the most compressed format which doesn't include any text in the design. This is to be used when using confined spaces and applications.

Each of these logo designs have a boarder around them. This is to make sure that no text, images or graphics can enter the box at any time. It must also fit the layout shown around the logos. A still coloured background can be used behind the logo but must no clash with or interfere with the words in the logo.

Square Logo 1.1

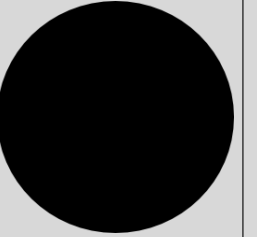
Colour Scheme for Logo



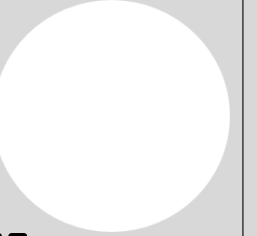
This is the colour scheme that has been used to create the logo. It only consist of black and white to help a simple but traditional brand identity. By only having two colours it allows the golf pattern design in the background to stand out more.

RGB HEX Codes

000000



255255255



This colour scheme only applies to the logo and its important that no other colours are included in the logo or overlay the design of the logo. This is to ensure that the brand keeps its traditional theme. The details for the RGB HEX Codes are shown above.

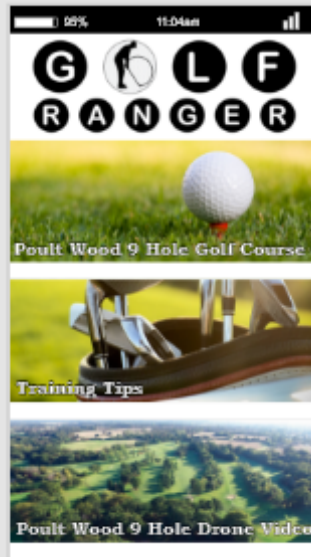
Colour Scheme for application

Flow 1

Page 1



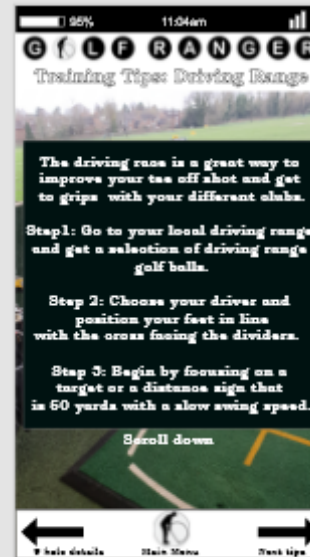
Page 2



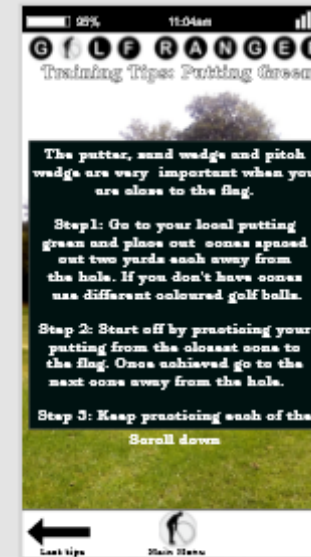
Page 3



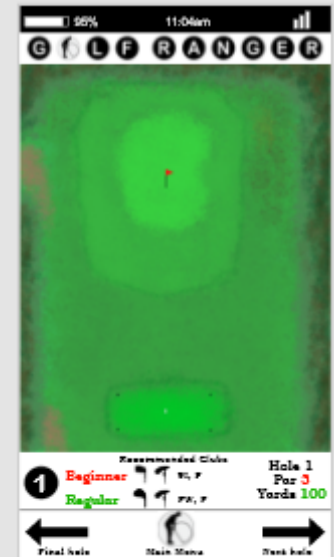
Page 4



Page 5



Page 6



There is a total of 4 different colours for the application which are also featured in the creation of the golf courses. This is to keep it consistent and have a theme that runs right across the brand. The details for the colours are shown to the right with the RGB HEX Codes shown alongside.

RGB HEX Codes

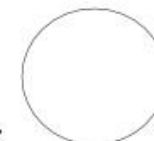
0, 18, 17



255, 180, 0



255, 255, 255



26, 180, 0



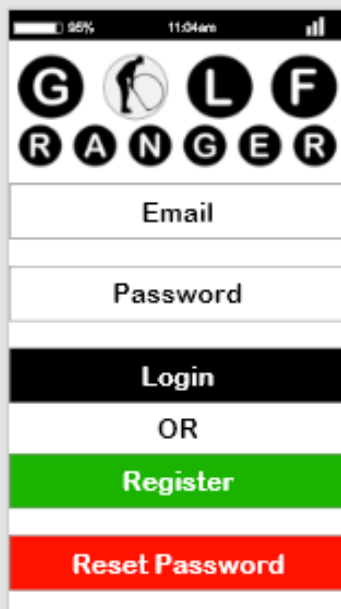
Colour Scheme for application

255, 255, 255

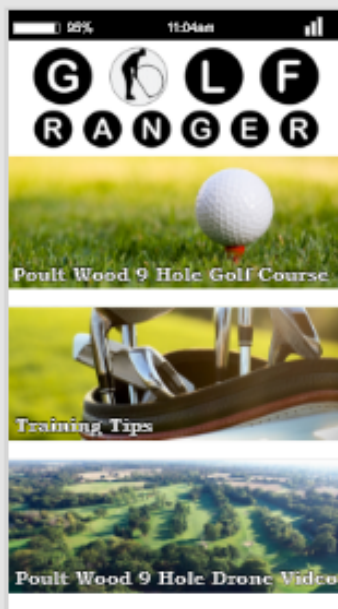
26, 180, 0

Flow 1

Page 1



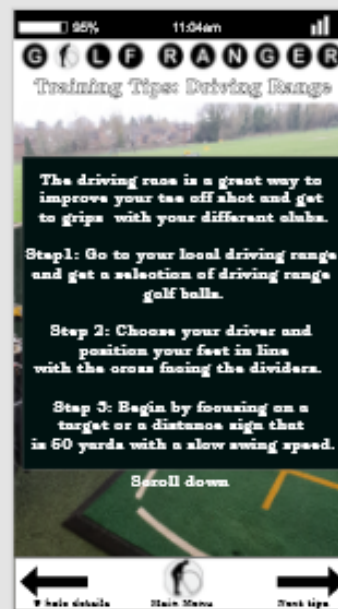
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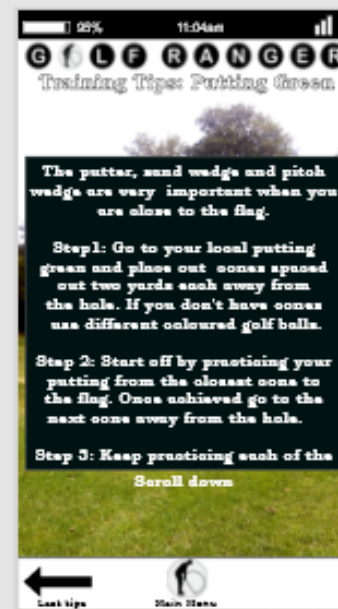
Page 3



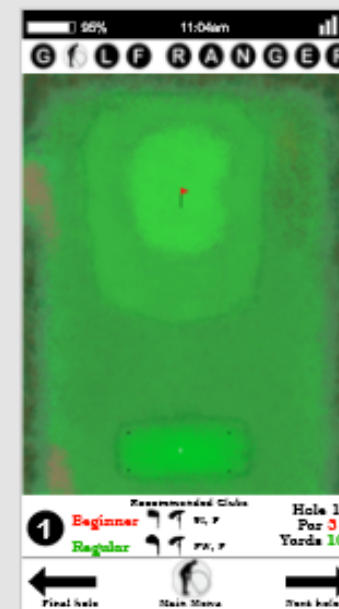
Page 4



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RGB HEX Codes

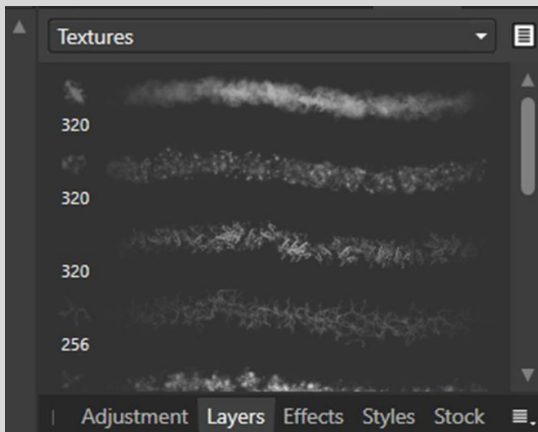
0, 18, 17

255, 180, 0

Colour Scheme for golf courses

This colour scheme only applies to the logo designs of each of the golf courses. The colour scheme consists of a total of 15 colours to ensure that there's a wide range of layer blending and contrasting colours. No text or images can overlap the design of each of the golf courses. These golf courses are included in the application.








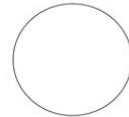







There is a total of 9 golf courses each with their own characteristics and design. However, they have only used the colours shown in the colour pallet. The details for the RGB HEX Codes are shown to the left. The colour scheme includes a lot of different types of greens to represent the different surfaces on a golf course and are included for applying layers.



RGB HEX Codes

These are the brush effect textures that have been used to create each of the 9-hole golf courses.



26, 98, 97		255, 180, 0		26, 180, 0	
26, 98, 113		0, 18, 17		26, 198, 0	
253, 235, 26		255, 255, 255		0, 114, 0	
239, 220, 46		110, 85, 0		26, 159, 39	
193, 193, 193		102, 66, 0		26, 98, 0	

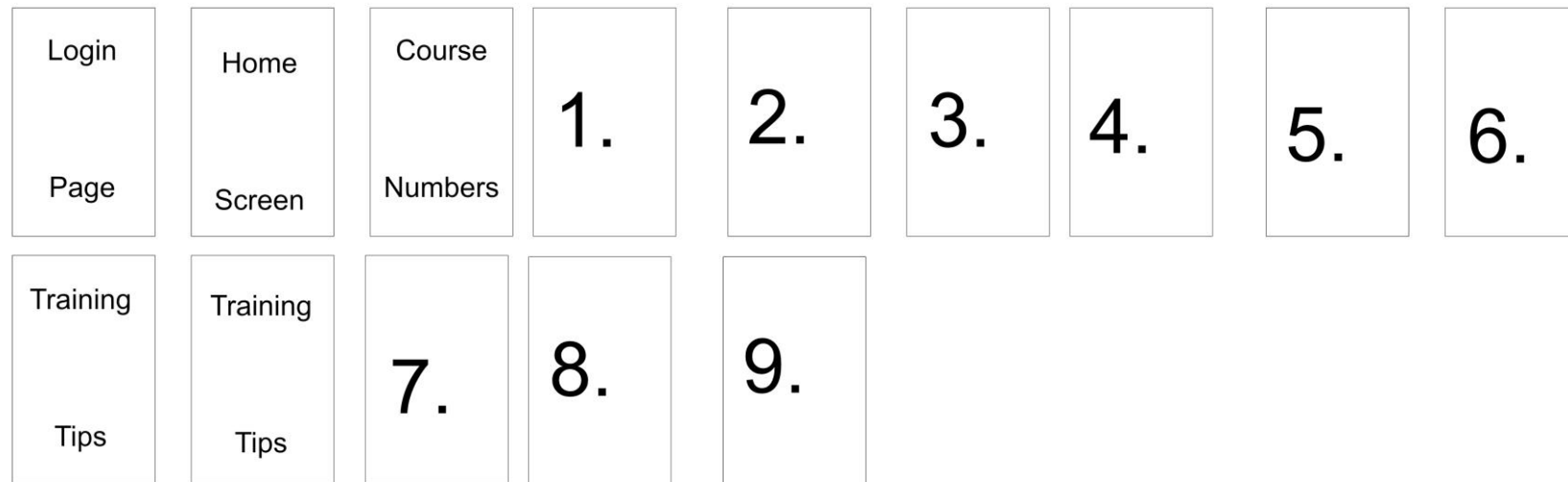
Golf course example



RGB HEX Codes

Application layout

Application Wire frame



The layout of the application must have a login page followed the main menu of the application. The main menu page allows the user to access different information that is broken down into interactive images. A separate page is provided to the user allowing them to choose which golf course hole number they would like to select. Another page provides training tips.

Flow 1



Typography

These are the fonts that are used in this project. Each font has its own purpose for being used. So other fonts should be used apart from the ones shown.

The Arial font is used to display the text in the app which is part of the phone navigation display positioned at the top of the phone.

The Arial Rounded MT Bold font is used to display text in the brand guidelines document as well as the font used for the logo in Golf Ranger.

The Bookman Old Style font is used to display all the text and information in the app. This doesn't include the logo in the app.

The Trebuchet MS font is used to display the text used in the brief format with all the descriptions of the brief.

Arial

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

Arial Rounded MT Bold

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

Bookman Old Style

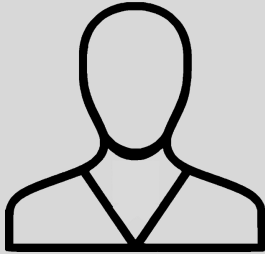
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Trebuchet MS

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

Personas

These personas are people that I am creating the Golf Ranger project for. Its my responsibility to provide the user with the information that they need to learn more about the 9-hole Poult Wood Golf course as well as improve their golfing skills. I need to convince the user to use the app and explore the 9-hole course at Poult Wood.

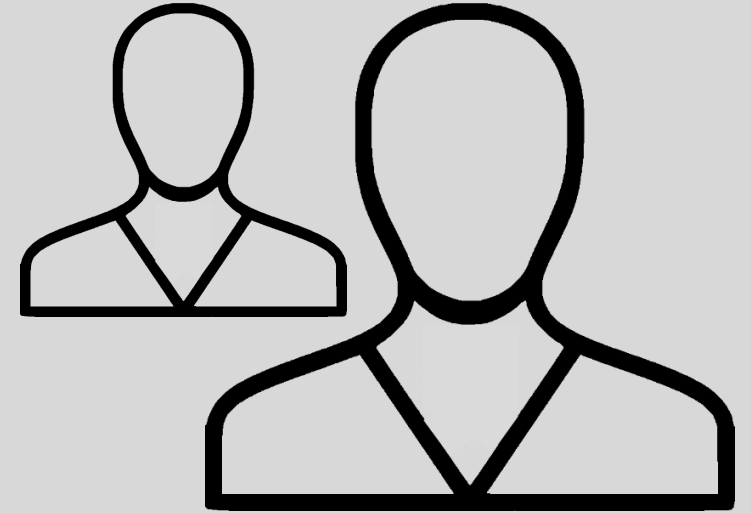


Sam

Sam is an 41 year old golfing coach.

He has been looking for an app to help teach the young golfers about the 9-hole Poult Wood Golf course.

He is using the app to visually explain the layout of the course and how the beginners should approach each hole.



Emma

Emma is an 19 year old who has just stated to learn golf.

She has a big passion for golf and wants to improve her knowledge of golf and her skills.

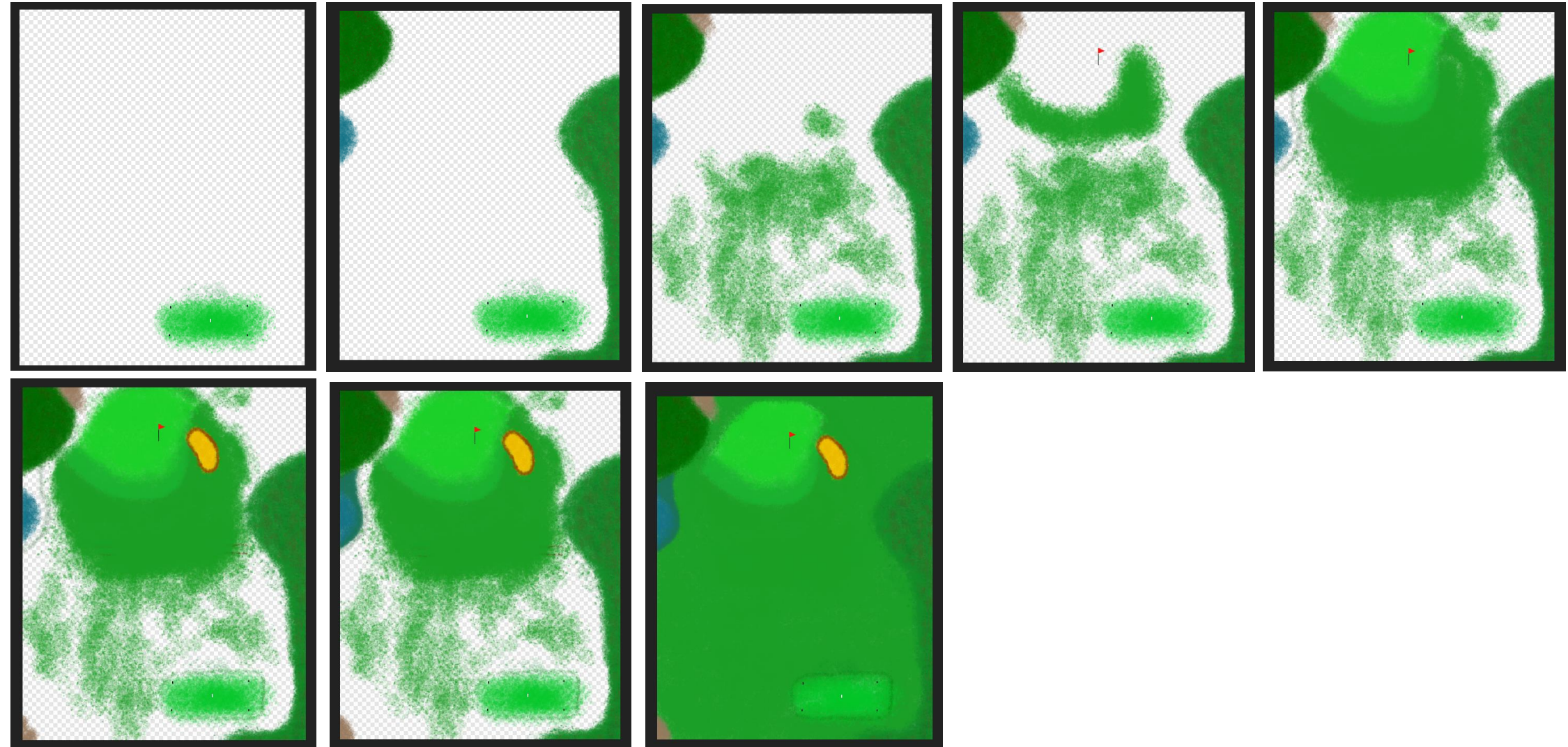
She is using the app to gain knowledge about the course and to also improve her golfing skills.



The Brand More Information

Its important that you follow these brand guidelines to ensure that everything is presented as a brand. The Golf Ranger brand needs to have a clear identity and purpose. The client for this project was myself and I was responsible for everything that has been included in this document. The purpose of this brand is to make learning golfer easier and more accessible via your smartphone. This needed to follow a clear brand identity for the layout and how it links to ensure that the Golf Ranger brand can be developed.

DESIGN DEVELOPMENT



This is an example of the 4th hole which shows the developed of the design process for each of the different layers.

DESIGN DEVELOPMENT

Flow 1

Page 1



Page 2



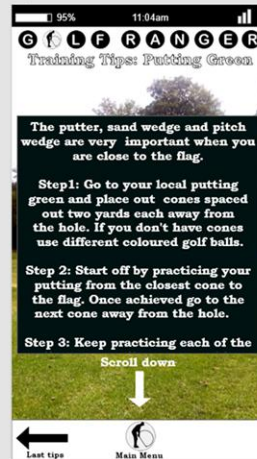
Page 3



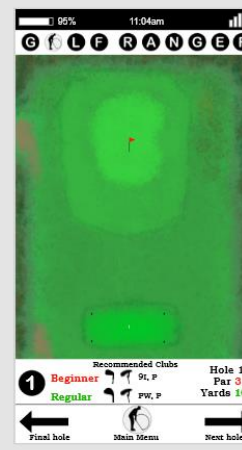
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Page 8



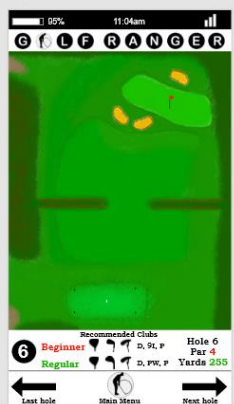
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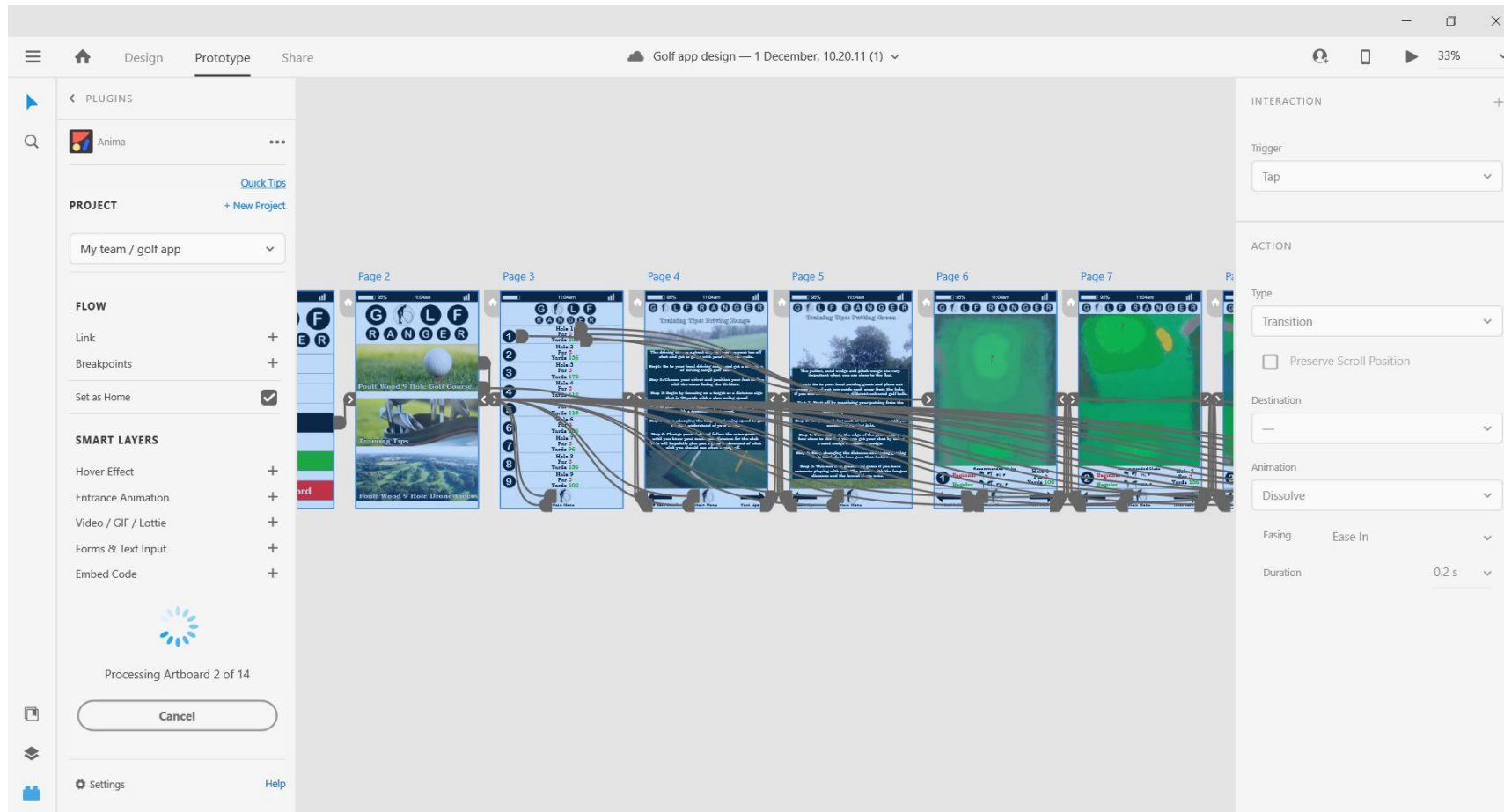


Page 14



The creation of the application includes 14 pages. 9 of the pages are golf courses which allows the user to find out more information and see a visual design of the course. The first 3 pages are menu pages which allows the user to access other pages with more information. The other two pages are training tips with a step-by-step guide on areas that will help you improve.

DESIGN WORK



For the user interface as well as look and feel, I needed to include a lot on the Prototyping section. In this image you can see some of the navigation links that are included in the app shown by the grey link lines.

DESIGN WORK LAWS

My project is about the golf trainer that reaches people about the 9 courses.

For example, Hick's Law: The time it take to make a good decision. The user interface of the app need to have a good look and feel to it and is to understand. Breaking the app down into different sections and not cramming lots of info onto one slide.

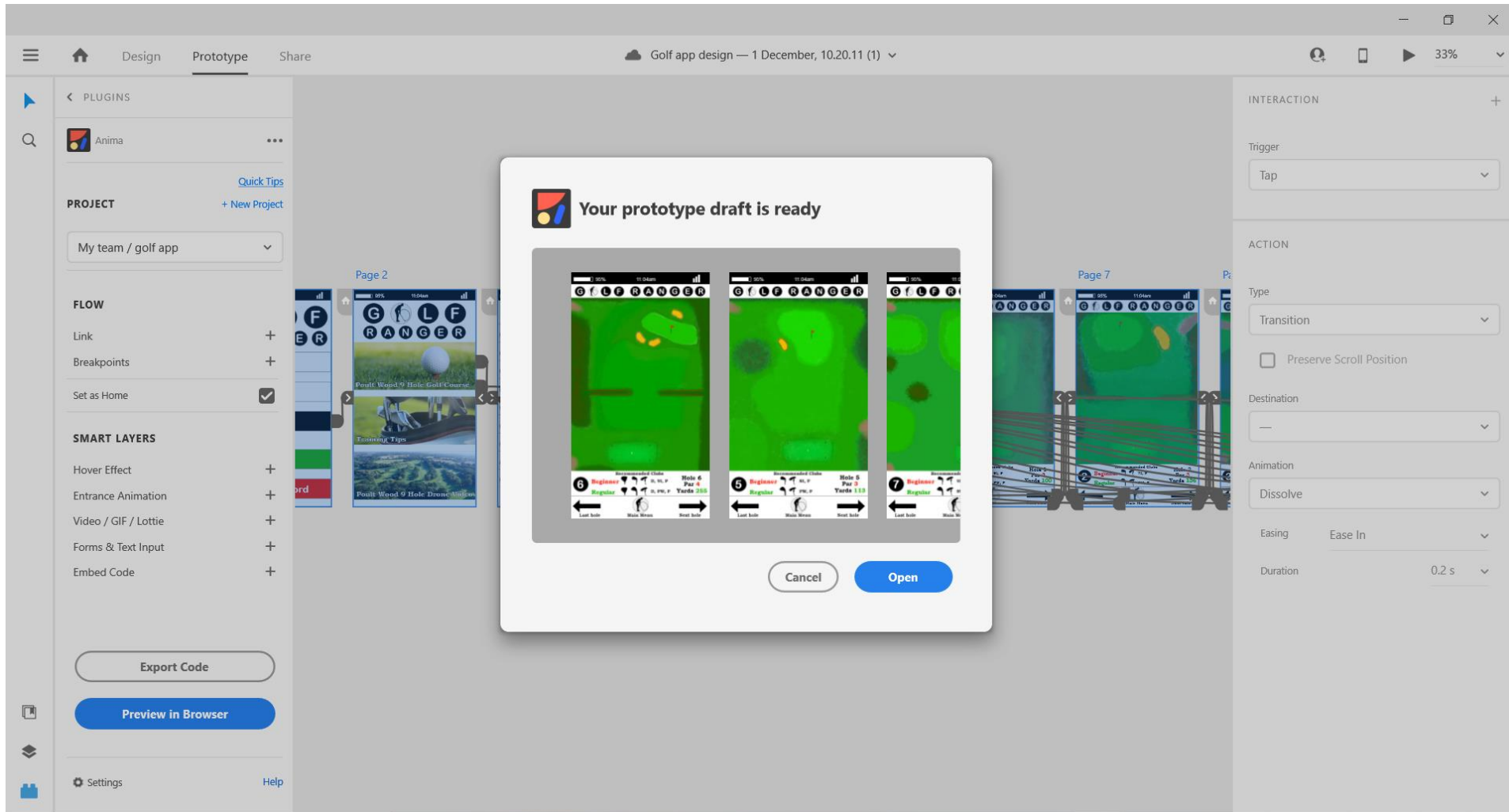
For example, Jakob's Law: The importance of consistency. The positioning of the navigation bar, the positioning of the main menu button. The colours that are used within the brand guidelines need to be consistent and for my project a separate colour scheme will be needed for the application and the design of the logo.

For example, the Law of Pragnanz: To reduce work so that its clear and it's overwhelmed with information. The app will need to be broken down into many pages allowing the user to navigate easily and not having to process lots of information all on one screen.

For example, the Law of Proximity: How things are grouped together. The navigation bar will need to stay consistent that the user knows the positioning of each of the buttons and their purpose.

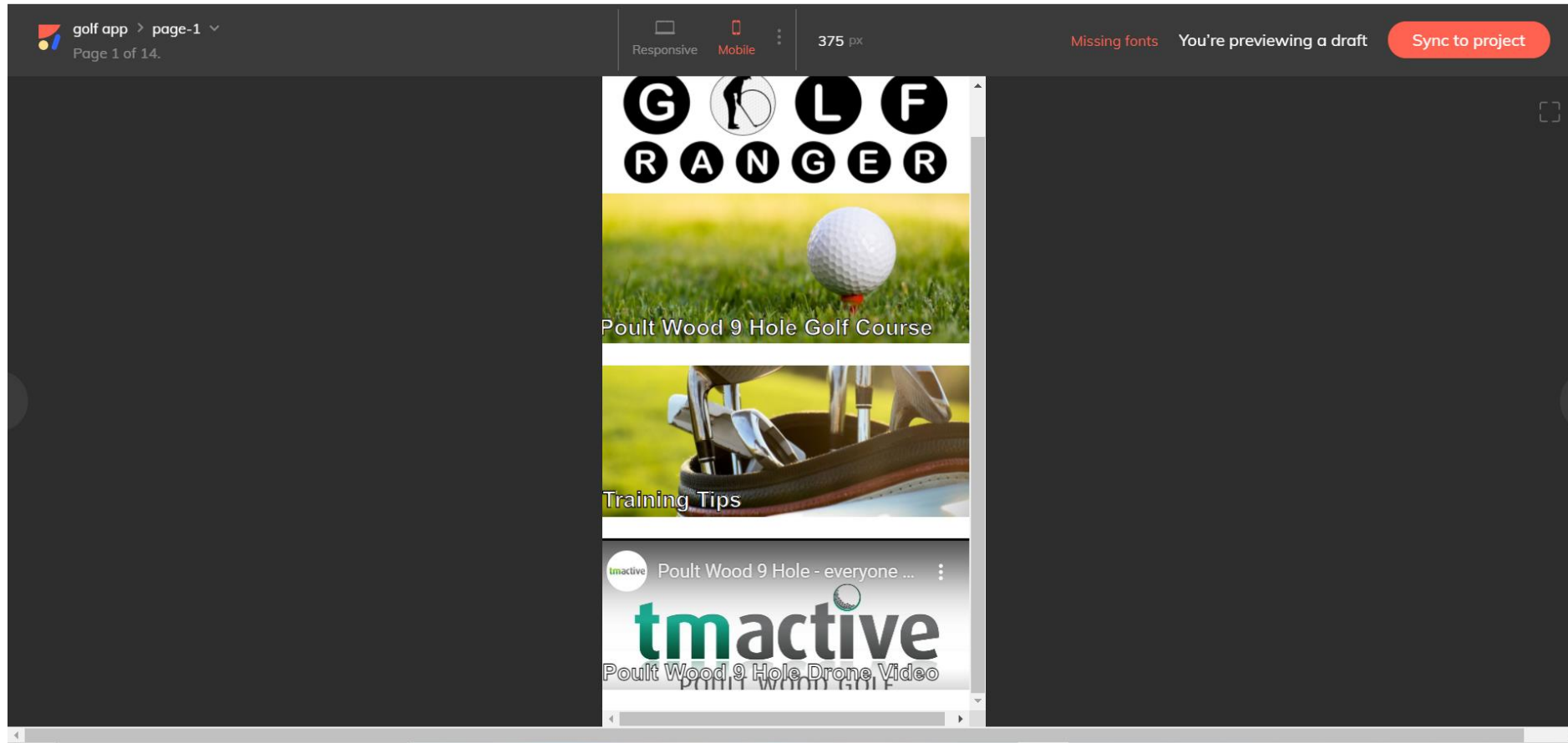
For example, the Law of similarity: How the human eye sees something. The main menu button will need to be positioned in the same place on each page so that the user is familiar with the layout and where the button is. The app will need to be broken down into each course. The first navigation page will be a login system. The second page will need to be broken down into the three sections with a hero image for each.

DESIGN WORK



In order to create and publish the app on the web and prototype it I needed to install a plug in that would allow me to do this. Anima was the plug in that I used meant I code export the application to code and preview it online.

DESIGN WORK



<https://projects.animaapp.com/p/Xm6XVnH/bMHywHC/page-1/prototype?platform=xd>

This link allows you to access the application and see what I have created. To access the apps main menu, click the login button. If you are having issue with the login button, go to the responsive tab and login.

REFERENCE LIST

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[Accessed 20th January 2021]

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[Accessed 19th January 2021]

Tmactive website, (1910) Tmactive more people, more active, more often

<https://www.tmactive.co.uk>

[Accessed 20th January 2021]