



Science Week - Annual event where design is used across a broad spectrum.



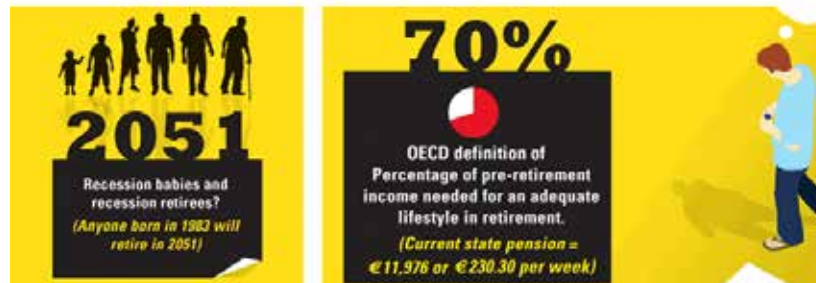
24 No More Campaign for the Irish Medical Organisation - lobby campaign for reduction of working hours for Non Consultant Doctors in hospitals



GP Resource Campaign for the Irish Medical Organisation - aimed to promote the use of GPs instead of hospital visits



One Small Step Campaign for Dublin Transportation - Major campaign that also appeared on buses and 48 sheet posters throughout the city - encouraging commuters to leave the car at home.



Mind the Gap - an Aviva campaign/report findings highlighting the requirements to bridge the gap in pensions across Europe.



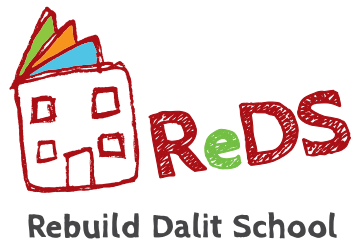
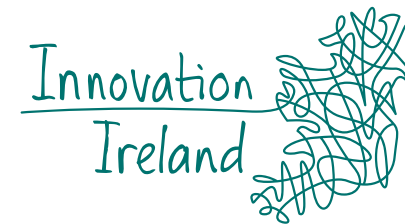
Eurofound 40 Year Brochure



Miscellaneous infographics and reports



Identity - apart from the very many 'corporate' logos designed, some other logos developed for campaigns are as follows:

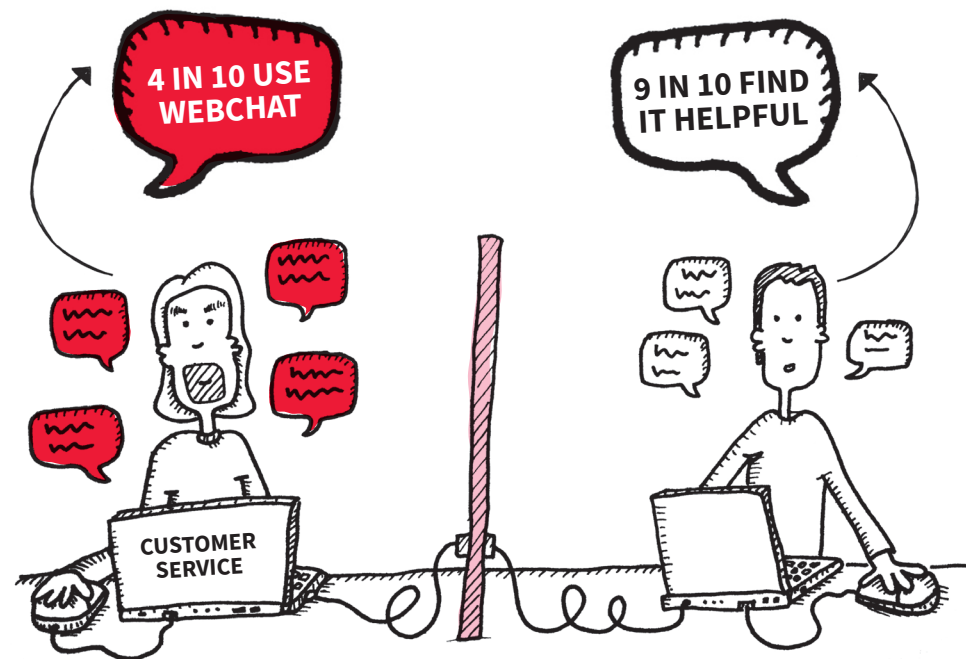




Internal Communications campaign for Hibernian (now Aviva) - although an old campaign - it remains visually striking and current.

Despite the focus on price as a driver of online shopping choice, one intriguing finding from our study is that nearly 6 in 10 online shoppers say they would not buy a product online if they knew they could buy it at the same price in a local shop. A new dynamic driving online shopping is the impact of web chat on customer experiences.

Over **4 in 10 Irish internet shoppers** has interacted with customer service agents on a website via web chat when shopping online, and **92%** of them found it to be a helpful part of the shopping experience.



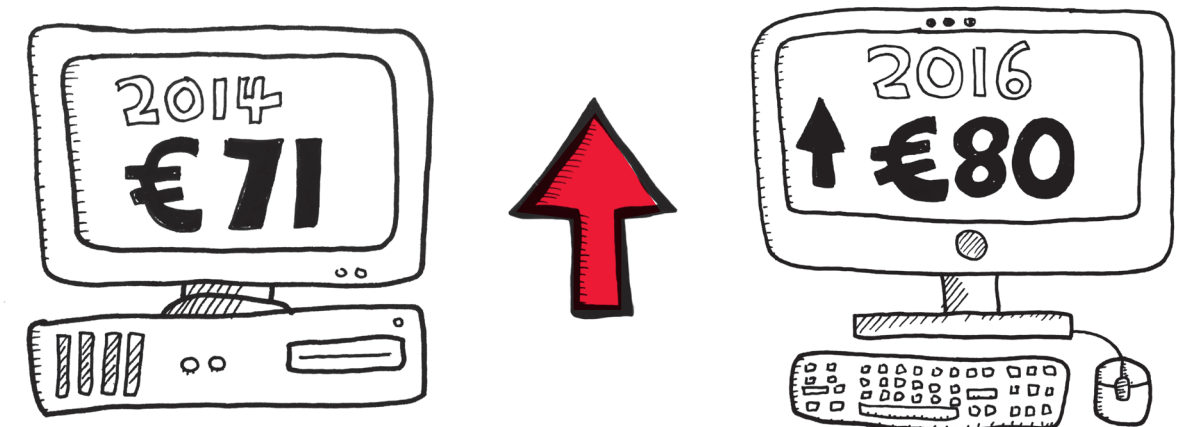
WHAT DO WE KNOW?

We surveyed **1,000 adults** throughout Ireland in March 2016 about their spending on digital products and services, as well as exploring the key drivers of their use of online shopping and the wider digital economy.

The findings illustrate not only how quickly digital reality is changing, but also how important it is for those serving digital consumers to be able to respond immediately to rapid shifts in consumer demand.



One simple indicator of the speed of change is the average adult online spend per month in 2016 compared to 2014.





Ideas and things to do! 0-3 MONTHS

Leg kicking

Lie your child on their back, take off their nappy, let them kick their legs freely for a time.



Tummy time

Lie your child on their tummy. Begin with a very short time, minutes only, and as they get older and stronger allow them spend time on their tummy for longer. Once they can hold their head up and steady during tummy time, place suitable bright toys or objects just out of their reach to encourage them to reach and grasp.

Tummy time is for when your child is awake only – babies should always be placed on their backs to go to sleep.



Ideas and things to do! 3-6 MONTHS

Head, shoulder, knees and toes

Support your child to sit facing towards you, on your lap or on the floor. Guide their hands to the body parts singing:

Head and shoulders, knees and toes, knees and toes

Head and shoulders, knees and toes, knees and toes

Eyes, ears, mouth and nose

Heads and shoulders, knees and toes, knees and toes



Ideas and things to do! 6-9 MONTHS

During this time continue with the active play ideas for the 3-6 month age and add in the following variations as they get stronger.

1 Lying to sitting position, hold their hands instead of their shoulders.

2 Allow plenty of floor-time, encouraging them to crawl or shuffle on their bottom.



3 Encourage them to use age-appropriate toys that can be taken apart or stacked. Practice an object from one hand to the other.

4 Encourage movement and play at bath-time, such as splashing hands, kicking legs and singing rhymes.



Ideas and things to do! 9-12 MONTHS

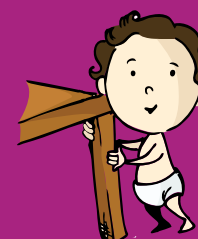
During this time continue with the active play ideas for the 6-9 month age and add in the variations as they get stronger.

Holding hands, knee rides can become a little more boisterous so vary it by sitting them on your ankles, lifting and lowering your legs to give an ankle ride.

Sit on the floor together and roll a soft ball to each other, play games that involve giving and taking, picking up and pouring.

Encourage them to:

1 Stand and move around by holding onto low, sturdy furniture.



Ideas and things to do! 12-18 MONTHS

Your child will still like many of the games you played when they were younger and you can adapt them for their increasing strength and abilities. Try some of the following:

Peek-a-boo around the house

Take turns to hide behind a piece of furniture or large object and say 'boo' as you pop your head out from various side (left, right, top, bottom etc).



Bat the balloon

Hang a balloon over the door. Give them an empty kitchen towel tube to use as a bat to hit the balloon.



Ideas and things to do! 18-24 MONTHS

Continue to play and adapt games used when they were 12-18 months and include activities that involve stacking objects, pushing and pulling toys and climbing. Try some of the following games.

Gotcha Tag

Play tag around the garden, chasing at your child's pace. When you catch you say 'gotcha'!



Hide and Seek

Play Hide and Seek where one person hides and the other tries to find them. Use words such as "closer," "nearer" and "farther away" to describe how far away the person is hiding.

