



School: Bath School of Design

Researcher: Stuart Henley

Project Title: Redesigning Bath Choral Society

UOA: 32

Research Timeline

Date	Rationale of research activities and decisions undertaken
01/01/2016 – 31/03/2016	Initial introductions with BCS leadership and project scope discussions. BCS strategic needs were determined and a design approach was proposed. Conceptual sketches were shown to BCS leadership and revisions made based on BCS feedback.
01/04/2016 – 31/05/2016	Presentation of communication strategy and initial design proposals to BCS steering committee followed by presentation of communication strategy including new BCS logo and sample print designs to choir. This revealed a communication dilemma – while it had been agreed at the strategic level the choir wanted to attract a younger audience and membership the vast majority of the choir were of a much older generation many of whom were unwilling to embrace the design developments proposed or accept the communication strategy. It was decided the BCS leadership would work to address the internal communication to the choir and I would address the design.
01/06/2016 – 31/10/2016	I decided to introduce an intermediary design stage, introducing less ‘radical’ design changes initially with more significant changes to follow. Therefore the designs of the 2016 - 2017 BCS season catalogue introduced changes in typography and image but retained the conventional format, albeit with higher quality paper stock. Design and production and printing of Pirates of Penzance posters A4, A3, A2 and promo cards retained the use of photography (photography was to be dropped in forthcoming designs). Design and production and printing of Messiah posters A4, A3, A2 and promo cards introduced the idea of no image with only colour as a signifier. I decided the black box version of the logo was too dominant in the composition and switched to the use of an outline version in all other outputs that followed.

01/12/2016 –
31/05/2017

Initial discussions for BCS website design. BCS agrees £4,000 budget for website – programming, hosting. RFP sent out to prospective coding/programming vendors. BSU awards £500 public engagement funding to support the cost for photography/filming/editing of content for the website. Again, the BCS leadership showed enthusiasm for the design concepts and took on the role of communicating this to the choir

01/06/2017 –
31/08/2017

BCS commission Heavenly Harmonies Library poster. Design and production/printing of 2017 - 2018 BCS season catalogue – now redesigned to work as a foldout broadsheet design (A5 to A3) to give a more contemporary look and feel, no images or artwork was used. First round of test filing takes place with one singer. Revisions to lighting set-up and composition made after reviewing first edits. Second round of filming and photography takes place of selected members of the choir for the website. BCS commission Jephtha posters and promotional cards

01/10/2017 –
31/11/2017

BCS commissions Messiah and Elijah posters and promotional cards.. Some disquiet among the Choir is reported regarding the use of 'bright, fluorescent colours and no images'.

01/02/2018 –
31/06/2018

Launch of BCS website without landing page as soft launch. Minor bugs to interactivity resolved. BCS launch website with 'film' interactive landing/home page for full range of media – phone, tablet. Design and production/printing of 2018 - 2019 BCS season catalogue.

