

## NON PROFIT PROJECT

# P.L.A.Y DAYCARE

Email: [ed@playdaycare.org](mailto:ed@playdaycare.org) (Celeste McIlhargey, the Executive Director)

Phone: 403.283.3232

Address: [1227 Kensington Close NW Calgary, AB \(T2N 3J6\)](#)

Facebook: [PLAY Community Child Development Centre](#)

By

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Southern Alberta Institute of Technology  
New Media Production and Design

# WHY P.L.A.Y

During our research to find an organization that we thought would be meaningful help, we kept asking ourselves; what can we do as new media design students to help improve our society. After researching many different children care organizations, we concluded that helping support our children's future is one of, if not the most meaningful causes we could work towards. We understand how important it is to support children in building valuable skills for future employment and teaching them how to voice themselves. Also, we all strongly agree with the mission statement of P.L.A.Y Daycare. When children play, they grow socially, emotionally and cognitively. We learn while we play. We are all growing up in this way. At P.L.A.Y., they believe children as competent, capable citizens who deserve the opportunity to interact with the world around them with wonder, curiosity and imagination. Therefore, we chose P.L.A.Y as our Production Company project's client.

# PROJECT DESCRIPTION

We will be updating the current website used by P.L.A.Y. Daycare to meet the expectations of more modern online browsing. We will optimize the pages to load faster, particularly on smartphones and mobile devices. Photos will be taken and added to the site to offer a better look into the operation of the organization. Textual content will be summarized as agreed upon in discussion to better inform parents and to maintain the atmosphere P.L.A.Y. desires to maintain.

An interview Documentary will be created to allow parents to get to know the staff and volunteers at P.L.A.Y. The interviews will include both online and in-person interviews as is safe and as interviewees are comfortable. The current plan is to interview a minimum of two individuals per group mentioned above, two parents, two staff members, and two volunteers, which are part of the board of directors of the organization.

We will be making templates for the organization's social media posts. These templates will include background images that are interesting and eye-catching and additional graphics that can be added to emphasize the message of the post. Also included will be instructions and guides on how to properly utilize the graphics for use in the client's preferred photo-editing software.

# WHY US?

When we reached out to P.L.A.Y. Daycare, we were informed that the organization had been considering updating their website for a while. They were eager to talk with us and see if we could help them with that process. Our group understands the importance of child growth and learning, and how activities and entertainment can help children be successful in their futures. Additionally, some of our members have connections to previous daycare owners.

# HOW WE WORK?

## AGREED UPON DELIVERABLES

- Update to website presentation including photos forms and pages.
- Video interview documentary of staff, volunteers and parents.
- Graphics and templates for use in social media posts.
- Creation of a brand standards/guidelines document.

## PROJECT DELIVERY

- Regular updates via Google Meet meetings with P.L.A.Y.
- Online delivery for files and website updates.
- The website will be delivered by FTP.

## PROJECT TIMELINES & DEADLINES

- Project Planning: February 14<sup>th</sup> to March 3<sup>rd</sup> or sooner.
- On-location Photography: March 7<sup>th</sup> to March 21<sup>st</sup>
- Documentary Recording: March 7<sup>th</sup> to March 21<sup>st</sup>.
- Documentary Completion: April 4<sup>th</sup>.
- Project Completion: April 14<sup>th</sup>.

# ROLES AND RESPONSIBILITIES OF ALL STAKEHOLDERS:

- **Thomas Allcock:** Project Lead, Video Editor, Photography.
- **Yu-Ping Lin:** Web Developer.
- **Tzu-Han Lin:** Front-end Development, Photography.
- **Nabeeha Ahmad:** Graphic Designer, Videography.
- **Keith Marsden:** Graphic Designer.
- **Celeste McIlhargey:** Client, Executive Director at P.L.A.Y.

## CLIENT RESPONSIBILITY:

- Providing team with necessary materials for branding.
- Assisting with organizing interviews with staff and parents.
- Approval of work direction on project updates.



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## New Media Production & Design

### Non Profit Project Client Sign-off – Scope of Work

Non-Profit Organization: \_\_\_\_\_

Project Name: \_\_\_\_\_

After reviewing the scope of work documentation presented to me by the New Media Production & Design students for the project named above, I approve of the scope of work as is laid out, and give my permission for students to move forward with the scope of work as currently defined.

I understand that making changes to the scope of work for this project may delay deadlines that have been established. Changes may not be able to be accommodated due to the nature of this class project.

\_\_\_\_\_  
Client Name (Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Client Signature





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Celeste McIlhargy

Client Name (Print)

Feb. 15 2022

Date

Celeste McIlhargy

Client Signature