



Abbeyfield and Wesley

Production Log

Jack Burden - MED526

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Skills Required:
Premiere Pro/
Archive & Research
Skills/
After Effects/
Editing/Captioning/
Graphic Overlays/
Visual spatial
Awareness.

The Project

Project Specification:

Using archive and open-sourced vintage footage from 1950's to late 70's in Northern Ireland, develop a video to be used by Abbeyfield & Wesley to support a Reminiscence Programme called Tea and Memories. The piece will also incorporate footage of individual residents and their memories of this era during their 20's & 30's. The video will include events that may have influenced life choices, personal journeys and memories.

Outcomes/Aims from Project:

Team will create a Brief containing detailed research and explaining the aims and objectives of the project.

Team will create a detailed Pitch Deck of high quality that showcases idea.

Team will demonstrate a high level of research to display how the content has been chosen.

Team will create the final project demonstrating a high level of editing from using archive video as Reminiscence Therapy.

The Team



Jack Burden

Graphic Designer
Project Researcher
Video Editor



Andrew Brown

Graphic Designer
Style/Theme Designer
Video Editor



Claire Mulrone

Project Manager



Adrian Hickey

Creative Director

Team Description

Jack and Andrew are the main creators of the project. They share the work evenly throughout the project, aiming to meet up each week to discuss planning and progress the tasks of the project forward.

Claire and Adrian oversee each assignment Jack and Andrew completed before the Community Partner received the content. They supervised the students for guidance and communication with the client.

Community Partner

Abbeyfield & Wesley

Our chosen client for our MED526 - Interactivity for Social Enterprise module is 'Abbeyfield and Wesley', a charity that provides housing, support, and care for people at different stages of later life. The company are a non-profitable organisation with the mission to enhance the quality of life for older people by making their lives easier and more fulfilling. The Abbeyfield and Wesley Society established a foundation to create great links with its community, making time for residents to help alleviate loneliness.

The team selected a project that relates to the program Abbeyfield and Wesley known as Tea and Memories. The program is designed to bring together members of the community with Abbeyfield and Wesley residents. It is delivered as reminiscence sessions where the participants of the session watch archive footage, from the 1940's to the 1980's on a wide range of topics. Topics included in the videos include holidays, transport, and work. The residents then discuss with a cup of tea, cake, and refreshments. According to Rattenbury and

Stones (1989) a randomised study of a group discussion from home residents concluded that groups showed a positive outlook after reminiscing with other residents.

Abbeyfield and Wesley wish to improve the quality of its Tea and Memories programme which includes showing elderly people/people with Alzheimer's footage or images from their past. These videos will display old locations, places of work, or significant events. The aim of the programme is to bring older people together and reminisce over bygone eras, to spark conversations and connect with other like-minded people. According to Woods et al. (2018) Reminiscence Therapy is used to counsel and support elderly people, to help individuals with dementia remember events, people, and places from their past lives. As part of the therapy, care partners may use objects or videos in various activities to help individuals with recall of memories. During the meeting with the client Sally Campton, the project co-coordinator, the team have been assigned to tailor the media part of the programme for a local audience of Northern Ireland. The media experience needed to be user friendly for the residents and stake holder.

WEEK NO	TASKS COMPLETED EACH WEEK	TIME SPENT (HRS)	TOTAL TIME (HRS)
1	<ul style="list-style-type: none"> Introduced to project social and MED526 Course Grouped into Teams (with Andrew Brown) Team decided to work with Abbeyfield and Wesley Set up Basecamp account Research Abbeyfield and Wesley 	1 1 00:30 00:15 1:30	4:15
2	<ul style="list-style-type: none"> Online Teams meetings with Community Partner Introduction to creating brief Team researched similar agencies on Reminiscence Therapy Team planning individual work Begin research on competitors Listing Brief information 	00:45 1 1 2 2 1	7:45
3	<ul style="list-style-type: none"> Uploaded recorded online Teams meeting Created first draft of brief Identified 3 competitors Individual benchmarking task Team created full benchmarking Team meeting (planning work) Proposed themes for short video listed Summarise benchmarking Began research on Digital Film Archive (spreadsheet) 	00:15 2 6 4 1 00:30 00:30 1 1	16:15
4	<ul style="list-style-type: none"> Team had online meeting planning tasks for brief Completed my tasked sections of brief Redesigned benchmarking table (visually pleasing) Searched images for benchmarking Completed benchmarking text Completed 70+ corrections from Creative Director Brief: Add Team images/delete unnecessary text Brief: Grammer corrections and Community Partner rewrite Continue with Digital Film Archive (spreadsheet) 	1:20 8 3 00:45 2:30 4 00:15 2 4	25:50
5	<ul style="list-style-type: none"> Checked through my brief work completed Asked Andrew for his content for brief export Project Manager and Creative Director signed off on brief Emailed Community Partner the brief Digital Film Archive work (spreadsheet) 	1 2 00:10 00:15 3	6:25
6	<ul style="list-style-type: none"> Began making corrections from Community Partner Finished Digital Film Archive work (spreadsheet) 	1 4	5
7	<ul style="list-style-type: none"> Completed corrections of brief for Community Partner Started the first Pitch Draft Listed Digital Film Archive screenshots (included folder) Listed video types/alternative video forms Made Storyboard Structure Meeting with Project Manager and Creative Director Started new research on BBC Rewind Archive footage (5 topics) Online meeting with Andrew to discuss what he missed 	2 3 2 00:20 1 00:40 8 2	19

WEEK NO	TASKS COMPLETED EACH WEEK	TIME SPENT (HRS)	TOTAL TIME (HRS)
8	<ul style="list-style-type: none"> All BBC Rewind content gathered and listed in new spreadsheet Create new Pitch Document Find/list screen shots of all clips into Basecamp and Pitch Doc Meeting with Creative Director listing corrections for Pitch Doc Ensure the content of Pitch Doc is in chronological order Ensure the videos of Pitch Doc includes duration/timestamps Change explanatory text of Pitch Doc (year and location) Combined team topics for pitch and upload to Basecamp 	14 1 2 00:30 1 1 1 00:30	21
9	<ul style="list-style-type: none"> Pick up A3 prints of the Pitch Plan Car journey to Belfast Ulster Uni Campus for Pitch Meeting Drive to Belfast Meet and Pitch idea to the Community Partner Take pictures of notes on A3 prints and upload to Basecamp List important outcomes from Pitch Delete Archive Footage not being used in the topic lists Make new lists of videos to be used 	00:30 1 3 2 1 1 00:30 1	10
10	<ul style="list-style-type: none"> Team meeting – plan for Thursday Research opening animations and Graphic ideas Edit and Test 3 graphic opening and closing transitions (Vegas Pro) Find Abbeyfield and Wesley intro to use and edit it (Vegas Pro) Record on adjust Agriculture & Environment videos (Vegas Pro) Edit 3 Demo videos with different opening and closing graphics Meeting with Creative Director – Feedback Made a Style Guide to use while editing 	1 5 6 1 7 5 00:30 1	26:30
11	<ul style="list-style-type: none"> Record and add all clips to folder (use spreadsheet to locate) Find and add extra clips to folder/edit Discord meeting with Andrew to help with Premiere Pro Used Style Guide to edit 5 topics of videos (Premiere Pro) Emailed Community Partner all completed videos via WeTransfer 	9 1 1 15 00:30	26:30
12	<ul style="list-style-type: none"> Team Meeting – discuss corrections and limitations (planning) Research new music with Team Replace music in each video – “more upbeat” (Premiere Pro) Started Project Social website Created/animated “Creating Conversations” opening Editing – Add “Creating Conversations” opening (Premiere Pro) Editing – increase overall audio of each video (Premiere Pro) Editing – Travel and Transport changes (Premiere Pro) Editing – James Hunt clip/Football clip/Hurling audio (Premiere Pro) Editing – rewording of “do you remember” moments in videos Editing – Move opening Title/Prompt to the start of each clip Email Community Partner the final videos with the feedback asked via WeTransfer 	2 2 1 1 2 1 1 00:30 2 2 3 00:30	18
		Total:	186 Hours 30 Minutes

Client Meeting

5th October 11:45am (Microsoft Teams)

In Week 1, I was introduced to my new business partner, Andrew Brown. During Week 2 the team met the client, Sally Campton from Abbeyfield & Wesley on Microsoft Teams. The company discussed the aims and objects of the brief for approximately 45 minutes. Sally provided a background to Abbeyfield and Wesley to aid understanding of the target audience. Masco (2008) stated knowing the target audience is a vital element when creating projects for a client, there is a specific group of consumers that need to be considered. Therefore, it was a great opportunity to get to know the Community Partner, and an insight into the people the project is targeted at.

Recording of the Meeting:

As the meeting with the Community Partner was online, I took the opportunity to record the entire session we had on Microsoft Teams. I used the software OBS (Open Broadcaster Software) to screen record and uploaded it as an Unlisted video on YouTube and linked on Basecamp. From the recording the team had the ability to find content Sally wanted that we missed. According to Hibbert (2014) video can convey material through auditory/visual channels, creating a learning experience that can be rewatched an infinite number of times for understanding. An online instructional video was beneficial to us as a group to look back on for future reference. Reflecting from the meeting I think more questions should have been asked so the team would have a better understanding of what was to be included in the project. When planning the brief there was several unknown factors that would later need to be corrected in the coming weeks.

Meeting Notes: Proposed theme for short video clips 1950/1960/1970

1. Holiday Day Trips to coastal towns
2. Work in Northern Ireland for both men and women
3. Key events in the News, e.g. Stormont, Coronation, Railway closures, Harland and Wolff last liner launch
4. Schools, education, uniforms, games,
5. Fashions of the era for both men and women
6. The Home, emerging tech i.e. household white goods etc, foods of the day
7. Entertainment - tea dance, the zoo, cinema, tourist attractions
8. Deliveries of food milk groceries, the high street back then
9. Transport, trains, planes, cars, trams etc
10. Rural Life, simple ways, growing what you ate, limited transport links
11. City life, housing, families, parks, recreation
12. Landmarks and historical places across Northern Ireland, what they looked like then
13. Music of the era, dances bands, gatherings, the charts, large concerts

Andrew and Jack

I am delighted to inform you that your meeting with your partner will take place on Wednesday 5th October at 11.45am on Microsoft Teams, we will be meeting with Sally Campton, from Abbeyfield and Wesley

I will issue a Teams invite to your Ulster University email account, please accept the invite.
Claire

**Proposed theme for short video clips
1950/1960/1970**

Claire Mulrone · Oct 14 · Notified 3 people

Here are my notes from our meeting with Sally

1. Holiday Day Trips to coastal towns
2. Work in Northern Ireland for both men and women
3. Key events in the News, e.g. Stormont, Coronation, Railway closures, Harland and Wolff last liner launch
4. Schools, education, uniforms, games,
5. Fashions of the era for both men and women
6. The Home, emerging tech i.e. household white goods etc, foods of the day
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8. Deliveries of food milk groceries, the high street back then
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11. City life, housing, families, parks, recreation
12. Landmarks and historical places across Northern Ireland, what they looked like then
13. Music of the era, dances bands, gatherings, the charts, large concerts

I hope this is useful
Claire

YouTube

Search

Microsoft Teams

Meeting 2022 10 05 11 44 44

Unlisted

jack burden
1 subscriber

Analytics Edit video

0 0 Share Download Clip

The Brief

Creating the Brief for the Community Partner:

In the second week the Creative Director (Adrian) explained how to write the brief for the Community Partner. There were several elements of content that needed to be included in the brief, as a result, my business partner and I split the workload to make the process fair and efficient. According to Gouran (2003) communicative exchanges among group members will develop a likelihood to choose the appropriate skills sets. Therefore, I was confident in my ability to identify my responsibilities for the brief.

Team Assignments for the Brief:

- JB** On **Brief Jack (burden-j1@ulster.ac.uk), Jack B. added** 1:51pm
 - 7. Include details on the tone, message, and style **JB** Jack B.
 - 6. Identify the competitors/similar agencies **JB** Jack B.
 - 4. Define your target audience **JB** Jack B.
 - 1. Describe the community partner **JB** Jack B.

- JB** On **Brief Jack (burden-j1@ulster.ac.uk), Jack B. added** 1:52pm
 - 10. List the team **JB** Jack B.

- AB** On **Brief - (Andrew), Andrew B. added** 1:51pm
 - Summarise the project **AB** Andrew B.

- AB** On **Benchmark, Andrew B. added** 1:54pm
 - Experia - immersive environment **AB** Andrew B.

- AB** On **Brief - (Andrew), Andrew B. added** 1:53pm
 - Specify your budget **AB** Andrew B.
 - Provide the timing **AB** Andrew B.
 - Identify the competitors **AB** Andrew B.
 - Explain the objectives **AB** Andrew B.

Researching Process:

When researching different projects, it was important that each piece of content included the aim of reminiscence therapy, which became quite a challenge to find content on. The sources available online took time to gather and much of the sources did not have many images or videos included. Therefore, the process was long and took time to complete. Lefever et al (2007) stated the process of collecting information online can be challenging when researching a project with not much practise to begin with. This meant that much more time and effort was needed to find the appropriate information.

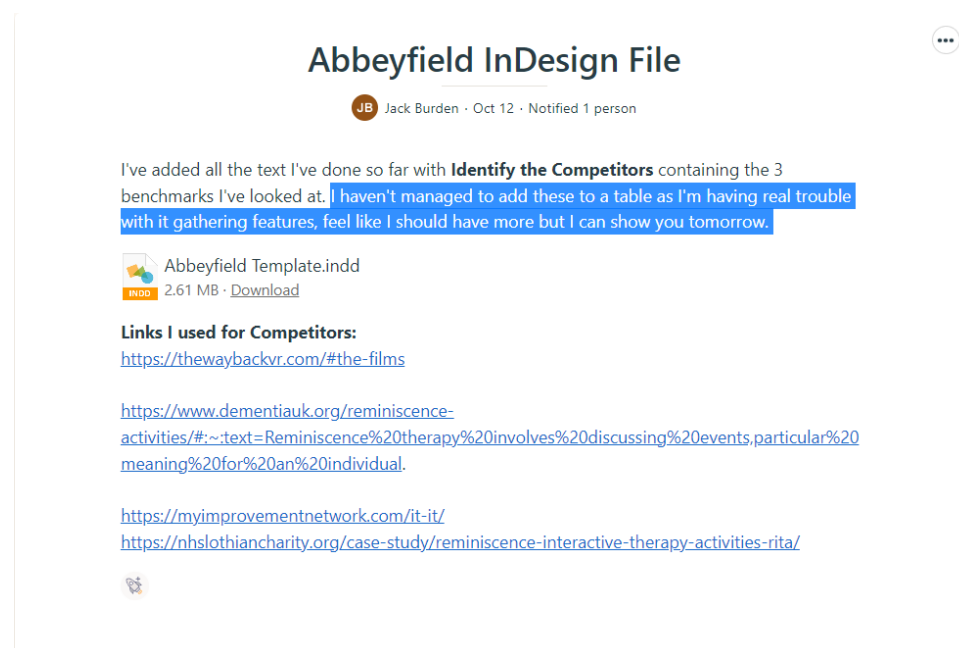
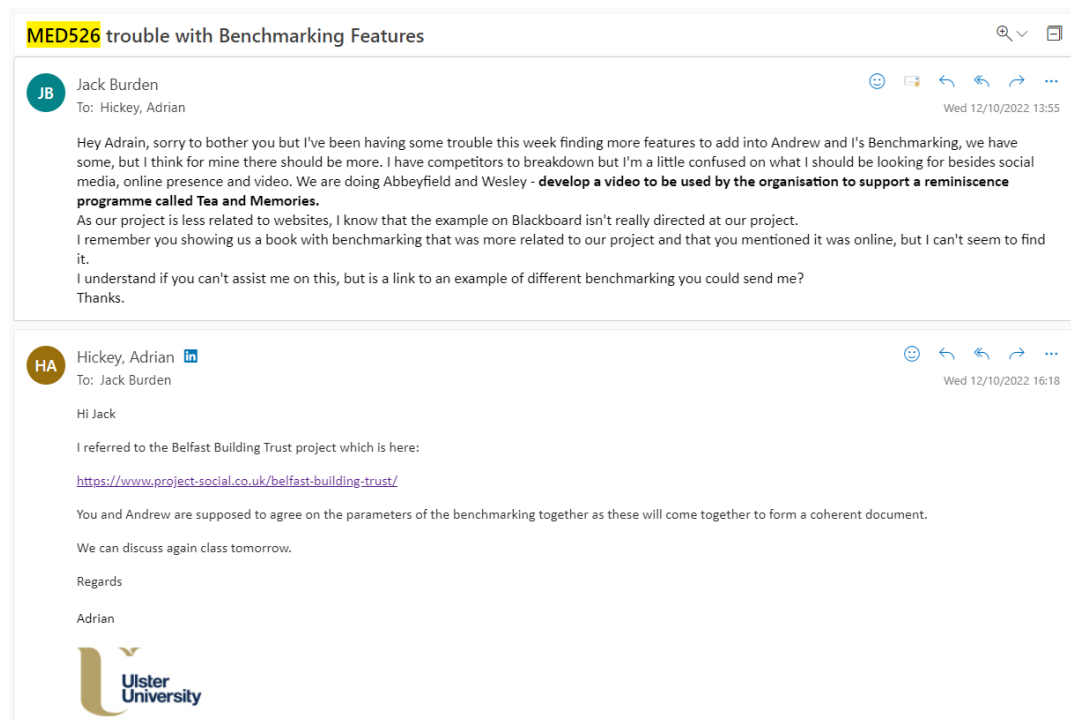
Furthermore, there was two projects which used Virtual Reality for reminiscence therapy on elderly people with dementia. However, as a group we decided that this type of project could not be used for our Benchmarking as Andrew, and I were inexperienced in VR and did not know how to create in such a field. If we added it to our brief and the client was interested, the outcome may not be as successful as it could be. According to Greenhalgh et al (2016) as a creator in video it is important to know the limitations of the production team to move forward with an idea that is possible. From this experience I learnt that I need to understand my limitations and capabilities as a creator. Furthermore, in the future I should not consider techniques that I'm not skilled at or learn the techniques before considering the project.



Adrian H. commented on VR and Elderly 1:34pm
Look down this page - they have recommendations for video events to include:
<https://www.independentnurse.co.uk/professional-article/promoting-use-of-reminiscence-therapy-in-community-settings/64271>

Issues with Benchmarking:

As I found 3 projects to benchmark for the Brief, I was having trouble coming up with features to include in the benchmarking table. The assignment Abbeyfield and Wesley had given us was different to other benchmarking students had done in the past, therefore, it was challenging to complete the task. Coldham and Group (2018) stated when faced with an obstacle for the production, it is smart to search for guidance and consult with the client or supervisor. I emailed my Creative Director, Adrian Hickey about the issue I was having. He suggested talking with my group partner on the matter and sourced a link to a Project Social page for inspiration. From this message there was an underlining conclusion that better communication with Andrew was needed. In the future at initial brief meetings, I would ask more questions to get a better understanding of the brief.



Benchmarking with Group Partner:

I met with Andrew in week 3 on Thursday to complete our Benchmarking. The draft I had made for class was not of a high standard due to my confusion on what the task was. I explained the issue I was facing to Andrew, and we added our 3 projects each to one benchmarking table. In the new table we included new features to extent the research of the project. Having experienced the challenges of the benchmarking, in the future if I am unsure of a something I will not leave the group meetings until I am given assistance on the matter.

My Benchmarking Draft:

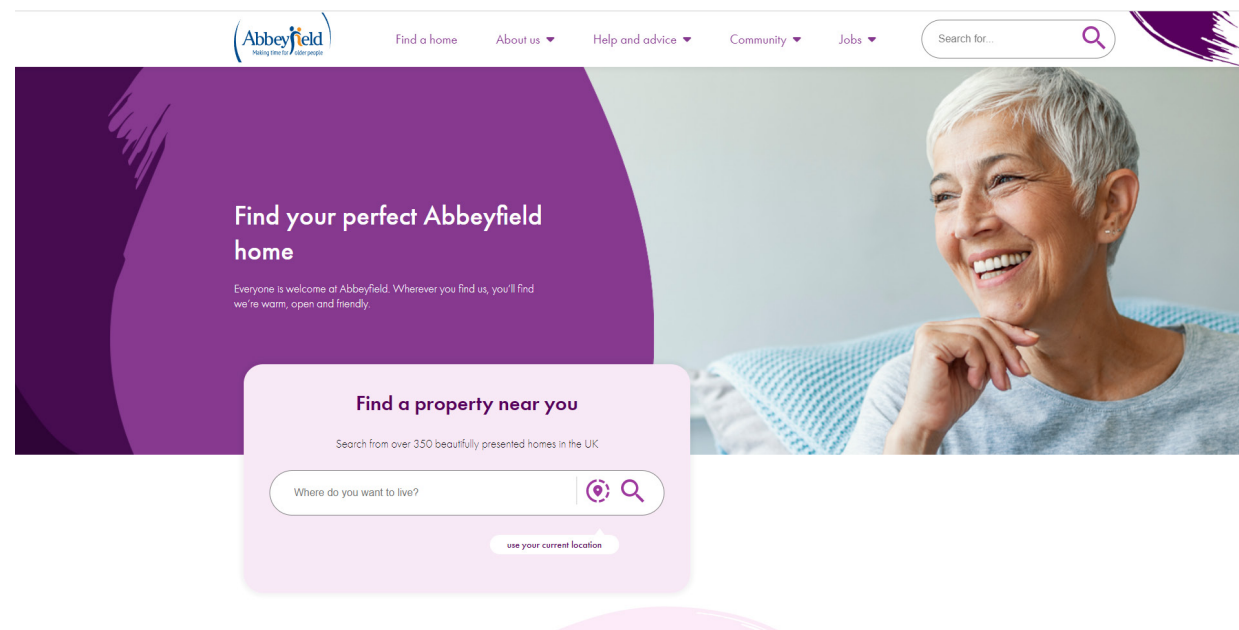
Category	Feature	The Wayback VR	Dementia UK	My Improvement Network
First Impressions	Identifiable Target Audience	Dementia patients	Dementia patients	Dementia / Alzheimer's patients
	Identifiable Chief Aim	Reminiscence through VR for dementia patients	Reminiscence through print / Media content for dementia patients	Reminiscence through Games / Media content for dementia / Alzheimer's patients
Look and Feel	Website	Modern – High Quality	Modern – High Quality	Average
	Logo Placement	High Quality	Basic	Basic
	High Quality HD video Content	HD video Content	HD video Content	HD video Content
Social Media Activity and Engagement	Twitter	Active	Monthly Updates	Active
	Facebook	Monthly Updates	Active	Inactive
	YouTube	Inactive	Active	Inactive
	Instagram	Inactive	Monthly Updates	Inactive
Events	In person Social Events	Social Events	Social Events	Private Social Events
	Online Events	None	Online Events	None
	Modern Interactive Events	Interactive Events	Interactive Events	Interactive Events
Software	Apps	The Wayback VR App	None	None
Devices	VR	VR	None	None
	Computer	None	Computer	Computer
	Mobile Phone / Tablet	Phone / Tablet	Phone / Tablet	Phone / Tablet
Tone and Presentation	Tone	Uplifting	Uplifting	Uplifting

Completed Benchmarking:

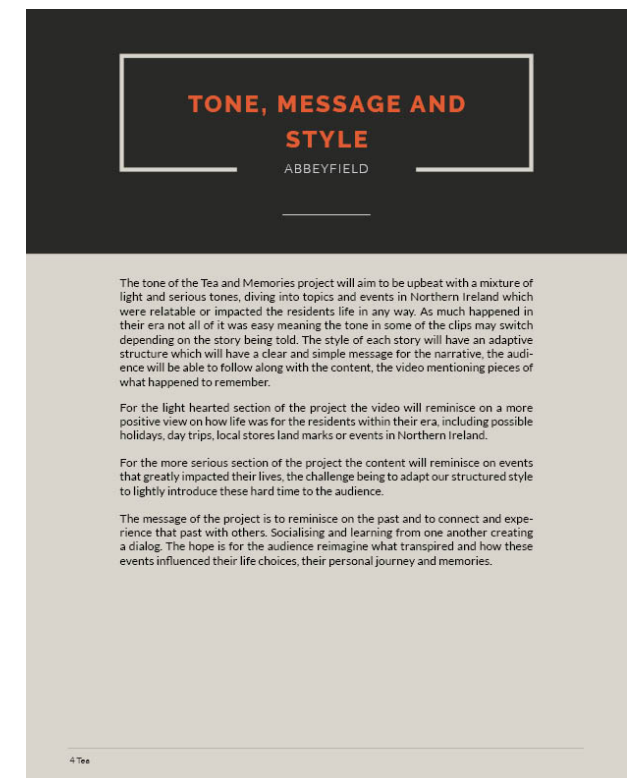
Category	Features	My Life TV	Nostalgic America	Dementia UK	My Improvement Network	Alive on Demand	Memory Lane
Technical	Form of Media	Video	Printed Picture	Video, Picture, Audio	Game	Video	Game
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes
	Narration	Yes	No	No	No	Yes	Yes
Content	Audio	Yes	No	Yes	Yes	Yes	Yes
	Provides Reminiscent Experience	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of consumption	Medium	Medium	Easy	Easy	Medium	Medium
	Allows for discussion	Medium	Easy	Easy	Hard	Hard	Medium
Aesthetics	Northern Ireland Based	Yes	No	Yes	No	No	No
	Aesthetically Pleasing	No	Yes	Yes	No	Yes	No
	Long or short form	Long	Short	Both	Long	Both	Short
	Video/ Picture Ratio	4:3	N/A	4:3	16:9	16:9	16:9
	Archive Video/ Picture Enhancements	No	Yes	No	No	No	No
	Topical	Yes	Yes	Yes	No	Yes	Yes
	Colour	Both	Both	Both	Yes	Yes	Yes
Accessibility	Subtitles	Yes	No	No	No	No	Yes
	Audio Descriptive	Yes	No	Yes	No	Yes	Yes
	Vision Aid	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of Use	Medium	Easy	Medium	Hard	Medium	Medium
	Ease of Setup	Medium	Easy	Medium	Medium	Medium	Hard
	Portable	Yes	Yes	Yes	Yes	Yes	Yes
	Accessible Online	Yes	No	No	No	Yes	No
Overall Scoring		60%	55%	60%	40%	65%	60%

Creating the first draft of the Brief:

The team decided I would create the first draft of the brief detailing the content that I had to research and include. The design had an overall nice layout and much room for extra content. However, after a team meeting Andrew stated that the colour theme and style did not suit or relate to Abbeyfield and Wesley. According to Wright (2021) if a designer creates a product that does not use the appropriate theme, the client will think the designers do not have a good understanding of the brand guidelines. Meaning the style for the brief should be viewed as a product for Abbeyfield and Wesley. The 2nd design of the brief was agreed to be created by Andrew. He made his own design based on the "abbeyfield.com" website. Using the colour purple as the main theme.



First Brief Draft: Jack Burden



First Brief Draft: Jack Burden

TEAM LIST

ABBEYFIELD

The team involved with the project consists of Claire Mulrone as Project Manager, Adrian Hickey as Creative Director, with Andrew Brown and Jack Burden being the Design / Editors of the Tea and Memories Campaign.

As a group we have years of experience both working with different forms of media such as, Motion Graphics, Videography, Digital Graphics, Web and UI Design. From working with all these factors our team can approach the project with an understanding of the background that goes into the content. Due to our unique individual styles we will be able to produce contrasting forms of content to test as a team and cooperate with the community partner to produce a piece of work that is satisfactory.

Andrew has a talent in most forms of media. Most recently working as a videographer filming and capturing audio for a weekly video, managing and maintaining the publication of the product. Furthermore, Andrew was hired alongside his main placement as a UI designer creating progressive web applications.

Jack has worked with the company Kaizen Brand Evolution (as placement), a print based company that focused on media web presence. Developing skills in building Web design and editing short video content. Furthermore, Jack has filmed and edited a short video advertisement for Savage and Whitten Wholesale, a retailing company the cover fresh food and frozen.

After Andrew and Jack create the project Claire and Adrian will review the content before introducing it to the community partner.

Tea 5

COMPETITORS/SIMILAR AGENCIES

ABBEYFIELDS

THE WAYBACK VR

The Wayback is a virtual reality film series designed for those living with dementia and their carers. They specialise in promoting their campaigns / technology to different care homes or families that want to recreate positive moments from the past. Their goal is to take the viewers back in time to trigger memories and spark precious conversations. As of now there is 5 films that can be watched, a Virtual reality is the gateway 'Wayback' uses to spectate this content that can go back to 1953 to 1977.

The project has taken advantage of online media content and tools, providing the viewers with their own app to download for free, the app can be found on both IOS and Android and is how the user accesses the content. The app is a tool to assist those with dementia, improving wellbeing to trigger intact memories and stimulate conversations about them. Their aim is to improve the connection between people with dementia and their families.

The Wayback VR has a similar aim to Abbeyfield's Tea and Memories campaign as both focus on helping residents that are suffering from a disease. Their overall brand is modern is doesn't look or feel disconnected from the content they produce.

DEMENTIA UK: SUPPORTIVE CONTENT

Dementia UK have stated even though a person living with dementia may find memory becoming worse, they may still benefit from activities that require their long-term memories to be accessed. Their project consists of using reminiscence therapy through media based content to stimulate mental activity and improve a person's well-being. To execute such techniques the reminiscence is supported by using video, music, and print based images that may have particular meaning for an individual.

The project covers possible topics that may relate to the user such as photographs, family album covers, music, playlists, Childhood and earlier holidays etc. Similar to Tea and Memories the aim involves starting a dialog with a group of people to socialise and uplift users with dementia, improving mood and wellbeing.

Due to the project having no restrictions to just visual content audio can play a big role in reminiscence with the users, playing music or sounds of an old environment that might trigger a memory. However, if the user's vision isn't an issue, audio and visual content like picture and video can be used in unison to recall a memory from the past. The events are in person and aims to value the users life story and show an interest in another person's past.

Tea

COMPETITORS/SIMILAR AGENCIES

ABBEYFIELDS

MY IMPROVEMENT NETWORK

My Improvement Network is a RITA (Reminiscence / Rehabilitation & Interactive Therapy Activities) that aims to improve the care provided to the elderly, to those living with dementia, with mental health problems, acute brain injuries and learning difficulties. The Network has worked with NHS Lothian Charity, using mobile devices, tablets and computers to interact with content that is nostalgic.

The project gives the users devices to play games, watch video and listen to music. The interactive games consist content the users may have played in the past, like bingo, puzzles, cards and logic games. The games are to trigger a past skill and to reconnect with their younger selves. When traits can be activated from interactivity offered through RITA can help to ease distress and calm patients gaining a positive moment of their day.

Tea 7

Second Brief Draft: Andrew Brown

Abbeyfield & Wesley

MED526 - Brief

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The Community Partner

Abbeyfield is a charity that provides housing, support and care for people at different stages of later life. They are a not-for-profit organisation with the mission to enhance the quality of life for older people by making their lives easier and more fulfilling, the Abbeyfield Society establishes foundations to create great links with its community, making time for residents to help alleviate loneliness. Abbeyfield was founded by Richard Carr-Gomm who devoted his life to providing help and accommodation to anyone who was lonely here in Britain and abroad.

Today Abbeyfield has over 400 houses, in seven countries, providing a supportive community to over 7,500 residents. Abbeyfield was formally set up in 1956 and has continued its mission to make new acquaintances, dine together, and take part in activities building a healthy and happy community.

Abbeyfield has extended its reach into the modern age by using forms of online media to promote itself and present a safe and secure environment for relatives ensuring the safety of relatives who are concerned about the welfare of a loved one. They have considerable activity online using platforms such as Twitter, Facebook and YouTube along with their website, which allows people to keep up to date with events.

Abbeyfield runs a Tea and Memories programme which is designed to bring together members of the community with Abbeyfield residents and is delivered as a reminiscence session where the participants of the session watch archive footage from the 1940s to the 1970s on a wide range of topics such as holiday, transport, work, the home and so forth and then discuss with a cup of tea, cake and refreshments.

Another key point of the project is using footage that is based in and around Northern Ireland and Ireland as a whole, this ties in with the topics as it'll mean finding footage from Northern Ireland based on the topics provided by Abbeyfield.

Summarize the Project

Abbeyfield wishes to improve the quality of the Tea and Memories programme which includes showing elderly people / people with Alzheimer's footage or images from their past. These videos / pictures can be of various different topics from old locations, places of work or significant events. The whole aim of the programme is to bring older people together and reminisce over bygone years, in order to spark conversations and connect with other like-minded people.

We've been asked to make the media part of the programme more suited to a local audience of Northern Ireland and even Ireland as a whole as the original programme was more specifically based in mainland UK and the footage thereof was more English. This will mean creating a media experience that can be easily accessed and viewed by both the elderly people and those who run the programme. This will ultimately mean creating a media experience that is easily accessible and consumable by both the elderly with dementia and the carers who run the programme.

Through the benchmarking process, we've noticed the various formats that reminiscence therapy can be delivered from the print-based format of Nostalgic America to a streaming service like Alive on Demand that hosts many different videos on various topics. From what Abbeyfield has told us and from benchmarking we have proposed to produce a video production that will cover as many of the topics that we have been recommended as possible, making use of the Digital Film Archive to find footage that is suited to the topics.

Explain the Objectives

The overall goal of the project is to create a video production that takes inspiration from the original Tea and Memories programme but is based and grounded in Northern Ireland and even Ireland as a whole. The video must include and have footage based on topics that have been recommended to us by Abbeyfield. These topics are listed below:

- Recreate/revision the original Tea and Memories programme with the primary change being that it is Northern Ireland based.
- Using the Digital Film Archive or any other possible sources, find archived footage that links/associates with the topics Abbeyfield is keen to see appear within this project.
- Ensure the video provides a reminiscent experience that will allow for / spark discussion. (This will be done through the use of topical footage that will stem from the 1950s through to the 1970s.)
- Provide short-form content that will be easily consumed and enjoyable.
- Ensure the project is somewhat future-proofed by utilising archive footage that is based on the later years of the specified time parameters.
- Help spark conversation, and give guidance to start a discussion. (Provide questions that will allow people to reminisce and talk about their bygone years.)
- Reach not only the Abbeyfield residents by allowing for a wider reach that will spread into the local communities and bring people together for a cup of tea and conversation with like-minded individuals.

The Target Audience

The Tea and Memories programme was originally for the residents of the Abbeyfield properties housing based in England. However, with this project, we hope to reach the local demographic of Northern Ireland while also targeting more than just the residents of Abbeyfield. We've identified three target audiences that this project will be intended for.

Abbeyfield Residents

The primary audience will be Abbeyfield's residents as was intended with the original programme. However, this audience won't be English-based like the original but focused here in Northern Ireland and Ireland as a whole. This is a demographic of older people, elderly men and women in their sixties through to their mid-eighties and more specifically those who live alone or suffer from illnesses like dementia or Alzheimer's. The project needs to ensure that it will assist the residents to help spark a reminiscent experience and help them open up and talk with other like-minded people on familiar topics.

Carers

These are the people who will be conducting / running the Tea and Memories programme, this can range from Abbeyfield workers to volunteers who want to get involved and help those who are older and are living alone or are suffering from dementia or Alzheimer's. The project needs to ensure that it will assist the carers to perform their job so they can encourage viewers to open up and talk about their experiences. This requires the project to be easy to use/set up and fit for purpose to facilitate the required experience.

Community Members

Abbeyfield have mentioned that they'd like for this project to allow for wider reach (scope) and to involve those who fall under the same demographic as the Abbeyfield residents but aren't residents themselves. They wish for the Tea and Memories programme to help those who aren't under Abbeyfield's care and provide the same experience to them as they would provide to their own residents. The project should therefore be inviting and welcoming and range a large variety of topics and isn't based in a single location in Northern Ireland but in fact, use footage that is shot all over to allow for a wider scope.

Outline the Deliverables

After our first discussion with Abbeyfield we've identified the deliverables of this project and many of the requirements/specifications that will be needed by the end of this project for it to fulfil what Abbeyfield have asked of us.

- This will be a video that promotes a reminiscent experience for the aforementioned target audience which is based in Northern Ireland.
- Ensure the video covers a wide variety of topics that were listed earlier to allow and encourage discussion and conversation between the viewers.
- Make each topic short-form to ensure viewer retention and focus, to also allow for tapered discussion based on the chosen topic.
- Produce a modern product that will be somewhat future-proof by including archive footage from later dates of the discussed time parameters.
- Create a new identity for this newer iteration of the Tea and Memories programme. (Subject to removal).

A benchmarking exercise has been undertaken as part of the development process, viewing a range of projects that provide a form of media as a tool for reminiscence therapy. The projects that have been benchmarked all aim to provide some form of treatment for illnesses such as dementia.

Furthermore, most of the projects have a similar practice using video for the audience to experience however, print, apps and games are mentioned. Certain projects mentioned during the benchmarking have approved rates from Doctors and health organisations, such as Dementia UK and My Life TV. In the benchmarking process the following projects have been evaluated, marking features that have been considered:

My Life TV
<https://mylifetv.org/my-life-tv/>



Nostalgic America
<https://nostalgicamerica.com/>

Dementia UK
<https://www.dementiauk.org/>

RITA
<https://myimprovementnetwork.com/>

Alive on Demand
<https://alivedemand.co.uk/>

Memory Lane
<https://www.memorylane.com/>

Nostalgic America
<https://nostalgicamerica.com/>

Dementia UK
<https://www.dementiauk.org/>



Alive on Demand
<https://alivedemand.co.uk/>



RITA
<https://myimprovementnetwork.com/>



Memory Lane
<https://www.memorylane.com/>



Benchmarking

Category	Features	My Life TV	Nostalgic America	Dementia UK	RITA	Alive on Demand	Memory Lane
Technical	Form of Media	Video	Printed Photos	Video / Photos	App	Video	Game
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes
	Interaction	Yes	No	No	No	Yes	Yes
Content	Adult	Yes	Yes	Yes	Yes	Yes	Yes
	Provides Reminiscence	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of consumption	Medium	Medium	Easy	Hard	Medium	Medium
Aesthetics	Allows for discussion	Medium	Easy	Hard	Hard	Hard	Medium
	Northern Ireland based	Yes	No	Yes	No	No	No
	Audio/Visual Planning	Yes	Yes	Yes	No	Yes	Yes
Accessibility	Long or Short-Form	Yes	Yes	Yes	Yes	Yes	Yes
	Video / Photo Ratio	0:0	90/10	0:0	50/50	50/50	50/50
	Archive Video / Active Engagement	Yes	Yes	Yes	No	Yes	Yes
Usability	Tapable	Yes	Yes	Yes	Yes	Yes	Yes
	Colour	Basic	Basic	Basic	No	Yes	Yes
	Buttons	No	No	No	No	Yes	Yes
Performance	Audio Description	Yes	Yes	Yes	No	Yes	Yes
	Video Aid	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of use	Medium	Easy	Medium	Hard	Medium	Medium
Portability	Ease of Setup	Medium	Easy	Medium	Medium	Medium	Hard
	Portable	Yes	Yes	Yes	Yes	Yes	Yes
	Accessible Online	Yes	No	No	No	Yes	Yes
Overall Score		57%	52%	57%	33%	62%	57%

Second Brief Draft: Andrew Brown

Benchmarking Summary

After benchmarking across six different agencies that provide a similar reminiscence therapy treatment and comparing what they do in comparison to the Tea and Memories programme it is clear that **Alive on Demand** is the best example of a product/service that allows for reminiscence experience. But while they are the best in this benchmarking with an overall score of 62% there is still plenty of room for improvement.

Alive on Demand is a live subscription service that provides access to a wide range of video content that will entertain, educate and engage older people with dementia. These videos are broken up into various topics such as guided tours around popular attractions that will allow the viewers to see places and remember back to when they were younger and in said locations.

The service ticks a lot of boxes using up-to-date videography while also allowing the viewer to engage, reminisce and discuss a wide range of relatable topics which is something that the Tea and Memories programme is very much aligned with.

My Life TV shares an overall benchmarking score of 57% along with **Dementia UK** and **Memory Lane**. **My Life TV** is a similar service to **Alive on Demand** as a subscription-based streaming service for people living with dementia. It provides content that will allow for viewer reminiscence, from old archived footage of news and popular shows to engaging content that will spark discussions such as world landmark quizzes and sing-alongs.

An issue with **My Life TV** is that some of the videos seem to be in long format ranging from twenty minutes to over an hour long in length which does not lend itself to ease of consumption and might not allow for the same value of a discussion that short format videos would. Along with that the quality of the archive footage is far from current day standards being 4:3 and grainy which isn't ideal which is why it scored lower than **Alive on Demand**, yet there are still good aspects of **My Life TV** that should not be forgotten.

Dementia UK has a programme similar to Tea and Memories, where they bring elderly people and have them interact with media of a bygone era to engage them in a reminiscence experience that will allow for discussion. However, they make use of not just archived footage but also audio/music and pictures/images. This broadens the available resources that can be utilised and can be more easily obtained as pictures and music were more readily available in the 1950s-1970s than video footage.

Likewise, the viewer/ listener might reminisce better if they hear a popular song as it could remind them of anywhere like a donkhal or where they were when they heard it on the radio. Similarly to **My Life TV**, the footage used would be aged and wouldn't be as easily accessible as an online service.

their own questions and upload their own images to make the game more personalised for the user. But while this is a great added feature it does mean that it would be harder to set up making the use of the product more difficult as a result.

Memory Lane is a reminiscence-based game that covers a range of topics such as classic cars, hobbies, music, cities, towns, animals, sports, local foods and more. The style of the game is question-based where the user will be given a question such as "What Belfast street is it with an accompanying picture that was taken years ago and a selection of answers. This allows the user to reminisce while engaging in an enjoyable experience and allow for discussion of the same time.

A great feature of the game is that it can be made personalised, allowing for the user/ family member to create

Tone, Message and Style

Nostalgic America is a printed book that holds a large collection of famous moments captured in pictures that happened. From the moon landing to some of the greatest pop stars of a bygone generation. This product holds a score of 25% in the benchmarking overall and while a great product it misses many of the specifications of the benchmarking a primary one being that it misses the ideal media format. The book is easy to use and will allow for discussion on many could reminisce about some of the most popular songs of the past.

RTA is the lowest-scoring product in the benchmarking at 23%. It is an all-in-one system that is meant to provide a reminiscence experience through the use of games, music, images, video, and personal life stories. While the product provides a reminiscence experience it does have issues when met with the specifications of the brief.

For the light hearted section of the project the video will reminisce on a more positive view of how life was for the residents within their area, including possible holidays, day trips, local street landmarks or events in Northern Ireland. For the more serious section of the project, the content will reminisce on events that greatly impacted their lives, the challenge being to adopt our structured style to lightly introduce these hard times to the audience.

The message of the project is to reminisce on the past and to connect and experience that past with others. Socialising and learning from one another creating a dialogue. The hope is for the audience to reimagine what transpired and how these events influenced their life choices, personal journey and memories.

RTA is not very possible, and cannot be accessed online. Users setting it up and making

Benchmarking Conclusion

Throughout the benchmarking process the best practices have been identified for a media product that provides a reminiscence experience. While **Alive on Demand** stands out as the overall best practice of a reminiscence product it only scored at 62%. Analysing the results of this benchmarking allows a great opportunity for Abbeyfield's Tea and Memories programme to become the best possible reminiscence therapy programme possible.

Provide the Timing

Task	Aim	Action	Completion
Project Brief	Create a document that will outline the project that will be completed, and who will be potentially delivered and in what format and the creative thinking behind it.	<ul style="list-style-type: none"> Research the client to ensure an understanding of them and what they might want Summarize the project, mention the target audience, and list the goals for the desired outcome. Outline what it will be delivered at the end of production. Identify similar agencies and compare them to the client, see what works best using a benchmark and draw conclusions. Provide a timing and budget. 	Week 3
Pitch Development	Create a few ideas/ concepts on how to handle the challenge presented by the client.	<ul style="list-style-type: none"> Make use of the benchmarking from the brief to see what a popular and what works well for the problem, from there develop three potential ideas that are supported from each other to provide a wide range of possible outcomes which the client can choose between. Five archive footage that can be used, ensuring that it falls under the specifications of the brief (historical, 1950s-70s, Northern Ireland based). Storyboard how each of the videos will look, ensure Abbeyfield will be able to see what is envisioned. 	Week 4-5

Project Pitch	Pitch a few potential ideas for the solution of the project.	Present three well-worked-out ideas which are vastly different from one another which allows the client to see a wide variety of concepts and what is possible.	Week 4
Gather Media	Gather all the media required for the creation of the product.	Collect the archived footage from the various identified sources e.g. Digital Film Archive. Gather any music and images that will be used to create the final product.	Week 7
Product Development	Create the first iteration of the product that will be delivered.	Use the gathered footage to create a video that will showcase the archive footage in a way that will promote reminiscence.	Week 8-9
Test Product	Complete some testing on the product to see where improvements can be made.	Have the video viewed by testers and see where they interact with the video the most. See what works and what doesn't.	Week 9-10
Final Development	Make improvements based on testing.	Make changes and improvements wherever necessary. Provide finishing touches to the product.	Week 10-11
Final Presentation	Present the final product to the client.	Present the final product client be it in person or online.	Week 12

Specify the Budget

We have no budget for this project. However, here are costs that have been already covered which are listed below:

- Archive Footage Rights**
The BFI - Single Country TV rights up to 3 years - £720 for the first 60 seconds and £12 per second thereafter.
- Adobe Suite**
Adobe Creative Cloud - Annual Plan - £594.33
Adobe Premiere Pro - Annual Plan - £238.42
- Cost of Labour**
21-22 yrs old - £9.18 per hour - Working 8 hours, 3 days, 12 weeks - £2043.84 per person
- Print for new Project Identity (Subject to Removal)**
Adobe Photoshop - Annual Plan - £238.42
Vapour - 500 A5 Flyers/Leaflets - £28.22

List the Team

The Project consists of Claire Mulrooney as Project Manager, Adrian Hickey as Creative Director, with Andrew Brown and Jack Burden being the Design/Editors of the Tea and Memories Campaign.

As a group, we have years of experience working with different forms of media such as Motion Graphics, Videography, Digital Graphics, and Web and UI Design. By working with all these factors our team can approach the project with an understanding of the background that goes into the content. Due to our unique individual styles, we will be able to produce contrasting forms of content that will stand out and compete with the community partner to produce a piece of work that is satisfactory.

Andrew: Andrew has a talent for most forms of media. Most recently working as a videographer filming and capturing audio for a weekly video, managing and maintaining the publication of the product. Furthermore, Andrew was head of graphic design as a UI designer creating progressive web applications.

Jack: Jack has worked with the company Kazban Brand Evolution (see placement), a print-based company that focused on the media web presence. Developing skills in building Web design and editing short video content. Furthermore, Jack has filmed and edited a short video advertisement for Savage and Whitten Wholesale, a retailing company that covers fresh food and frozen. Also, Andrew and Jack create the project. Claire and Adrian will review the content before introducing it to the community partner.

Claire: Project Manager
Adrian Hickey: Creative Director

Benchmarking Summary

An issue with **My Life TV** is that some of the videos seem to be in long formats ranging from twenty minutes to over an hour long in length which does not lend itself to ease of consumption and might not allow for the same value of a discussion that short format videos would. Along with that the quality of the archive footage is far from current day standards being 4:3 and grainy which isn't ideal which is why it scored lower than **Alive on Demand**, yet there are still good aspects of **My Life TV** that should not be forgotten.

Dementia UK has a programme similar to Tea and Memories, where they bring elderly people in and have them interact with media of a bygone era to engage them in a reminiscence experience that will allow for discussion. However, they make use of not just archived footage but also audio/music and pictures/images. This broadens the available resources that can be utilised and can be more easily obtained as pictures and music were more readily available in the 1950s-1970s than video footage.

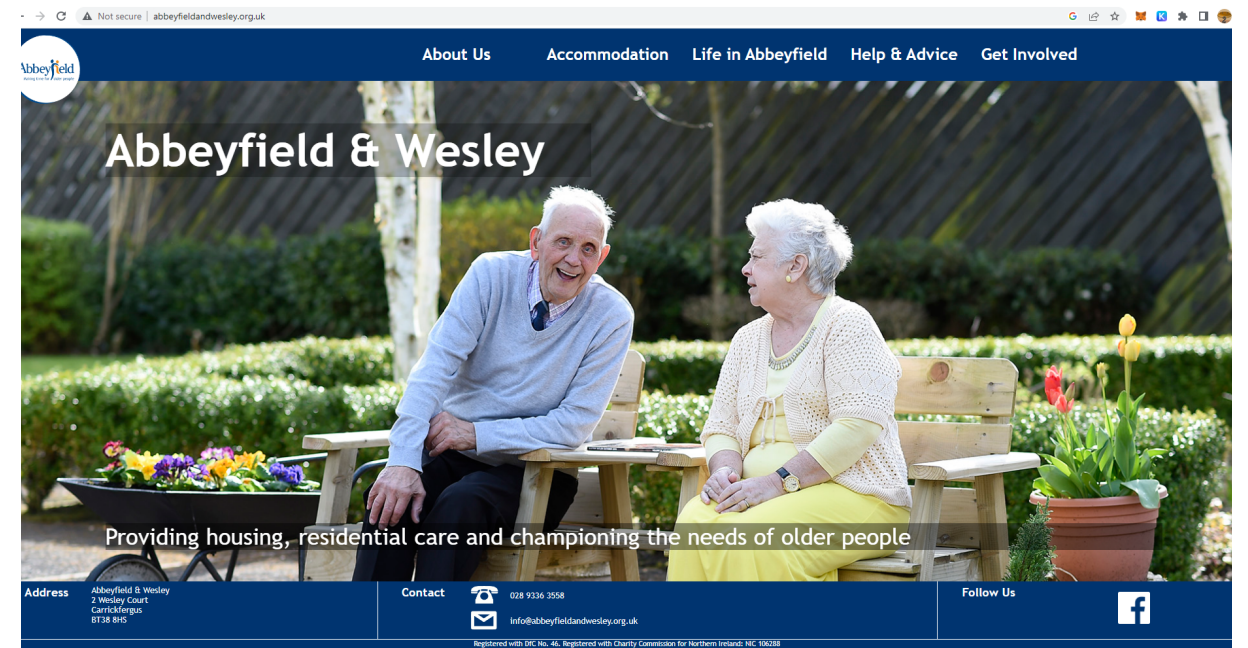
Likewise, the viewer/ listener might reminisce better if they hear a popular song as it could remind them of anywhere like a donkhal or where they were when they heard it on the radio. Similarly to **My Life TV**, the footage used would be aged and wouldn't be as easily accessible as an online service.

Memory Lane is a reminiscence-based game that covers a range of topics such as classic cars, hobbies, music, cities, towns, animals, sports, local foods and more. The style of the game is question-based where the user will be given a question such as "What Belfast street is it" with an accompanying picture that was taken years ago and a selection of answers. This allows the user to reminisce while engaging in an enjoyable experience and allow for discussion of the same time.

A great feature of the game is that it can be made personalised, allowing for the user/ family member to create their own questions and upload their own images to make the game more personalised for the user. But while this is a great added feature it does mean that it would be harder to set up making the use of the product more difficult as a result.

Second Brief Draft: 70+ Corrections/Feedback

The Creative Director gave us 70+ Feedback including style change. The style was not relevant to the theme of Abbeyfield & Wesley. Furthermore, we later found out that the theme we should have been basing our style on was a different website from Abbeyfield & Wesley, known as abbeyfieldandwesley.org.uk. We both listed the changes we would make. Andrew made the corrections to the style/theme changes. According to Scott (2014) the correct data sourced is essential in order to have the most beneficial production possible, which will develop confidence in the client. Due to the team not asking the not doing the correct research and not communicating with the client we did not know the correct theme to use. We should have asked the Community Partner for the appropriate information and theme details.



Teams Meeting: Planning Corrections and Workload

Following up from the corrections, Andrew and I had a Teams meeting to discuss our changes and planned what we were to have completed by Thursday. After I made corrections on text, we agreed I would recreate the benchmarking table so it would look more visually pleasing for the reader. The original table was too basic and standard and did not fit the theme of the brief. Yeung and Yeo (1997) stated generating a professional standard of work is important for the pre-production process, visually pleasing content can inspire trust in the client. Unlike the first draft of the benchmarking the new version is of higher quality. Therefore, I learnt that the first standard of work created could have been better from the team's feedback. In the future I should approach my work with a better professional standard of work.

5:02 PM
Adrian Hickey, Senior Lecturer in Interactive Media
Good to see a first draft of this. Please see attached PDF with comments - You will need to download the document to see the comments on the PDF.



9:57am
Adrian H. commented on [Updated Benchmark](#)
OK. This looks good. Can we now get the findings summarised - ie: what is best practice across all these was of going reminiscence therapy? If you put this new table along with the summary of findings into the brief and upload that we can give direct feedback on the whole brief before sending i...

New Benchmarking Table:

Benchmarking		09					
Category	Features	My Life TV	Nostalgic America	Dementia UK	RITA	Alive on Demand	Memory Lane
Technical	Form of Media	Video	Printed Picture	Video / Picture / App	App	Video	Game
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes
	Narration	Yes	No	No	No	Yes	Yes
Content	Audio	Yes	No	Yes	Yes	Yes	Yes
	Provides Reminiscent	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of consumption	Medium	Medium	Easy	Easy	Medium	Medium
	Allows for discussion	Medium	Easy	Easy	Hard	Hard	Medium
Aesthetics	Northern Ireland Based	Yes	No	Yes	No	No	No
	Aesthetically Pleasing	No	Yes	Yes	No	Yes	No
	Long or short form	Long	Short	Both	Long	Both	Short
	Video / Picture Ratio	4:3	N/A	4:3	16:9	16:9	16:9
	Archive Video / Picture Enhancements	No	Yes	No	No	No	No
	Topical	Yes	Yes	Yes	No	Yes	Yes
	Colour	Both	Both	Both	Yes	Yes	Yes
Accessibility	Subtitles	Yes	No	No	No	No	Yes
	Audio Descriptive	Yes	No	Yes	No	Yes	Yes
	Vision Aid	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of use	Medium	Easy	Medium	Hard	Medium	Medium
	Ease of Setup	Medium	Easy	Medium	Medium	Medium	Hard
	Portable	Yes	Yes	Yes	Yes	No	Yes
	Accessible Online	Yes	No	No	No	Yes	No
	Overall Score		57%	52%	57%	33%	62%

New Colour theme for Brief:



New Benchmarking Table:

In Week 5, after confirmation from our Production Manager and Creative Director, the brief was emailed to Sally (Abbeyfield & Wesley/Community Partner) for feedback. In Week 6 I took the time to complete my research of archive footage I was tasked in Week 3. The footage was sourced from the Digital Film Archive website, and had content from Northern Ireland in the 1950s to 1980s. The videos were placed in 7 different topics each topic containing atleast 5 videos. The videos were sourced as preparation for the pitch with Google Spreadsheet used to help find and located each video online. According to Cottle (2003) an organised plan of content available for use is significant to have in order to build on the production process of projects. Having the archive videos as reference was helpful when planning and mapping content. Understanding how much the team used Google Spreadsheet when editing the final video, I've develop a new method of storing information and collected data. From this experince I've learnt to source materials in advance.

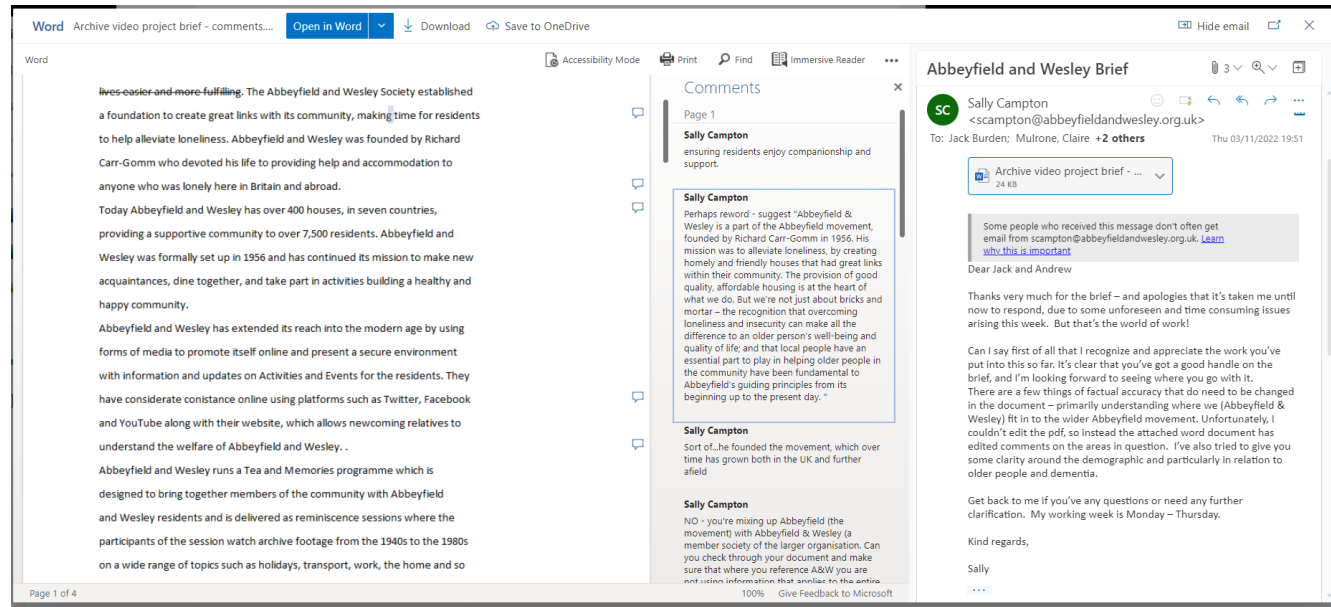
- 1:34pm **On Brief Changes, Jack B. added**
- Find Archived footage. Jack B.
 - Add Team Pictures Jack B.
 - Delete Unnecessary Text Jack B.
 - Grammar Corrections Jack B.
 - Community Partner Rewrite Jack B.
 - Timing Table Changes Andrew B.

Digital Film Archive Spreadsheet:

Topics list						
	A	B	C	D	E	F
1	Holidays					
2	Topic	Summer in Northern Ireland	January Snowfall	Christmas Checklist: Hang stockings for Santa	A year with the McDowell Family	The Art of Handball
3	Date		1966	1965	1964	1963
4	Link	Link	Link	Link	Link	Link
5						
6	Work in Northern Ireland					
7	Topic	Northern Ireland Agriculture and Industry	Glasses Making	Tour of Grundig factory in Durnmury	Butcher's Shop	Boat Building
8	Date		1956 1960s	1960s	1960s	
9	Link	Link	Link	Link	Link	Link
10						
11	Key events					
12	Topic	The Auld Lammis Fair and Its History	The Impact of Flu Season	Snowy Weather in March 1966	Sinking of the Ivana Fleetwood	The Early Days of UTV
13	Date		1975	1969	1966 1960s	
14	Link	Link	Link	Link	Link	Link
15						
16	Entertainment					
17	Topic	Arrival, Elms Orkestra & Ryan Vail	The Ulster Orkestra Debuts	The Man from A.U.N.T.	Circuit of Ireland Rally 1962	Food for Thought
18	Date		1959 - 1969	1966	1965	1962
19	Link	Link	Link	Link	Link	Link
20						
21	Scenery					
22	Topic	Northern Ireland Scenery	Colour rushes from the Northern Ireland Tourist Board	Cottage Scene	Puppies at Play	A year with the McDowell
23	Date		1960	1958 1960s		1956
24	Link	Link	Link	Link	Link	Link
25						
26	Transport					
27	Topic	Test-Driving a Vauxhall Viscount	A Donkey and Friends	A Police Motorcyclist	Tractor Recovered from Bog Hole	Maurice Foster Cycling F
28	Date		1966	1965	1954	1966
29	Link	Link	Link	Link	Link	Link
30						
31	Sport					
32	Topic	Sport in Northern Ireland				
33	Date		1971			
34	Link	Link				
35						

Community Partner Brief Corrections:

Coming to the end of Week 6 the Community Partner had sent the team feedback for the brief. The content needed corrections regarding context of Abbeyfield & Wesley and changes of “factual accuracy” had to be made, primarily understanding where Abbeyfield & Wesley fit into the wider Abbeyfield movement. Furthermore, Sally gave the team some clarity around the demographic and particularly in relation to older people and dementia. According to Summerfield and Benninghoven (2018) communicating the correct message is important when designing a brief, it intail the creator’s understanding of the project tasked. After making the corrections, in future I will do more reseach on the clients brand message in order to develop a greater knowledge of the people I am working with.



Final Abbeyfield and Wesley Brief:



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02



Register Log in

HOME BROWSE COLLECTIONS PROJECTS TEACHERS NEWS LOCATIONS FACILITATORS

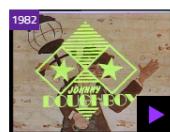
Type here to search the film archive by

Advanced Search | Clear

Search Results

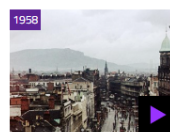
Page 1 of 38

676 media items found



Johnny Doughboy:
The G.I.s in Northern
Ireland

More Info



Colour rushes from
the Northern Ireland
Tourist Board

More Info



Letter from Northern
Ireland

More Info



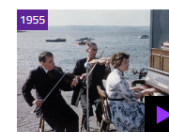
The Question is:
Predicting Northern
Ireland's Future

More Info



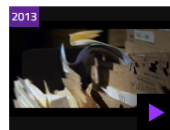
Damage to the
Tourist Trade in
Northern Ireland

More Info



Northern Ireland
welcomes American
visitors

More Info



A Century Later: LGBT



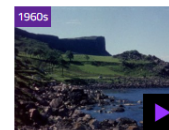
Opening of Northern



The Northern Ireland



Mexico and Northern



Coastal Northern



Mary Peters Appeals

Final Abbeyfield and Wesley Brief:

Abbeyfield and Wesley Project Summary

03

Abbeyfield and Wesley is a charity that provides housing, support and care for people at different stages of later life. They are a not-for-profit organisation with the mission to enhance the quality of life for older people, ensuring residents enjoy companionship and support. Abbeyfield & Wesley is a part of the Abbeyfield movement, founded by Richard Carr-Gomm in 1956. His mission was to alleviate loneliness, by creating homely and friendly houses that had great links within their community. The provision of good quality, affordable housing is at the heart of what we do. But we're not just about bricks and mortar – the recognition that overcoming loneliness and insecurity can make all the difference to an older person's well-being and quality of life; and that local people have an essential part to play in helping older people in the community have been fundamental to Abbeyfield's guiding principles from its beginning up to the present day.

Abbeyfield and Wesley has extended its reach into the modern age by using forms of media to promote itself online and present a secure environment with information and updates on Activities and Events for the residents. They have considerable consistency online using platforms such as Linked-In, Facebook and YouTube along with their website, which allows newcomers to understand the ethos of Abbeyfield and Wesley.

Abbeyfield and Wesley runs a Tea and Memories programme which is designed to bring together members of the community with Abbeyfield and Wesley residents and is delivered as reminiscence sessions where the participants of the session watch archive footage from the 1940s to the 1980s on a wide range of topics such as holidays, transport, work, the home and so forth and then discuss with a cup of tea, cake and refreshments.

Abbeyfield and Wesley wishes to improve the quality of its Tea and Memories programme which includes showing elderly people who may have dementia footage or images from their past. These videos/pictures can be of old locations, places of work, or significant events. The aim of the programme is to bring older people together and reminisce over bygone eras, in order to spark conversations and connect with other like-minded people.

We've been asked to make the media part of the programme more suited to a local audience of Northern Ireland and even Ireland as a whole as the original programme was more specifically based in mainland UK and the footage thereof was more English. This will ultimately mean creating a media experience that is easily accessible and consumable by both an older audience and those with dementia with dementia and the carers who run the programme.

Through the benchmarking process, we've notated the various formats that reminiscence therapy can be delivered, from the print-based format of projects like **Nostalgic America** to a streaming service like **Alive on Demand** that hosts many different videos on various topics. From what Abbeyfield and Wesley has told us and from benchmarking we have proposed to produce a video production that will cover as many of the topics that we have been recommended as possible, making use of the Digital Film Archive to find footage that is suited to the topics.

Another key point of the project is using footage that is based in and based across the Island of Ireland, this ties in with the topics as it'll mean finding footage from Northern Ireland based on the topics provided by Abbeyfield and Wesley.

Project Objectives

04

The overall goal of this project is to create a video production that takes inspiration from the original Tea and Memories programme but is based and grounded based across the Island of Ireland. The video(s) must include and have footage based on topics that have been recommended to us by Abbeyfield and Wesley. These topics are listed below.

- Holidays / Trips to coastal towns.
- Work in Northern Ireland for both men and women.
- Key events in the news (Coronation, Stormont, Harland and Wolff's last liner launch).
- Schools, education, old uniforms, childhood games.
- Fashion of the era for both men and women.
- The Home, technology of the day, household goods.
- Entertainment (Tea dances, The zoo, Cinema, Tourist attractions).
- Deliveries of food (milk van, grocery van), High Street.
- Transport (trains, planes, cars, trams).
- Rural life (Farming, limited transport links).
- City life (housing, parks, recreation).
- Landmarks and historical places across Northern Ireland.
- Music of the era (dance bands, gatherings, the charts, large concerts).

We'll measure our success by ensuring we achieve what was set out for us by Abbeyfield and Wesley, by ensuring that we tick off the specifications that Abbeyfield and Wesley have provided for us. Some of these are mentioned prior but all will be stated now.

- Recreate/re-envision the original Tea and Memories programme with the primary change being that it is Northern Ireland based.
- Using the Digital Film Archive or any other possible sources, find archived footage that links/associates with the topics Abbeyfield and Wesley is keen to see appear within this project.
- Ensure the video provides a reminiscent experience that will allow for/spark discussion. (This will be done through the use of topical footage that will stem from the 1950s through to the 1970s.
- Provide short-form content that will be easily consumed and enjoyable.
- Ensure the project is somewhat future-proofed by utilising archive footage that is based on the later years of the specified time parameters.
- Help spark conversation, and give guidance to start a discussion. (Provide questions that will allow people to reminisce and talk about their bygone years.)
- Reach not only the Abbeyfield and Wesley residents by allowing for a wider reach that will spread into the local communities and bring people together for a cup of tea and conversation with similar individuals.

Final Abbeyfield and Wesley Brief:

The Target Audience

05

Tea & Memories programme ran pilot sessions for Abbeyfield residents across England and in Northern Ireland. However, with this project, we hope to reach the local demographic of Northern Ireland while also targeting more than just the residents of Abbeyfield and Wesley. We've identified three target audiences that this project will be intended for.

Abbeyfield and Wesley Residents

The primary audience will be Abbeyfield and Wesley's residents as was intended with the original programme. However, this audience won't be English-based like the original but focused here based across the island of Ireland. This is a demographic of older people, elderly men and women in their sixties through to their mid-eighties with the point of the supported housing being that residents don't live alone. The project is meant to help spark a reminiscence experience and help them open up and talk with other like-minded people on familiar topics.

Carers

These are the people who will be conducting/running the Tea and Memories programme, this can range from Abbeyfield and Wesley workers to volunteers who want to get involved and help those who are older and are living alone or are suffering from dementia or Alzheimer's. The Tea and Memories sessions will be run by A&W staff or volunteer facilitators. The sessions will be held both in the A&W housing and in wider community settings. By using community settings an outreach to non-residents can be created leading to the connection of local groups.

Community Members

Abbeyfield and Wesley have mentioned that they'd like for this project to allow for wider reach/scope and to involve those who fall under the same demographic as the Abbeyfield and Wesley residents but aren't residents themselves. They wish for the Tea and Memories programme to help those who aren't under Abbeyfield and Wesley's care and provide the same experience to them as they would provide to their own residents. The project should therefore be inviting and welcoming and range a large variety of topics and isn't based in a single location in Northern Ireland but in fact, use footage that is shot all over to allow for a wider scope.

Deliverables

06

After our first discussion with Abbeyfield and Wesley we've identified the deliverables of this project and many of the requirements/specifications that will be needed by the end of this project for it to fulfil what Abbeyfield and Wesley have asked of us.

This will be a video/s that promotes a reminiscent experience for the aforementioned target audience which is based in Northern Ireland.

Ensure the videos covers a wide variety of topics that were listed earlier to allow and encourage discussion and conversation between the viewers.

Make each topic a short format to ensure viewer retention and focus, to also allow for targeted discussion based on the shown topic.

Produce a modern product that will be somewhat future-proof by including archive footage from later dates of the discussed time parameters.

Final Abbeyfield and Wesley Brief:

07

A benchmarking exercise has been undertaken as part of the development process, viewing a range of projects that provide a form of media as a tool for reminiscence therapy. The projects that have been benchmarked all aim to provide some form of treatment for illnesses such as dementia.

Furthermore, most of the projects have a similar practice using video for the audience to experience however, print, apps and games are mentioned. Certain projects assessed during the benchmarking have approval rates from Doctors and health organisations, such as **Dementia UK** and **My life TV**. In the benchmarking process the following projects have been evaluated, marking features that have been considered.

My Live TV
<https://mylifefilms.org/my-life-tv/>

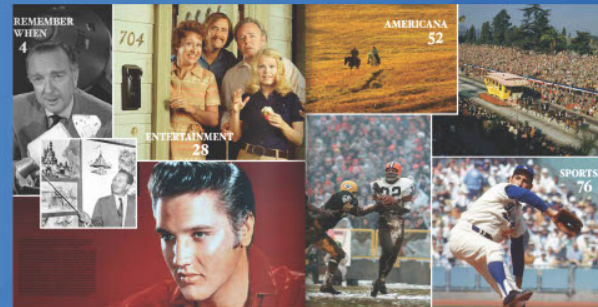
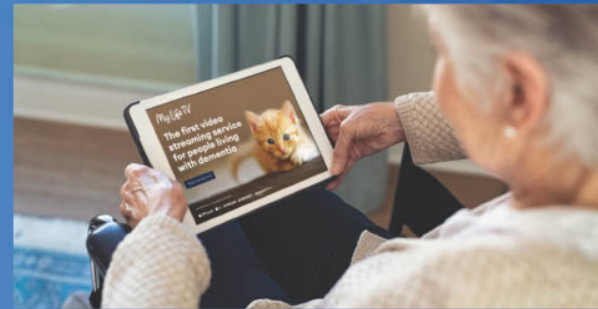
Nostalgic America
<https://nostalgicamerica.com/>

Dementia UK
<https://www.dementiauk.org/>

RITA
<https://myimprovementnetwork.com/>

Alive on Demand
<https://aliveondemand.co.uk/>

Memory Lane
<https://www.memorylanegames.com/>



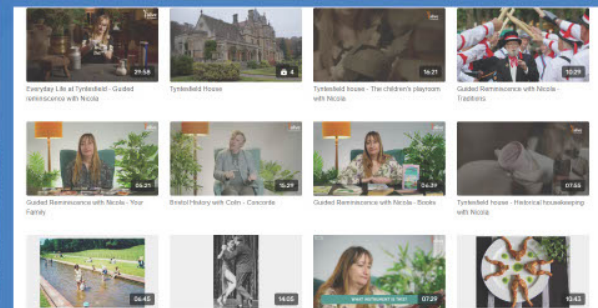
Final Abbeyfield and Wesley Brief:

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Benchmarking

Category	Features	My Life TV	Nostalgic America	Dementia UK	RITA	Alive on Demand	Memory Lane
Technical	Form of Media	Video	Printed Picture	Video / Picture /	App	Video	Game
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes
	Narration	Yes	No	No	No	Yes	Yes
Content	Audio	Yes	No	Yes	Yes	Yes	Yes
	Provides Reminiscent	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of consumption	Medium	Medium	Easy	Easy	Medium	Medium
Aesthetics	Allows for discussion	Medium	Easy	Easy	Hard	Hard	Medium
	Northern Ireland Based	Yes	No	Yes	No	No	No
	Aesthetically Pleasing	No	Yes	Yes	No	Yes	No
Accessibility	Long or short form	Long	Short	Both	Long	Both	Short
	Video / Picture Ratio	4:3	N/A	4:3	16:9	16:9	16:9
	Archive Video / Picture Enhancements	No	Yes	No	No	No	No
Accessibility	Topical	Yes	Yes	Yes	No	Yes	Yes
	Colour	Both	Both	Both	Yes	Yes	Yes
	Subtitles	Yes	No	No	No	No	Yes
Accessibility	Audio Descriptive	Yes	No	Yes	No	Yes	Yes
	Vision Aid	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of use	Medium	Easy	Medium	Hard	Medium	Medium
Accessibility	Ease of Setup	Medium	Easy	Medium	Medium	Medium	Hard
	Portable	Yes	Yes	Yes	Yes	No	Yes
	Accessible Online	Yes	No	No	No	Yes	No
Overall Score		57%	52%	57%	33%	62%	57%

08



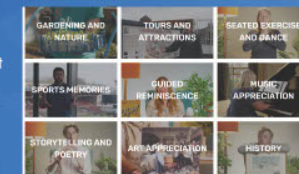
Benchmarking Summary

10

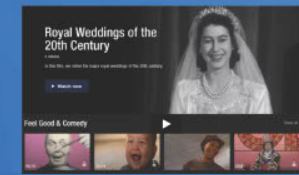
After benchmarking across six different agencies that provide a similar reminiscence therapy treatment and comparing what they do in comparison to the Tea and Memories programme it is clear that **Alive on Demand** is the best example of a product/ service that allows for reminiscence experience. While they are the best in this benchmarking with an overall score of 62% there is still plenty of room for improvement.

Alive on Demand is a live subscription service that provides access to a wide range of video content that will entertain, educate and engage older people with dementia. These videos are broken up into various topics such as guided tours around popular attractions that will allow the viewers to reminisce about those places and remember back to when they were younger and in said locations.

The service ticks a lot of boxes using up-to-date videography while also allowing the viewer to engage, reminisce and discuss a wide range of relatable topics which is something that the Tea and Memories programme is very much aligned with.



My Life TV shares an overall benchmarking score of 57% along with **Dementia UK** and **Memory Lane**. **My Life TV** is a similar service to **Alive on Demand**, it's a subscription-based streaming service for people living with dementia. It provides content that will allow for viewer reminiscence, from old archived footage of news and popular shows to engaging content that will spark discussions such as world landmark quizzes and sing-alongs.

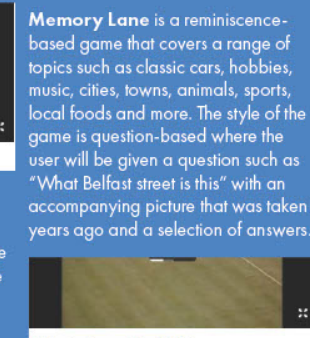


An issue with **My Life TV** is that some of the videos seem to be in long formats ranging from twenty minutes to over an hour long in length which does not lend itself to ease of consumption and might not allow for the same value of a discussion that short format videos would. Along with that the quality of the archive footage is far from current day standards being 4:3 and grainy which isn't ideal which is why it scored lower than **Alive on Demand**, yet there are still good aspects of **My Life TV** that should not be forgotten.



Dementia UK has a programme similar to Tea and Memories, where they bring elderly people in and have them interact with media of a bygone era to engage them in a reminiscence experience that will allow for discussion. However, they make use of not just archived footage but also audio/ music and pictures/ images. This broadens the available resources

that can be utilised and can be more easily attained as pictures and music were more readily available in the 1950s-1970s than video footage. Likewise, the viewer/ listener might reminisce better if they hear a popular song as it could remind them of anywhere like a dancehall or where they were when they heard it on the radio. Similarly to **My Life TV**, the footage used would be aged and wouldn't be as easily accessible as an online service.



Final Abbeyfield and Wesley Brief:

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This allows the user to reminisce while engaging in an enjoyable experience and allow for discussion at the same time.

A great feature of the game is that it can be made personalised, allowing for the carer/ family member to create their own questions and upload their own images to make the game more personalised for the user. But while this is a great added feature it does mean that it would be harder to set up making the use of the product more difficult as a result.

Nostalgic America is a printed book that holds a large collection of famous moments captured in pictures that happened. From the moon landing to some of the greatest pop stars of a bygone generation. This product holds a score of 52% overall and while a great product it misses many of the specifications of the benchmarking, a primary one being that it misses the

ideal media format. The book is easy to use and will allow for discussion as many could reminisce about some of the most popular events captured in the book yet it isn't locally based enough and does cover the range of topics that Abbeyfield and Wesley have specified.

RITA is not very portable, and cannot be accessed online. Users setting it up and making use of it might find it difficult due to it being an all-in-one computer system. The software design isn't attractive and provides too many options to someone with dementia. One great feature of **RITA** is the personal life story which is a personalised slide show that will help the user reminisce with personal pictures.



Benchmarking Conclusion

Throughout the benchmarking process the best practices have been identified for a media product that provides a reminiscence experience. While **Alive on Demand** stands out as the overall best practice of a reminiscence product it only scored a 62%. Analysing the results of this benchmarking shows a great opportunity for Abbeyfield and Wesley's Tea and Memories programme to become the best possible reminiscence therapy programme possible.

THE NEWS



RITA is the lowest-scoring product in the benchmarking at 33%, it is an all-in-one system that is meant to provide a reminiscence experience through the use of games, music, images, video, and personal life stories. While the product provides a reminiscence experience it does have issues when met with the specifications of the brief.



Tone, Message and Style

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The tone of the Tea and Memories project will aim to be upbeat with a mixture of light and serious tones, diving into topics and events in Northern Ireland which were relatable or impacted the resident's life in any way. As much happened in their era not all of it was easy meaning the tone in some of the clips may switch depending on the story being told.

For the light-hearted section of the project, The video will prompt reminiscence about how life was for residents, including possible holidays, day trips, local stores landmarks or events in Northern Ireland.

The message of the project is to reminisce on the past and to connect and experience that past with others. Socialising and learning from one another creating a dialogue. The hope is for the audience to reflect what transpired and how these events influenced their life choices, personal journey and memories.

Final Abbeyfield and Wesley Brief:

Timing

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Task	Aim	Action	Completion
Project Brief	Create a document that will outline the project that will be completed, how the project will be completed, and what will be potentially delivered and in what format and the creative thinking behind it.	<p>Research Abbeyfield and Wesley to ensure an understanding of them and what they might want.</p> <p>Summarize the project, mention the target audience, and list the goals for the desired outcome.</p> <p>Outline what it will be delivered at the end of production.</p> <p>Identify similar agencies and compare them to the client, see what works best using a benchmark and draw conclusions.</p> <p>Provide a timing and budget.</p>	14/10/22

14

Pitch Development	Create ideas/concepts on how to handle the challenge presented by the client.	<p>Make use of the benchmarking from the brief to see what is popular and what works well for the problem, from there develop three potential ideas that are separate from each other to provide a wide range of possible outcomes which the client can choose between.</p> <p>Fine archive footage that can be used, ensuring that it falls under the specifications of the brief (topical, 1950s-70s, Northern Ireland based).</p> <p>Storyboard how each of the videos will look, ensure Abbeyfield will be able to see what is envisioned.</p>	21/10/22 - 28/10/22
Project Pitch	Pitch potential ideas for the solution of the project.	Present three ideas which are different from one another which allows Abbeyfield and Wesley to see a wide variety of concepts and what is possible.	04/11/22
Gather Media	Gather all the media required for the creation of the product.	<p>Collect the archived footage from the various identified sources e.g. Digital Film Archive.</p> <p>Gather any music and images that will be used to create the final product.</p>	11/11/22

Final Abbeyfield and Wesley Brief:

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Product Development	Create the first iteration of the product that will be delivered.	Use the gathered footage to create a video that will showcase the archive footage in a way that will promote reminiscence.	18/11/22 - 25/11/22
Test Product	Complete some testing on the product to see where improvements can be made.	Have the video viewed by testers and see where they interact with the video the most. See what works and what doesn't.	25/11/22 - 02/12/22
Final Development	Make improvements based on testing.	Make changes and improvements wherever necessary. Provide finishing touches to the product.	02/12/22 - 09/12/22
Final Presentation	Present the final product to the client.	Present the final product client.	16/12/22

Final Abbeyfield and Wesley Brief:



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The Budget

We have no budget for this project. Ulster University offer students the adobe package for free.

Adobe Suite

- Adobe Creative Cloud
- Adobe Premiere Pro

The Team

The Project consists of Claire Mulrone as Project Manager, Adrian Hickey as Creative Director, with Andrew Brown and Jack Burden being the Video producers/Editors of the Tea and Memories Campaign.

As a group, we have years of experience working with different forms of media such as Motion Graphics, Videography, Digital Graphics, and Web and UI Design. By working with all these factors our team can approach the project with an understanding of the background that goes into the content. Due to our unique individual styles, we will be able to produce contrasting forms of content to test as a team and cooperate with the community partner to produce a piece of work that is satisfactory.

Andrew has a talent for most forms of media. Most recently working as a videographer filming and capturing audio for a weekly video, managing and maintaining the publication of the product. Furthermore, Andrew was hired alongside his main placement as a UI designer creating progressive web applications.

Jack has worked with the company Kaizen Brand Evolution (as placement), a print-based company that focused on the media web presence. Developing skills in building Web design and editing short video content. Furthermore, Jack has filmed and edited a short video advertisement for Savage and Whitten Wholesale, a retailing company that covers fresh food and frozen.
After Andrew and Jack create the project Claire and Adrian will review the content before introducing it to the community partner.

Claire: Project Manager

Adrian Hickey: Creative Director

Making The Pitch

Creating Pitch Draft: Limitations and Planning

In Week 7 my group partner was absent on Thursday due to being unwell which in turn created some limitations for myself relating to the start of production of the Design Deck. Nonetheless, I created a very basic presentation to mainly focus on finding the correct structure of the deck. The draft consisted of outlining each topic individually and drawing out main details from each clip (name and year). Furthermore, I listed 3 different video types/ideas that we could possibly do. The video types/ideas section was later scaped as it could be decided on the Pitch date. I learnt that I have the capability to be resourceful when faced with limitation in group meetings as the storyboard structure I presented as a draft was kept for the main Design Deck. When faced with situation like this in the future I will have more confidence in my ability to complete my work.

My Project Manager and Creative Director concluded that the draft was a good start, and we were to start collecting a range of topics each. However, the content sourced could not come from the Digital Film Archive Spreadsheet as the videos were found out to be copyrighted. According to Joyce et al (2016) using owned content without permission can infringe copyright law, as it protects original works of authorship. The Digital Film Archive website stated the video were copyrighted. Therefore, our Project Manager discovered a new Archive that we could source known as BBC Rewind. List the Digital Film Archive content was not a complete waste of time as I was able to develop a stricture for the Design Deck with the content available. However, the fact remains that the content collected was not useable. Therefore, in the future awareness of copyright should be considered when searching for content.

From Digital Film Archive Website:

Section 2: Copyright

This website contains material that is owned by or licensed to us. This material includes, but is not limited to, the design, layout, look, appearance, graphics, moving and still images. Reproduction is prohibited other than in accordance with the copyright notice, which forms part of these terms and conditions. You may not modify, copy, download, capture, distribute, transmit, display(see clause below), revise, perform, reproduce, publish, license, create derivative works from, transfer, or sell any information or content obtained from this website unless expressly authorised by us. The content of this website is for your personal use only. We do not permit you to use film footage, images or any other material on this website in presentations and exhibitions for the general public, community groups, (including church, community, or other not-for-profit groups), schools, colleges, universities and other educational institutions, conferences, exhibitions or any other type of event unless expressly authorised by Northern Ireland Screen in writing. All authorised events must be completely free of charge to the public. If you wish to obtain a copy of any of the footage on the Digital Film Archive, you must seek written permission from copyright holder. Northern Ireland Screen does not have the authority to produce copies of material without the express written permission of the copyright holder. Any potential clip sales or other potential commercial uses will be referred back to the copyright holder.

Length 03min 02sec	Audio sound	Format 16mm black and white
Source Funded by the Broadcasting Authority of Ireland under the Archiving Scheme 2	Courtesy Broadcasting Authority of Ireland, Department for Communities, ITV, UTV Archive	Rights Holder ITV

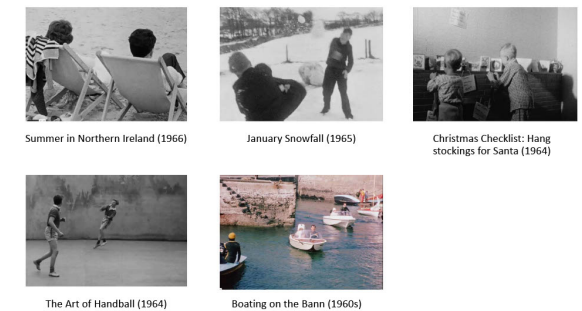
It is illegal to download, copy, print or otherwise utilise in any other form this material, without written consent from the copyright holder.

Pitch Draft: Jack Burden

Pitch Draft

Holidays Achieve clips

- Summer in Northern Ireland (1966)
- January Snowfall (1965)
- Christmas Checklist: Hang stockings for Santa (1964)
- The Art of Handball (1964)
- Boating on the Bann (1960s)



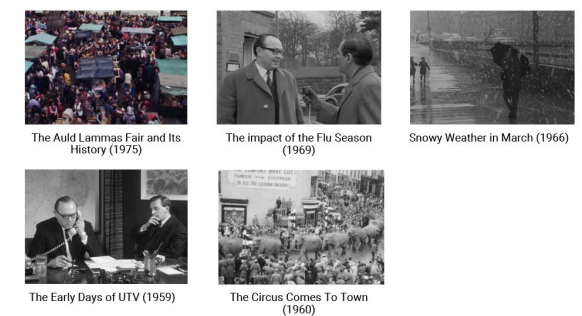
Work in Northern Ireland Achieve Clips

- Northern Ireland Agriculture and Industry (1956)
- Glasses Making (1960s)
- Tour of Grundig factory in Dunmurry (1960s)
- Butcher's Shop (1960s)
- Boat Building (1965)
- A Special Care Centre Opens (1964)
- Life After School: Be Your Own Boss (1987)
- One Man And His Job: John Crosslé (1989)



Key Events

- The Auld Lammas Fair and Its History (1975)
- The impact of the Flu Season (1969)
- Snowy Weather in March (1966)
- Sinking of the Irvana Fleetwood (1960s)
- The Early Days of UTV (1959)
- Trevor Thompson Wins Footballer of the Year Award (1964)
- The Circus Comes To Town (1960)
- The Official Opening of the Coleraine Marina (1972)



Topics for A&W

Through Google spreadsheets 6 topics have been listed with archive content digitalfilmarchive.net.

- Holidays
- Work in Northern Ireland
- Key Events
- Entertainment
- Scenery
- Transport

Pitch Draft: Jack Burden

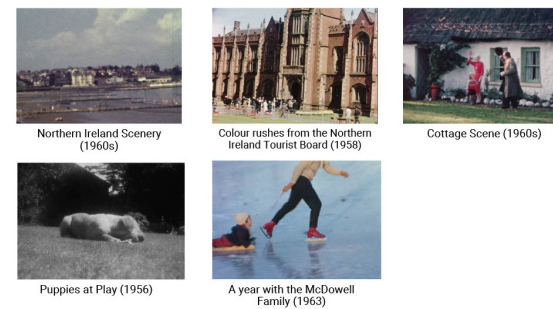
Entertainment

- Arrival, Elma Orkestra & Ryan Vail (1959 – 1969)
- The Ulster Orchestra Debuts (1966)
- The Man from A.U.N.T. (1965)
- Circuit of Ireland Rally (1962)
- Food for thought (1955)
- The Fugitive (1966)



Scenery

- Northern Ireland Scenery (1960s)
- Colour rushes from the Northern Ireland Tourist Board (1958)
- Cottage Scene (1960s)
- Puppies at Play (1956)
- A year with the McDowell Family (1963)



Transport

- Test-Driving a Vauxhall Viscount (1966)
- A Donkey and Friends (1965)
- A Police Motorcyclist (1954)
- Tractor Recovered from Bog Hole (1966)
- Maurice Foster Cycling Record Attempt (1964)



Video Types

- Full length Video (All 6 topics in one full video)
- Short Clips (1 Topic per clip)
- Video Played with print-based images to following along with

Storyboard

- A&W Introduction
- Tea and Memories Title Card
- Displays all topic titles
- Transitions into one topic with 5-6 clips for each of the 6 topics

Making The Pitch

BBC Rewind: Researching Clips (New Spreadsheet)

I had a Teams meeting with Andrew on the Friday and planned our work to be completed by the following Monday. We were to source/collect BBC Rewind content into a spreadsheet, listing the name, year, and link which would also make it easier to locate them. I was to find 10 clips from 5 topics and Andrew had the same only with 6 topics.

BBC Rewind

JB Jack Burden · Nov 10 · Notified 3 people

Further Archive footage to be Reviewed for usefulness and inclusion in the final video.
<https://bbcrewind.co.uk/search?regions=gb-nir&size=30>

List the duration of clips and which category it fits in **to be added to this spreadsheet**
<https://docs.google.com/spreadsheets/d/1KILN5XyRqjI8Za2JQf3AqULIYkaTH3ua8FuRxV92IL4/edit#gid=0>

Jack 5 topics-
 Arts and entertainment
 Society and Culture
 Travel and Transport
 Sports
 Agriculture and Environment

Andrew - 6 Topics
 Business and Industry
 Education
 Health
 Politics and Government
 Science and Technology
 Security and Conflict

	A	B	C	D	E
1	BBC Rewind Topic Clips				
2	Arts and Entertainment				
3	Topic	Londonderry children sing Dana's Eurovision-winning song	Interviews Dana's family (victory in the Eurovision Song Contest)	Joan Regan arrives in Northern Ireland to entertain the soldiers	Drama teachers and students take part in street the
4	Date	1970	1970	1970	1970
5	Duration	00:31	03:39	00:23	
6	Link	Link	Link	Link	Link
7					
8	Agriculture and Environment				
9	Topic	"Souterrains" tunnels are discovered at Bushmills, County Antrim	Malcolm McCalister reports on the Royal Ulster Agricultural Show	Cubed grass production is to replace silage and hay	Turkeys are being prepared for Christmas market
10	Date	1973	1973	1972	1972
11	Duration	04:35	02:49	04:02	
12	Link	Link	Link	Link	Link
13					
14	Travel and Transport				
15	Topic	Last horse-drawn tram in Northern Ireland	The Royal National Lifeboat Institute builds a new lifeboat	The Enterprise train from Dublin to Belfast crashed at Portadown	Londonderry taxi manager Stephen Smith about fan
16	Date	1957	1971	1971	1971
17	Duration	01:13	00:38	00:30	
18	Link	Link	Link	Link	Link
19					
20	Sports				
21	Topic	Hurling and football at St Enda's	James Hunt is interviewed during Formula 3 racing at Kirkistown	People go rowing on River Erne	Sports coaching for schoolchildren at Ballycastle Hi
22	Date	1971	1971	1971	1971
23	Duration	01:54	03:01	00:45	
24	Link	Link	Link	Link	Link
25					
26	Society and Culture				
27	Topic	Queen's University rag week takes to the water with a "boat" race along the Lagan	The Dunmurry Christmas tree carol singing	Final day of the Provisional IRA's 72-hour truce	Pearl Fishing
28	Date	1973	1972	1972	1972
29	Duration	01:24	02:54	02:12	
30	Link	Link	Link	Link	Link
31					

Making The Pitch

Storyboarding: Adding Screenshots & Description for Video Topics:

I had a Teams meeting with Andrew on the Friday and planned our work to be completed by the following Monday. We were to source/collect BBC Rewind content into a spreadsheet, listing the name, year, and link which would also make it easier to locate them. I was to find 10 clips from 5 topics and Andrew had the same only with 6 topics.

Nov 14 **JB Jack Burden** ⋮
 Hi Adrian, Andrew and I have gathered the BBC Rewind Content into the spreadsheet. We both have our content in sperate pages in the link. However, there is also a "BBC Rewind" named page, I am going to add my content into that page too but all the content searched should be there anyway. 🚀

Edited Nov 14 **Adrian Hickey**, Senior Lecturer in Interactive Media ⋮
 OK Thanks Jack

Now can we get screenshots for each theme and move that into storyboards for each theme.

Each storyboard (Use the *same storyboard template*) should have 6 images to a page and be at least 2 pages (12 images).

It should open and close with the Abbeyfield Logo.

If you both did the storyboards for the same topics you reviewed that would be great. Need the storyboards and the explanation of them to get back in for a pitch. 🚀

Politics & Government

Abbeyfield and Wesley Logo transitional opening.

The Queen's state visit to Northern Ireland. From: "News: Belfast's Royal Welcome" (1953)

Footage of the time leading up to a election in Northern Ireland. From: "News: Northern Ireland: The Coming Election" (1953)

Mid-Ulster by-election, shows footage of politicians meeting with people and polling stations. From: "News: Ulster Elections" (1955)

Footage of Northern Ireland's new parliament being opened by Lord Wakehurst, the Governor of Northern Ireland. From: "News: State Opening of N.Ireland Parliament" (1958)

Shows Jim Killedder and Johnny McQuade riding a boat, followed by Unionist supports and a band, celebrating Killedder's election victory. From: "Six Five: Jim Killedder victory" (1964)

Making The Pitch

Pitch Corrections: Creative Director Feedback

Our Creative Director had a positive reaction to the Pitch layout. However, there were corrections to be made. After another meeting with Claire and Adrian we concluded that the Storyboard clips needed to be in Chronological order (by year), contain the duration/time stamps to indicate the length of footage, and change explanatory text. According to Walker et al (2015) when developing a storyboard including narrative towards each event is important to detail how the story unfolds by also including context to each scene. Following corrections were made so the client would have a greater understand of what each clip is and how long it lasts so they can determine if it is worth including.

Pitch Changes for Friday ⋮

AB Andrew Brown · Nov 17 · Notified 1 person

Jack by the end of the day, can you make the changes we discussed earlier in class with Adrain for your own stuff?

That'll include ensuring the storyboards are:

1. In chronological order.
2. Have duration/timestamps to indicate the length of footage we are working with.
3. Change the explanatory text that follows under each screenshot to describe what the screenshot shows with where it's from and what year it's from.

Additionally, I'll be uploading all my storyboard images after making this post so you can add them to your own version of the InDesign file. My screenshots are all numbered so adding them should be simple enough.

Once you've finished that can you upload your version of the InDesign file to Basecamp then I'll get my corrections finished and upload both the amended InDesign file and a PDF version of the Pitch Document to Basecamp for 5 pm tomorrow which is Friday the 18th.

If you have any issues let me know and I'll get back to you as soon as possible.

Andrew.

The Queen's state visit to Northern Ireland. From: "News: Belfast's Royal Welcome" (1953)

The Queen's state visit to Northern Ireland. From: "News: Belfast's Royal Welcome" (1953) 04:25

Final Abbeyfield and Wesley Pitch Deck:

Abbeyfield
Making time for older people

**Archive Video Project
Pitch**

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 00:53
Royal Visit: Duke of Edinburgh visits Mahee Island.
From: "Duke of Edinburgh visits wildlife reserve" (1968)

BBC ARCHIVE 00:31
Lord Grey and PM attend Ballymena Show
From: "Ballymena Show PM & Lord Grey attend" (1969)

BBC ARCHIVE 00:19
Northern Ireland - Kids playing in the snow.
From: "Weather - snow, includes snowball fight" (1969)

BBC ARCHIVE 00:18
Family in Ballycastle wins horse ploughing competition
From: "Ballycastle horse ploughing competition" (1969)

BBC ARCHIVE 00:31
Schoolchildren pick strawberries, Young farmers Omagh Show
From: "Young farmers attend the Omagh Show" (1971)

Abbeyfield
Making time for older people

Closing/ outro transition or animation of the Abbeyfield and Wesley logo.

Agriculture & Environment

Abbeyfield
Making time for older people

BBC ARCHIVE 01:24
Alsatian dog on tightrope / Calrossie Prince Charlie presentation of trophy.
From: "Royal Ulster Agricultural Society second century Balmoral" (1955)

BBC ARCHIVE 00:31
Attendances were high and the show reflected farming advances.
From: "The Royal Ulster Agricultural Society's 92nd annual show Balmoral" (1959)

BBC ARCHIVE 00:20
Northern Ireland sheep inspection. Quality of sheep and close ups.
From: "Sheep sale. Farmers inspect sheep" (1968)

BBC ARCHIVE 00:19
Harvesting Crops with tractor and stacking hay bale.
From: "Harvesting of crops by tractor" (1968)

BBC ARCHIVE 00:28
South Belfast lady Dixon Park.
From: "International Rose Trials at Lady Dixon Park" (1968)

Arts & Entertainment

Abbeyfield
Making time for older people

BBC ARCHIVE 01:30
The BBC Symphony Orchestra in rehearsal, playing Beethoven's 5th Symphony.
From: "News Time: BBC Symphony Orchestra" (1967)

BBC ARCHIVE 00:31
Children sing Dana's Eurovision-winning song "All Kinds of Everything".
From: "Londonderry children sing Dana's Eurovision-winning song" (1970)

BBC ARCHIVE 00:23
Joan Regan comes off plane to sing in Northern Ireland.
From: "Joan Regan arrives in Northern Ireland to entertain the soldiers." (1970)

BBC ARCHIVE 02:25
Drama teachers and students take part in street theatre, supported by Voluntary Service Bureau and Student Action Project.
From: "Drama teachers and students take part in street theatre". (1971)

BBC ARCHIVE 01:23
Lammas Fair, followed by the Ideal Home Exhibition.
From: "Ballycastle holds its Lammas Fair". (1971)

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 04:33
Forestry Show at Castlewelan, involving displays, demonstrations and competitions.
From: "Ulster 71 continues with a Forestry Show at Castlewelan." (1971)

BBC ARCHIVE 03:46
Robin Harris interviews for Ulster Museum new galleries.
From: "The Ulster Museum opens more galleries to public" (1971)

BBC ARCHIVE 05:45
Ulster 71 exhibition jousting match.
From: "Interviews stunt men posing as knights (jousting)" (1971)

BBC ARCHIVE 02:38
Roisin Walsh interviews the director, Allen Simpson about new play.
From: "A new play by Joe O'Donnell arrives at the Lyric Theatre" (1972)

BBC ARCHIVE 01:58
Katy Carrington speaks to Barbara Watt and George Killough about Belfast College of Art Show
From: "Final year fashion students from the Belfast College of Art show" (1973)

Abbeyfield
Making time for older people

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 01:18
Newtownhamilton holds Orange parade.
From: "The Orange parade at Newtownhamilton." (1970)

BBC ARCHIVE 00:48
Crowds of people in Bangor gather to see Santa.
From: "Santa Claus visits Bangor, accompanied by an elephant." (1970)

BBC ARCHIVE 01:48
David Capper reports on living conditions complaints at Carrick House.
From: "Reports on complaints about living conditions at Carrick House." (1971)

BBC ARCHIVE 02:54
Carol singing in Lisburn and the Dunmurry area.
From: "The Dunmurry Christmas tree carol singing" (1972)

BBC ARCHIVE 01:24
Queen's University boat race in Lagan.
From: "Queen's University rag week takes to the water with a 'boat' race along the Lagan" (1973)

Abbeyfield
Making time for older people

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Society & Culture

Abbeyfield
Making time for older people

BBC ARCHIVE 01:35
Bob McFadden and William Mullan walk down to the river to fish for pearls.
From: "Pearl Fishing" (1955)

BBC ARCHIVE 04:50
Footage relating to various weather conditions in Northern Ireland.
From: "Storms, Floods and Sunshine" (1960 - 1969)

BBC ARCHIVE 01:12
Models parade in front of the factory workers.
From: "Fashion show held by Doagh Spinning Company" (1968)

BBC ARCHIVE 00:29
Dairy Queen Beauty Contest winners photographed in a snow-covered field, having snowball fights.
From: "The winners of the Dairy Queen Beauty Contest 1969 contest" (1970)

BBC ARCHIVE 02:16
Ballycastle hosts Celebrated event, The Lammas Fair.
From: "The Lammas Fair is celebrated at Ballycastle." (1970)

Sports

Abbeyfield
Making time for older people

BBC ARCHIVE 00:42
Coverage of the Club Orange Championships, from Balmoral Golf Club, South Belfast.
From: "Balmoral Golf Club, South Belfast" (1968)

BBC ARCHIVE 05:17
Report on the practice sessions ahead of the forthcoming North West 200. Includes an interview with John Hartley.
From: "Ahead of the forthcoming North West 200" (1968)

BBC ARCHIVE 00:28
Rally racing: dirt roads circuit.
From: "Circuit of Ireland rally racing GVS" (1969)

BBC ARCHIVE 00:21
County Down Horse racing, winning lap.
From: "Horse racing at Downpatrick Racecourse" (1969)

BBC ARCHIVE 01:23
Footage of the game of cricket held in northern Ireland in the late 60s.
From: "Cricket" (1969)

Final Abbeyfield and Wesley Pitch Deck:

George Best trains with Northern Ireland football team.
From: "Russian and Northern Ireland football teams train in Belfast" (1969)

Coverage of Dundrid, County Antrim - Ulster Grand Prix.
From: "Ulster Grand Prix race" (1969)

James Hunt in Kirkistown, County Down.
From: "James Hunt is interviewed during Formula 3 racing at Kirkistown" (1971)

A report on a girl, Eileen, who plays hurling and football at St Enda's.
From: "Hurting and football at St Enda's" (1971)

People Rowing at County Fermanagh.
From: "People go rowing on River Erne." (1971)

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Final Abbeyfield and Wesley Pitch Deck:

Footage of trains and smiling crew at Victoria Street Station.
From: "Great Victoria Street Station" (1969)

Passengers boarding plane.
From: "Film: GV's B.U.A. plane; passengers prepare to board" (1969)

Eric Waugh interviews Derry / Londonderry taxi manager about fares.
From: "Londonderry taxi manager Stephen Smith about fares." (1970)

The Enterprise train crashed, two goods wagons were wrecked.
From: "The Enterprise train from Dublin to Belfast crashed at Portadown." (1971)

The Royal National Lifeboat Institution at Queen Elizabeth II Bridge.
From: "The Royal National Lifeboat Institute builds a new lifeboat" (1971)

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Travel & Transport

Abbeyfield and Wesley Logo transitional opening.

M1 Motorway, Diggers working around a solitary house
From: "Completion of M1 delayed by presence of single house" (1966)

Interior and exterior shots of Ulster Prince vessel at sea and cabins and lounges. Captain looking out to sea and officers on the bridge.
From: "MV Ulster Prince" car ferry, launched by Harland and Wolff." (1967)

Vehicles have difficulty with snow in Gleshane Pass.
From: "Snow ploughs and gritters take to the roads" (1968)

Woman passes her test and exchanges 'L' plates for 'R' plates.
From: "Driving: Introduction of 'R' Plates" (1968)

Footage of Motorway accident in Northern Ireland.
From: "Motorway accident - lorry container overturns." (1969)

Business & Industry

Abbeyfield and Wesley Logo transitional opening.

Scenes of men working in the industrial sector, showing the old ways of work, old work cloths, tools, etc...
From: "Pattern of Ulster: Part one" (1953)

Scenes of men turning wool into yarn.
From: "Pattern of Ulster: Part two" (1953)

Shows the construction of a new pier in Lame, County Antrim to increase the size of the harbour.
From: "News: New Pier for Ulster" (1954)

Footage from a newly open Nylon factory in Antrim at the time.
From: "News: Princess Beatrix/Ulster" (1963)

Shows footage of workers in a timber mill.
From: "Six Ten: Wooden House" (1964)

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 00:27 Shows work ongoing on a tanker in Harland and Wolff. From: "Scene Around Six" (1968)

BBC ARCHIVE 00:18 Footage of women working in a linen plant. From: "Scene Around Six" (1968)

BBC ARCHIVE 00:18 Shows work inside the Pendragon Shirt Factory in Coalisland. From: "Scene Around Six" (1970)

BBC ARCHIVE 00:35 Scenes from a bakery and how bread was made within the Ormeau Bakery. From: "Scene Around Six" (1970)

BBC ARCHIVE 01:45 Scenes of worker in a silversmith in Bangor, County Down. From: "Scene Around Six Tape_1971" (1971)

Abbeyfield
Making time for older people

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 03:14 Footage of schoolchildren being given a talk by the headmaster. From: "News: Derry/Londonderry schoolkids: Effects of troubles" (1969)

BBC ARCHIVE 00:26 A reenactment of the Battle of Benburb performed by pupils of Dunggannon School. From: "Scene Around Six" (1969)

BBC ARCHIVE 02:03 Footage of the official opening of the Ulster College of Art. From: "Scene Around Six" (1970)

BBC ARCHIVE 02:48 Students holding a 5-a-side football marathon to raise funds for Oxfam and to break into the Guinness Book of Records. From: "Scene Around Six" (1970)

BBC ARCHIVE 00:25 Footage of school children on a bus from a bygone era. From: "Scene Around Six" (1970)

Abbeyfield
Making time for older people

Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Education

Abbeyfield
Making time for older people

BBC ARCHIVE 00:15 Scenes of the new Queen's university halls of residence at the time. From: "Six Five: Queen's University halls of residence" (1966)

BBC ARCHIVE 00:32 Show schoolchildren from Londonderry make models of redevelopment area. From: "Six Five: Derry/Londonderry schoolchildren" (1966)

BBC ARCHIVE 02:35 Footage in and around the newly opened University of Ulster at Coleraine. From: "Scene Around Six: New University of Ulster at Coleraine" (1968)

BBC ARCHIVE 00:23 Footage of schoolboys spending the day with the Royal Irish Rangers. From: "Scene Around Six" (1969)

BBC ARCHIVE 00:30 Footage of a science fair in Dunggannon, County Tyrone. From: "Scene Around Six" (1969)

Health

Abbeyfield
Making time for older people

BBC ARCHIVE 01:03 Footage of the opening ceremony of the new Royal College of Nursing. From: "Report From Belfast: Duchess of Kent" (1954)

BBC ARCHIVE 00:29 Lord Wakhurst, the Governor of Northern Ireland laying the foundation stone of the new general hospital. From: "News: Governor of Northern Ireland Lays Foundation Stone" (1956)

BBC ARCHIVE 02:32 James Boyce reporting on an old countryman's use of a charm to cure a wide variety of ailments. From: "Six Five: Cures for Sprains" (1964)

BBC ARCHIVE 00:22 The introduction of a new American style of ambulance in Northern Ireland. From: "Scene Around Six" (1968)

BBC ARCHIVE 00:11 Scenes of Nurses from Alnagelvin Hospital. From: "Scene Around Six" (1969)

Final Abbeyfield and Wesley Pitch Deck:

00:16
Footage of a newly opened medical library in Northern Ireland.
From: "Scene Around Six" (1970)

00:14
Footage of Mental Awareness posters from the time.
From: "Scene Around Six" (1970)

00:34
Footage of C.Jamison demonstrating the new techniques in burn care.
From: "Scene Around Six" (1970)

05:05
Footage of a training exercise involving a mock train crash.
From: "Scene Around Six" (1971)

00:29
A new ambulance received by St John Ambulance Brigade.
From: "Scene Around Six" (1974)

Abbeyfield
Making time for older people

03:23
Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Final Abbeyfield and Wesley Pitch Deck:

00:33
Loyalist protest march through Portadown being lead by Reverend Ian Paisley.
From: "News Time: Ian Paisley leads demonstration in Portadown against Prime Minister Terence O'Neill" (1967)

02:05
Showing Terence O'Neill meeting with the Republics Prime Minister, Jack Lynch.
From: "News Time: Jack Lynch at Stormont" (1967)

16:36
Shows footage of the Unionist party conference.
From: "Inquiry: Captain O'Neill" (1968)

03:23
Footage of a Civil Rights Movement holding a march in Derry/Londonderry.
From: "Scene Around Six" (1968)

01:25
Footage showing the aftermath of the Civil Rights march.
From: "Scene Around Six" (1968)

Abbeyfield
Making time for older people

01:25
Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Politics & Government

Abbeyfield
Making time for older people

04:25
Abbeyfield and Wesley Logo transitional opening.

01:42
Footage of the time leading up to a election in Northern Ireland.
From: "News: Northern Ireland: The Coming Election" (1953)

01:16
Mid-Ulster by-election, shows footage of politicians meeting with people and polling stations.
From: "News: Ulster Elections" (1955)

00:27
Footage of Northern Ireland's new parliament being opened by Lord Wakehurst, the Governor of Northern Ireland.
From: "News: State Opening of N.Ireland Parliamnt" (1958)

00:30
Shows Jim Killeffer and Johnny McQuade riding a float, followed by Unionist supports and a band, celebrating Killeffer's election victory.
From: "Six Five: Jim Killeffer victory" (1964)

Science & Technology

Abbeyfield
Making time for older people

00:30
Footage of the first television transmitter in Northern Ireland.
From: "News: Here and There: TV Transmitter" (1953)

01:43
Scenes of a new experimental research plane built by the Short Bros Belfast.
From: "Sherpa To Carry Out Research" (1953)

00:42
Shows a car driven purely by a jet engine.
From: "News: Car driven by pure jet engine in motor race" (1957)

00:18
Footage of a new television transmitter opened by the BBC in Derry/Londonderry.
From: "New Television Transmitter, Londonderry" (1957)

01:55
An exhibition of the latest in dental equipment.
From: "Scene Around Six" (1968)

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 00:22
A new computer demonstrated at Belfast Savings Bank.
From: "Scene Around Six" (1969)

BBC ARCHIVE 00:22
Footage of a Short's Skyvan in flight and landing.
From: "Scene Around Six" (1970)

BBC ARCHIVE 00:26
Showcases the various automated machines and inventions at an exhibition.
From: "Scene Around Six" (1970)

BBC ARCHIVE 00:21
Footage of a Short's Skyliner aircraft taking off.
From: "Scene Around Six" (1970)

BBC ARCHIVE 00:30
Shows footage of another computer being used at a Transportation Exhibition.
From: "Scene Around Six" (1970)

Abbeyfield
Making time for older people

BBC ARCHIVE 00:22
Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Final Abbeyfield and Wesley Pitch Deck:

BBC ARCHIVE 00:25
Scenes of a helicopter arriving with military personnel.
From: "News Time" (1967)

BBC ARCHIVE 00:15
Scenes of the aftermath of a house raided by the IRA in Sultan Street where a number of weapons were stolen.
From: "Scene Around Six" (1968)

BBC ARCHIVE 00:14
Footage of the People's Democracy civil rights march arriving in Antrim and met by Ronald Bunting and other protesters.
From: "Scene Around Six" (1969)

BBC ARCHIVE 00:26
Footage of the Army Blue Eagle helicopter acrobatic team.
From: "Scene Around Six" (1969)

BBC ARCHIVE 00:22
Footage of a RUC passing out parade in Enniskillen.
From: "Scene Around Six" (1969)

Abbeyfield
Making time for older people

BBC ARCHIVE 00:22
Closing/outrio transition or animation of the Abbeyfield and Wesley logo.

Security & Conflict

Abbeyfield
Making time for older people

BBC ARCHIVE 02:22
Shows the Royal Ulster Rifles receiving the freedom of the city in recognition of their service in Korea.
From: "Northern Ireland: Royal Ulster Rifles Honoured" (1954)

BBC ARCHIVE 00:51
Footage of Gannet Squadron in operation.
From: "News Gannet Squadron" (1955)

BBC ARCHIVE 00:44
Footage showcasing the results of a three night riot in Belfast.
From: "News: Republicans demand return of flag" (1964)

BBC ARCHIVE 00:13
Footage of the response from the rioting of stronger police presence.
From: "News: Belfast: Extra police after rioting" (1964)

BBC ARCHIVE 00:53
Scenes of growing tensions in Belfast as militant protestants march through the city.
From: "News: Belfast - Militant Protestants march" (1966)

Pitch Week:

The Team's Project Manager Scheduled the Pitch meeting with the community partner on the Thursday of Week 9. At first challenges arose as the location was at Ulster University Belfast Campus, a place I had never been before. I discussed with Claire along with my supervisor (Leah Russell) and planned the journey I would drive to along with a location to park. According to Allen (2009) When traveling long distance to meetings it is vital to plan the journey to arrive on time to create a successful first impression. Reflecting from this situation, I learnt that it is always best to plan a journey to a new location instead of concluding that I'm not able to attend.

Nov 21



Jack Burden

Hi Claire, I could be able to drive myself however, it'd be a challenge considering I don't know my way around Belfast or its campus.

...



Re Pitch



Claire Mulrone · Nov 22 · Notified 3 people

Jack there was always a possibility that the meeting would be based in Belfast as Sally is there too.

Can you travel with Andrew or if not can you get the train. You can get off at the York Street station you can walk to campus. There will be other students and staff coming to campus so you can just follow the crowd. It's not too far.

Can you please have a hard copy full colour A3 pitch deck printed for the pitch please. I will go back to Sally and confirm the pitch for 1.00pm. Can you both be at the main entrance to the Belfast campus at 12.30pm. I will take you to the room and we can have a pre pitch discussion.

Claire

Pitch Week: Outcomes

Following up from the meeting with the client, the pitch prints were used to showcase the possible clips that could be included for each topic. A decision was made to narrow each topic down to 6 clips each, crossing out unnecessary clips. Furthermore, the community partner also listed other things she wanted us to add to certain topics. Throughout the pitch the Project Manager made extensive notes on the A3 Storyboards as a reminder of subjects that needed to be included. Looking back on the day of the pitch, I gained communication skills through talking with the client. In addition, I developed skills in planning my traveling for meetings, along with skills of asking/listening information needed for the project.

Great Pitch



Claire Mulrone · Nov 24 · Notified 3 people

Well done Jack and Andrew

That went really well. Delighted to get further direction from Sally. her suggestions are really useful. Glad we're down to ten categories and we have a time frame of a maximum of 4 minutes for each video. It was also great she was clear about what she felt was useful to spark reminiscence conversations with clients.

Its good idea to separate each different clip with each of the ten videos with a graphic line to allow the facilitator to pose a question to the group. The guide of what clips each video will include will be a useful guide to facilitators too. Thanks too for agreeing to share the excel spreadsheet of all the clips you have viewed a very helpful resource for her to ensure the project can develop in the future.

A lot of work ahead but I'm sore you'll enjoy it.

congratulations again
Claire

Pitch Deck: Notes and listings

Butchers
Green grocers Van
Breed Man
milk van
housewife van.

Abbeyfield
Making time for older people

Archive Video Project Pitch

School milk
Glass bottle
Street
Public Health.

ST Georges!
Apples -

*FOOD**
Ulster Balmoral Show.
A cup w Bakery
veg
cafe.
Drinks
Shows.
Markets
Hamburgers

Among
Ochestr county.
Yellow man.
Dulce -

Pitch Deck: Notes and listings

✓ (4)

BBC ARCHIVE
00:53
Royal Visit: Duke of Edinburgh visits Maheo Island.
From: "Duke of Edinburgh visits wildlife reserve" (1968)

BBC ARCHIVE
00:31
Lord Grey and PM attend Ballymena Show.
From: "Ballymena Show PM & Lord Grey attend" (1969)

(5)
BBC ARCHIVE
00:19
Northern Ireland - Kids playing in the snow.
From: "Weather - snow, includes snowball fight" (1969)
SNOWFALL

BBC ARCHIVE
00:18
Family in Ballycastle wins horse ploughing competition.
From: "Ballycastle horse ploughing competition" (1969)
Ballycastle (6)

BBC ARCHIVE
00:31
Schoolchildren pick strawberries, Young farmers Omagh Show.
From: "Young farmers attend the Omagh Show" (1971)

Abbeyfield
Making time for older people

Agriculture & Environment

Abbeyfield
Making time for older people

Abbeyfield and Wesley Logo transitional opening.

(1) **BBC ARCHIVE** 01:24
Aislinn deer on lightrope / Cathasia Panca Charlie presentation of trophy.
From: "Royal Ulster Agricultural Society 92nd annual show Balmoral" (1953)

BBC ARCHIVE 00:31
Attendances were high and the show reflected farming advances.
From: "The Royal Ulster Agricultural Society's 92nd annual show Balmoral" (1959)

(2) **BBC ARCHIVE** 00:19
Harvesting Crops with tractor and stacking hay bale.
From: "Harvesting of crops by tractor" (1968)

(3) **BBC ARCHIVE** 00:28
South Belfast lady Dixon Park.
From: "International Rose Trials at Lady Dixon Park" (1968)

BBC ARCHIVE 00:20
Northern Ireland sheep inspection. Quality of sheep and close ups.
From: "Sheep sale. Farmers inspect sheep" (1968)

Arts & Entertainment

Abbeyfield
Making time for older people

Dance Hall (1)
Flower Hall Ballymena

BBC ARCHIVE 01:30
The BBC Symphony Orchestra in rehearsal, playing Beethoven's 5th Symphony.
From: "News Time - BBC Symphony Orchestra" (1967)

BBC ARCHIVE 00:31
Children sing Dana's Eurovision-winning song "All Kinds of Everything".
From: "Londonderry children sing Dana's Eurovision-winning song" (1970)

BBC ARCHIVE 00:23
Joan Regan comes off plane to sing in Northern Ireland.
From: "Joan Regan arrives in Northern Ireland to entertain the soldiers." (1970)

BBC ARCHIVE 02:25
Drama teachers and students take part in street theatre, supported by Voluntary Service Bureau and Student Action Project.
From: "Drama teachers and students take part in street theatre" (1971)

BBC ARCHIVE 01:23
Lammas Fair, followed by the Ideal Home Exhibition.
From: "Ballycastle holds its Lammas Fair" (1971)

(2) **LIVE BANDS - Touring**

Pitch Deck: Notes and listings

04:33
Forestry Show at Castfewan, involving displays, demonstrations and competitions.
From: "Ulster 71 continues with a Forestry Show at Castfewan" (1971)

03:46
Robin Harris interviews for Ulster Museum new galleries.
From: "The Ulster Museum opens more galleries to public" (1971)

05:45
Ulster 71 exhibition (jousting march).
From: "Interviews stunt men posing as knights, [jousting]" (1971)

02:38
Rosin Walsh interviews the director, Allen Simpson about new play.
From: "A new play by Joe O'Donnell arrives at the Lyric Theatre" (1972)

01:58
Katy Carrington speaks to Barbara Watt and George Killough about Belfast College of Art Show.
From: "Final year fashion students from the Belfast College of Art show" (1973)

Abbeyfield
Making time for older people

Closing/outro transition or animation of the Abbeyfield and Wesley logo.

END OF YEAR ART SHOW

Pitch Deck: Notes and listings

00:27
Shows work ongoing on a tanker in Harland and Wolff.
From: "Scene Around Six" (1968)

00:18
Footage of women working in a linen plant.
From: "Scene Around Six" (1968)

00:18
Shows work inside the Pendragon Shirt Factory in Coalsland.
From: "Scene Around Six" (1970)

00:35
Scenes from a bakery and how bread was made within the Ormeau Bakery.
From: "Scene Around Six" (1970)

01:45
Scenes of worker in a silversmith in Bangor, County Down.
From: "Scene Around Six Tape, 1971" (1971)

Abbeyfield
Making time for older people

Closing/outro transition or animation of the Abbeyfield and Wesley logo.

Business & Industry

Abbeyfield
Making time for older people

09:48
Scenes of men working in the industrial sector, showing the old ways of work: old work cloths, tools, etc.
From: "Pattern of Ulster, Part one" (1953)

10:19
Scenes of men turning wool into yarn.
From: "Pattern of Ulster, Part two" (1953)

02:12
Shows the construction of a new pier in Larne, County Antrim to increase the size of the harbour.
From: "News: New Pier for Ulster" (1954)

01:33
Footage from a newly open Nylon factory in Antrim at the time.
From: "News: Princess Beatrix/Ulster" (1963)

03:33
Shows footage of workers in a timber mill.
From: "Six Ten: Wooden House" (1964)

Health

Abbeyfield
Making time for older people

01:03
Abbeyfield and Wesley Logo transitional opening.

00:29
Footage of the opening ceremony of the new Royal College of Nursing.
From: "Review From Belfast: Duchess of Kent" (1954)

00:29
Lord Wakehurst, the Governor of Northern Ireland laying the foundation stone of the new general hospital.
From: "News: Governor of Northern Ireland Lays Foundation Stone" (1956)

02:32
James Boyce reporting on an old countryman's use of a charm to cure a wide variety of ailments.
From: "Six Five: Cure for Sprains" (1964)

00:22
The introduction of a new American style of ambulance in Northern Ireland.
From: "Scene Around Six" (1968)

00:11
Scenes of Nurses from Almsgleim Hospital.
From: "Scene Around Six" (1969)

CURES.

Pitch Deck: Notes and listings

3

Footage of a newly opened medical library in Northern Ireland. From: "Scene Around Six" (1970)

Footage of Mental Awareness posters from the time. From: "Scene Around Six" (1970)

Footage of C Jamison demonstrating the new techniques in burn care. From: "Scene Around Six" (1970)

Footage of a training exercise involving a mock train crash. From: "Scene Around Six" (1971)

A new ambulance received by St John Ambulance Brigade. From: "Scene Around Six" (1974)

Closing/outro transition or animation of the Abbeyfield and Wesley logo.

Pitch Deck: Notes and listings

Footage of schoolchildren being given a talk by the headmaster. From: "News: Derry/Londonderry schoolkids: Effects of troubles" (1969)

A reenactment of the Battle of Benburb performed by pupils of Dungannon School. From: "Scene Around Six" (1969)

Footage of the official opening of the Ulster College of Art. From: "Scene Around Six" (1970)

Students holding a 5-a-side football marathon to raise funds for Oxfam and to break into the Guinness Book of Records. From: "Scene Around Six" (1970)

Footage of school children on a bus from a bygone era. From: "Scene Around Six" (1970)

Closing/outro transition or animation of the Abbeyfield and Wesley logo.

SCHOOL PLAYS - IN GENERAL - SCHOOL TRIPS - PLAYING IN STREET.

Education SCHOOL DAYS.

Abbeyfield and Wesley Logo transitional opening.

Scenes of the new Queen's university halls of residence of the time. From: "Six Five: Queen's University halls of residence" (1966)

Show schoolchildren from Londonderry make models of redevelopment areas. From: "Six Five: Derry/Londonderry schoolchildren" (1966)

Footage in and around the newly opened University of Ulster at Coleraine. From: "Scene Around Six: New University of Ulster at Coleraine" (1968)

Footage of schoolboys spending the day with the Royal Irish Ranger. From: "Scene Around Six" (1969)

Footage of a science fair in Dungannon, County Tyrone. From: "Scene Around Six" (1969)

Science & Technology News readers.

Abbeyfield and Wesley Logo transitional opening.

Footage of the first television transmitter in Northern Ireland. From: "News: Here and There: TV Transmitter" (1953)

Scenes of a new experimental research plane built by the Short Bros Belfast. From: "Sherpa To Carry Out Research" (1953)

TV IN NI. Popular Programmes.

Shows a car driven purely by a jet engine. From: "News: Car driven by pure jet engine in motor race" (1957)

Footage of a new television transmitter opened by the BBC in Derry/Londonderry. From: "New Television Transmitter, Londonderry" (1957)

An exhibition of the latest in dental equipment. From: "Scene Around Six" (1968)

RADIO - NEWSREADERS. Popular programmes.

Pitch Deck: Notes and listings

4

BBC ARCHIVE
00:22
A new computer demonstrated at Belfast Savings Bank.
From: "Scene Around Six" (1969)

2

BBC ARCHIVE
00:22
Footage of a Shorts Skyvan in flight and landing.
From: "Scene Around Six" (1970)

BBC ARCHIVE
00:26
Showcases the various automated machines and inventions at an exhibition.
From: "Scene Around Six" (1970)

3

BBC ARCHIVE
00:21
Footage of a Shorts Skyliner aircraft taking off.
From: "Scene Around Six" (1970)

5

BBC ARCHIVE
00:30
Shows footage of another computer being used at a Transportation Exhibition.
From: "Scene Around Six" (1970)

Abbeyfield
Making time for older people

BBC ARCHIVE
00:30
Closing/outra transition or animation of the Abbeyfield and Wesley logo.

Pitch Deck: Notes and listings

4

BBC ARCHIVE
02:13
George Best trains with Northern Ireland football team.
From: "Russian and Northern Ireland football teams train in Belfast" (1969)

2

BBC ARCHIVE
00:28
Coverage of Dundral, County Antrim - Ulster Grand Prix.
From: "Ulster Grand Prix race" (1969)

BBC ARCHIVE
03:01
James Hunt in Kilkstown, County Down.
From: "James Hunt is interviewed during Formula 3 racing at Kilkstown" (1971)

6

BBC ARCHIVE
01:54
A report on a girl, Eileen, who plays hurling and football at St Enda's.
From: "Hurling and football at St Enda's" (1971)

8

BBC ARCHIVE
00:45
People Rowing at County Fermanagh.
From: "People go rowing on River Erne." (1971)

Abbeyfield
Making time for older people

BBC ARCHIVE
Closing/outra transition or animation of the Abbeyfield and Wesley logo.

BELFAST. GAA. FOOTBALL + HURLEY

Sports

Abbeyfield
Making time for older people

BBC ARCHIVE
00:42
Abbeyfield and Wesley logo transitional opening.

3

BBC ARCHIVE
05:17
Coverage of the Club Orange Championships, from Balmoral Golf Club, South Belfast.
From: "Balmoral Golf Club, South Belfast" (1968)

BBC ARCHIVE
05:17
Report on the practice sessions ahead of the forthcoming North West 200. Includes an interview with John Hartley.
From: "Ahead of the forthcoming North West 200" (1968)

1

BBC ARCHIVE
00:28
Rally racing: dirt roads circuit.
From: "Circuit of Ireland rally racing GV5" (1969)

3

BBC ARCHIVE
00:21
County Down Horse racing, winning lap.
From: "Horse racing at Downpatrick Racecourse" (1969)

BBC ARCHIVE
01:23
Footage of the game of cricket held in northern Ireland in the late 60s.
From: "Cricket" (1969)

jevv

Travel & Transport

Abbeyfield
Making time for older people

BBC ARCHIVE
00:23
Abbeyfield and Wesley Logo transitional opening.

1

BBC ARCHIVE
01:46
M1 Motorway. Diggers working around a raffish house.
From: "Completion of M1: delays in presence of single houses"

2

BBC ARCHIVE
01:46
Interior and exterior shots of Ulster Prince vessel of sea and cabins and lounges. Captain looking out to sea and officers on the bridge.
From: "MV Ulster Prince" car ferry, launched by Harland and Wolff." (1967)

3

BBC ARCHIVE
01:03
Vehicles have difficulty with snow in Gleshane Pass.
From: "Snow ploughs and gritters take to the roads" (1968)

BBC ARCHIVE
00:23
Woman passes her test and exchanges 'L' plates for 'R' plates.
From: "Driving: Introduction of 'R' Plates" (1968)

BBC ARCHIVE
00:20
Footage of Motorway accident in Northern Ireland.
From: "Motorway accident - lorry container overturns." (1969)

XCHRISTMAS

Pitch Deck: Notes and listings

4 5 6

FLIGHTS AVIATED

Abbeyfield
Making time for older people

Pitch Deck: Notes and listings

Big freeze. **CHRISTMAS - YORK STREET**

BIG SNOW.

CAROL SERVICES. SHOP WINDOWS NATIVITY

Winter wonderland **LAND** **GRAPHIC TITLE**
Society & Culture

Carpe mit Lammis fair

Abbeyfield
Making time for older people
USER GUIDE

Demo Video

Planning Demo Videos via SnapChat

In Week 10 Andrew and I had a discussion on SnapChat to plan how to progress after the pitch. As a team we thought it best that I would create a Demo Video for the Creative Director to review. The video would showcase 3 alternative ways of opening and closing clips. We agreed while I am editing, Andrew would update the Spreadsheet containing the video details and make a start on the user guide. The user guide will detail events within each video with the dates and location. Cartwright (2012) producing a first version of a project can outline faults in the project which can be corrected in the outcome. Finding issues at the start with a demo video will save time when creating the final videos, as the team will know what not to include. However, reflecting on communication, the discussion should have been on Basecamp rather than SnapChat. Noting and detailing the work could have been listed on Basecamp to ensure nothing was missed.

Basecamp: Planning Work

Updates/changes for Thursday.

AB Andrew Brown · Nov 30 · Notified 1 person

Jack

Just putting what we talked about on Tuesday for Adrian and Claire to see.

For Thursday we'll have the spreadsheet updated and improved so we can send it off to Sally, this includes making all the changes mentioned during the pitch which are:

- Cutting content that isn't relevant.
- The inclusion of content that Abbeyfield & Wesley want to see.
- Find more footage/alternative footage of interesting clips we've already found.

Then alongside this, we want to have a trial/demo video for Adrian and Claire to see on Thursday on one of the topics that didn't need any changes. In this, we want to test the different types of question/pause graphics that will be used to prompt reminiscence and encourage discussion. The video should include:

- Opening and closing transitions that utilise the Abbeyfield & Wesley logo.
- Make use of content that Abbeyfield & Wesley have green-lit.
- Have title cards/prompting graphic cards that allow for reminiscence/discussion.

Finally, Abbeyfield & Wesley requested a guide/informative document that will explain the topics and the clips of each video for those who will be using the video. This document should include:

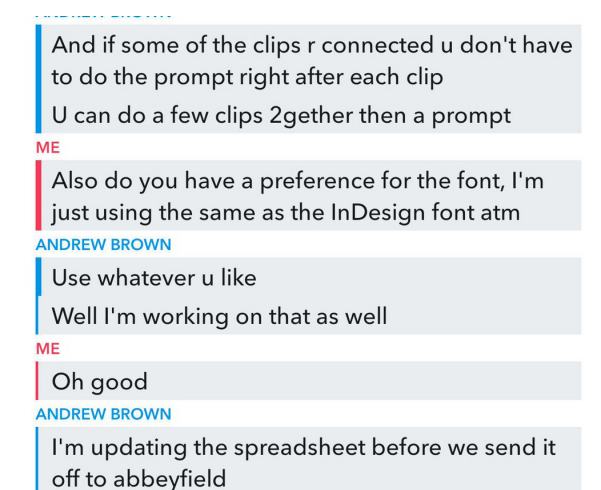
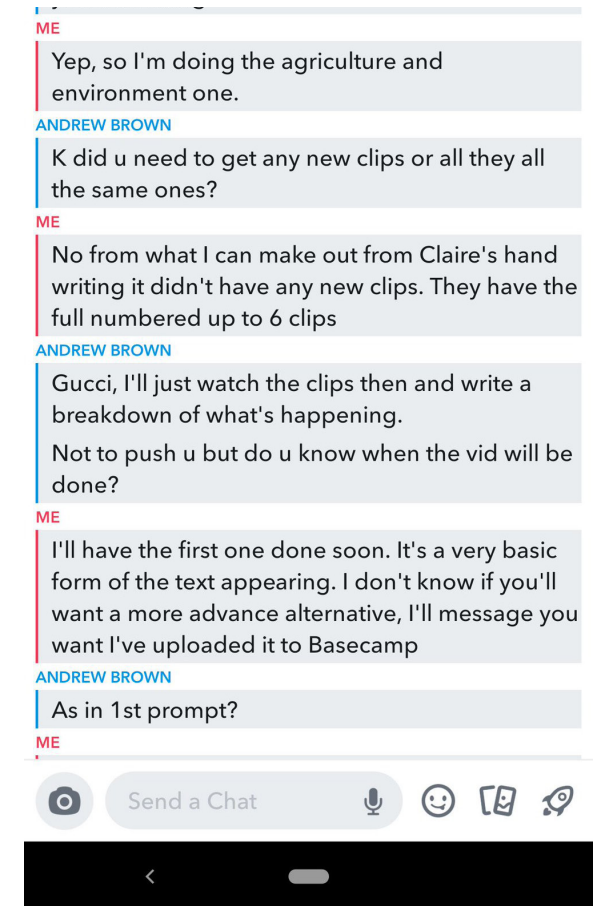
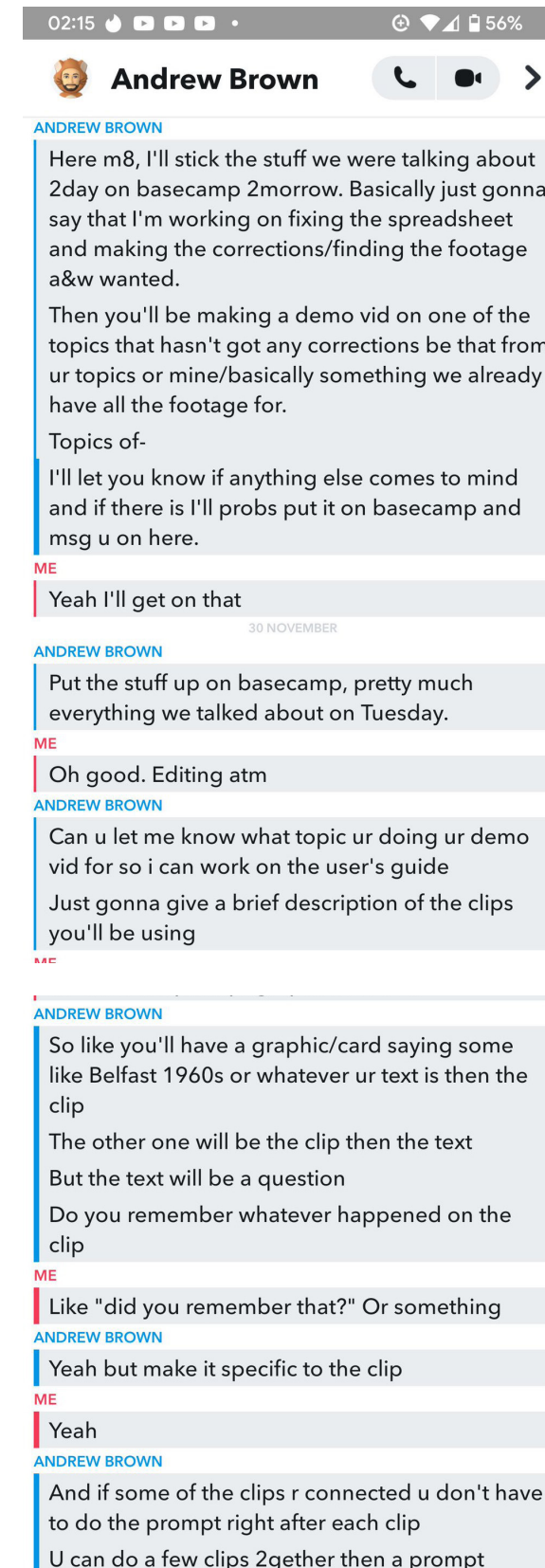
- A breakdown of every video and explain each topic.
- A quick and easy explanation of all the clips that will be shown, detailing where it was, in what year and even a short description of what is happening in the clip.
- Explain/detail the prompts, showing what they will say and when they will appear (before/after a series of clip/s).

Hopefully, this makes everything clear, I'll also be adding a to-do list breaking everything down into easier tasks and distributing the work between us. If you got any questions either let me know below or message me.

Andrew.

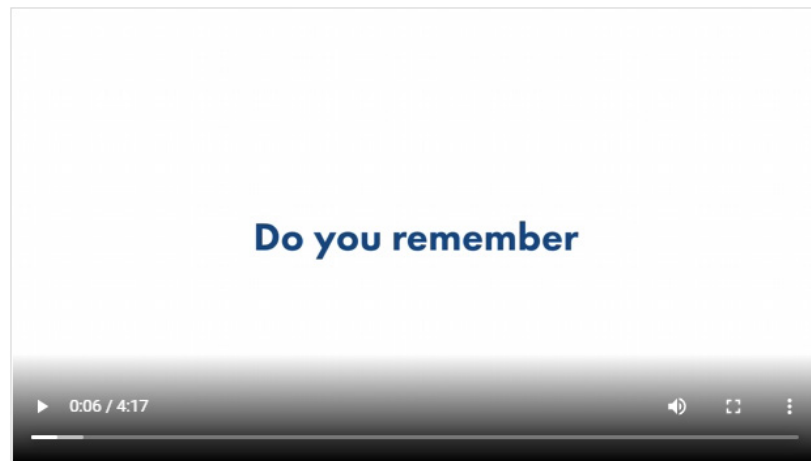
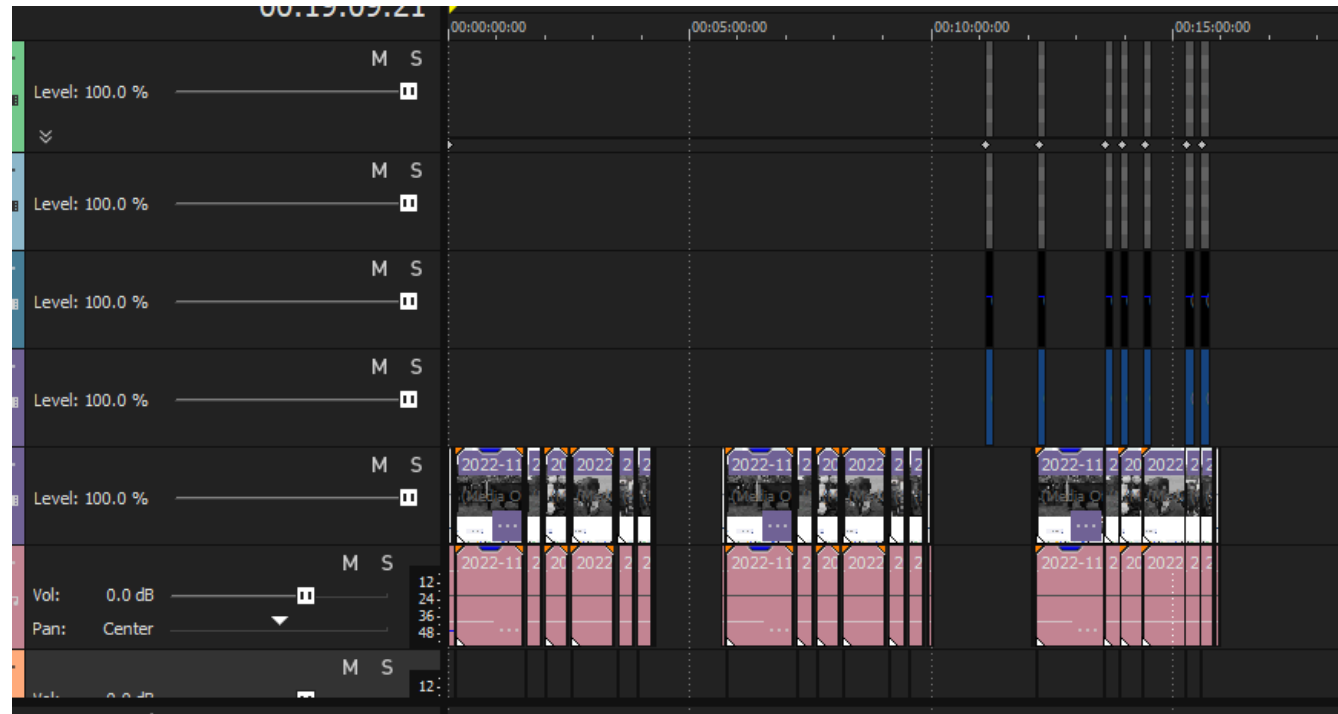
Demo Video

SnapChat: Planning Work



Demo Video

Demo Video Edit and Graphics (Vegas Pro)



Demo Video

Creative Director Reviewed Demo Content

After the Creative Director reviewed the teams work, he thought it best that a Style Guide should be made. The team will have separate content to edit, it was important that the same resources were used, therefore, the video would have a consistent theme throughout. Matsuo et al. (2002) creating a consistent theme throughout a project is crucial when designing a professional form of content. In addition, the team meeting concluded the video would have 3 different title/prompt cards as an opening to new clips. This would make the video contain a variety of presentations to showcase a higher quality of editing skill. From this experience I learnt that a team working on a project should have rules and notes, as they can aid the editor when they are having issues.

Style Guide for Editing in Premiere Pro

Style Guide

Andrew Brown - Dec 1 - Notified 3 people

Abbeyfield & Wesley Opening and Closing Transitions
Both videos on Basecamp.

- Opener - 5 seconds length - Premiere Pro default fade in transition.
- Closer - 5 seconds length - Premiere Pro default fade out transition.

Font
Trebuchet MS - Lucida Grande
download link: <https://www.cufonfonts.com/font/trebuchet-ms-2>

Colour
Title Primary: Abbeyfield Blue - #264476
Title Secondary: Abbeyfield Gold - #fb8720
Text - White: #000000

Example:
(Opening Prompt)
Balmoral Show (1955) - Title Primary
Location - Title Secondary

(Closing Prompt)
Do you remember? - Title Primary
Question specific to clip - Title Secondary

(Clip Card)
Title & Date - Title Primary
Explanatory text - Text

Transitions
*Use default transition timings for now (Subject to change).

(Between clips)
Transitions - Dissolve - Film Dissolve

(Transition into prompt)
Transitions - Dissolve - Dip to white

(Transition from prompt)
Transitions - Dissolve - Dip to white

(Transition for card prompt)
Transitions - Dissolve - Film Dissolve

Prompts
Use a mixture of different prompts throughout the video. Ensure the prompt edits mentioned above are used so all prompts are uniform.

(Start/end prompts)

- White background
- Primary Title colour for 1st line/primary text
- Secondary Title colour for 2nd line/secondary text

(Start prompt)

- Length: 5 seconds

(End prompt)

- All transitions are film dissolve
- Length: 10-15 seconds

(Card prompt)

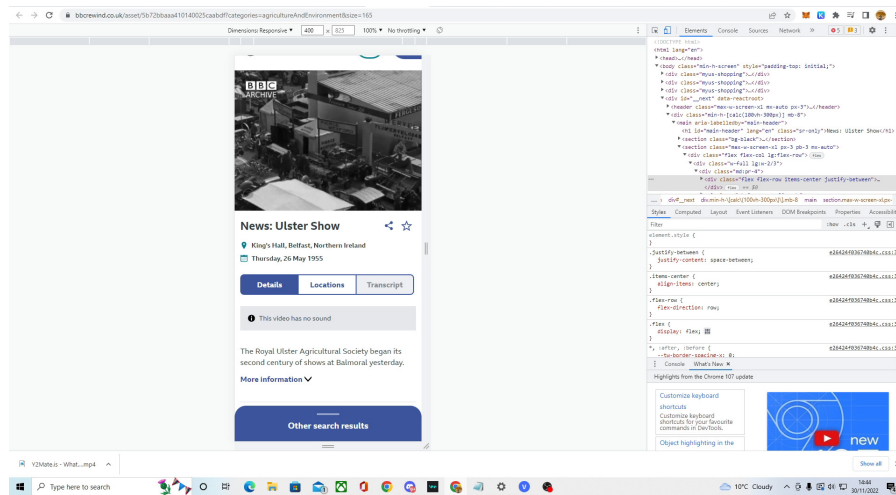
- Low opacity black background (70%)
- Primary Title colour for title text
- Text colour for text.
- Length: 10-15 seconds

Editing the Videos

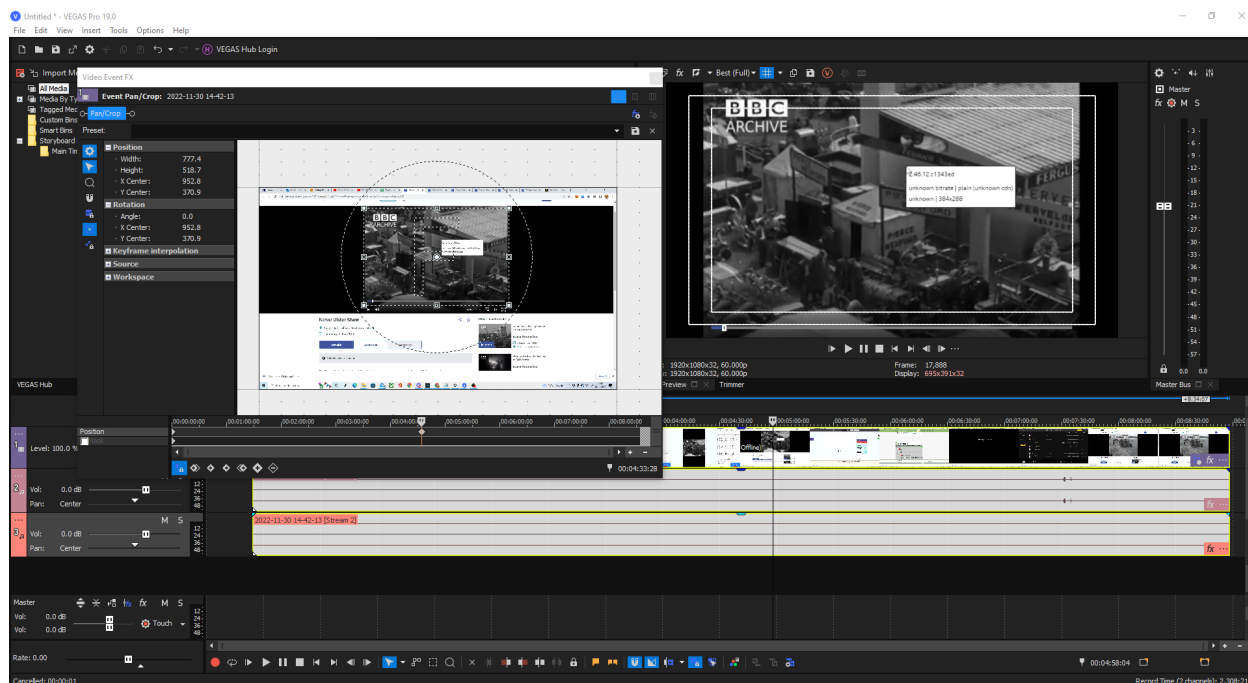
Accessing BBC Rewind's Footage

Coming into Week 11 with the task to edit our final videos for Abbeyfield and Wesley, I began by screen recording each video on BBC Rewind's website, as locating the videos download link through the source code was not efficient on timing. Once each video was recorded, I brought them into the editing software Vegas Pro and cropped the content to only have the necessary preview. It necessary to do it this way as the play button on timeline appeared when the video was in Fullscreen mode on BBC Rewind's website. If I had more time on the project, instead of screen recording each video I would ask my team to assist me in collecting the content.

Trouble locating Video link in source code



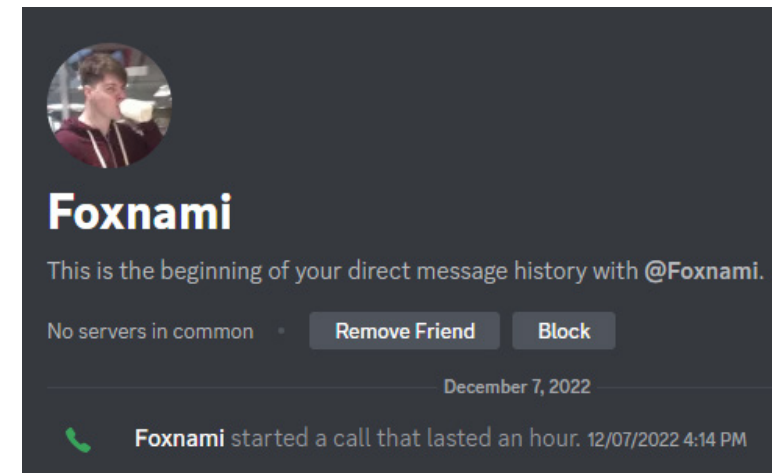
Cropping Video in Vegas Pro:



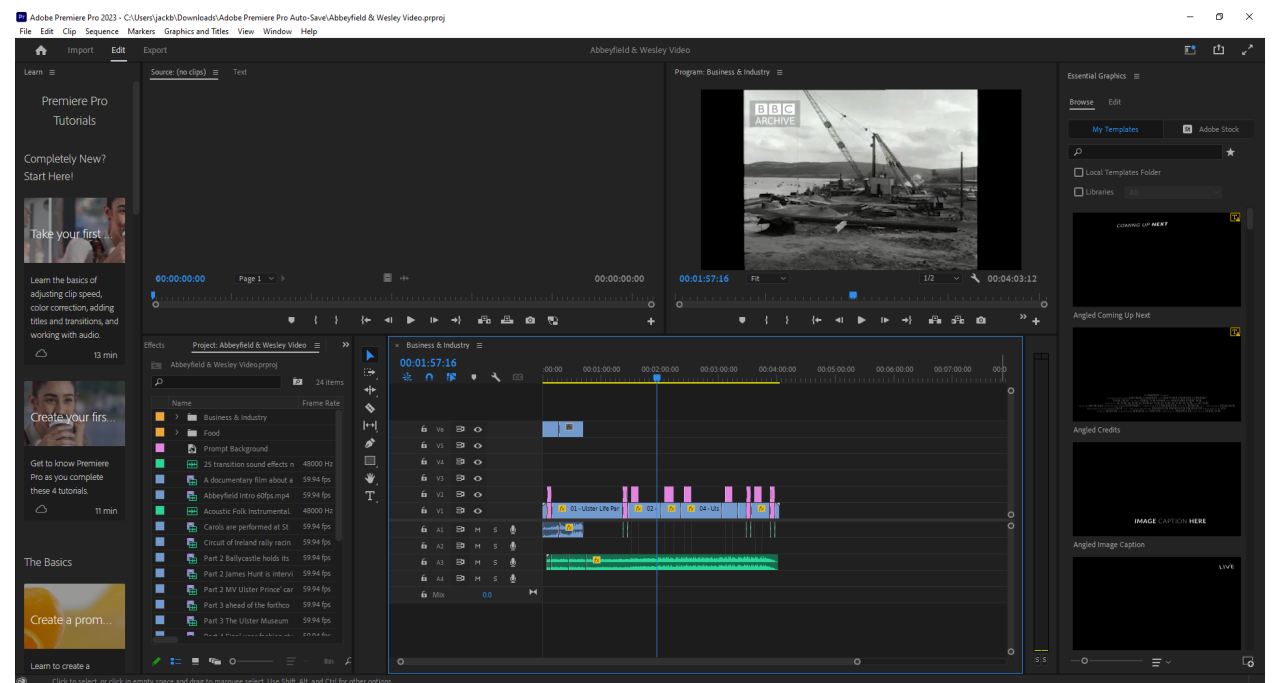
Editing the Videos

Adobe Premiere Pro

Andrew did not have access to Vegas Pro to create the editing resources. As a result, the team used a different editing software, Adobe Premiere Pro. The team needed to be using the same editing software to use the same resources for the identical theme objective. Due to myself only having basic knowledge using Premiere Pro the Team had a meeting in a Discord call, where screens could be shared so Andrew could aid my understanding of using the editing resources he had made. Grimbsy (2019) stated online team meetings for tutorials can aid creators in developing their work due to the content being reviewed live. To reflect on this, I wish I had more experience on Premiere Pro as the time spent editing would have been shorter. However, from this experience I have developed skills using Premiere Pro due to the long hours editing the 5 videos.



Editing in Premiere Pro:



Editing the Videos

Graphics and Style

Opening title Prompt and Closing Question:



Animated Graphic Prompt Opening each Video:



Editing the Videos

Graphics and Style

Detailed Prompt:



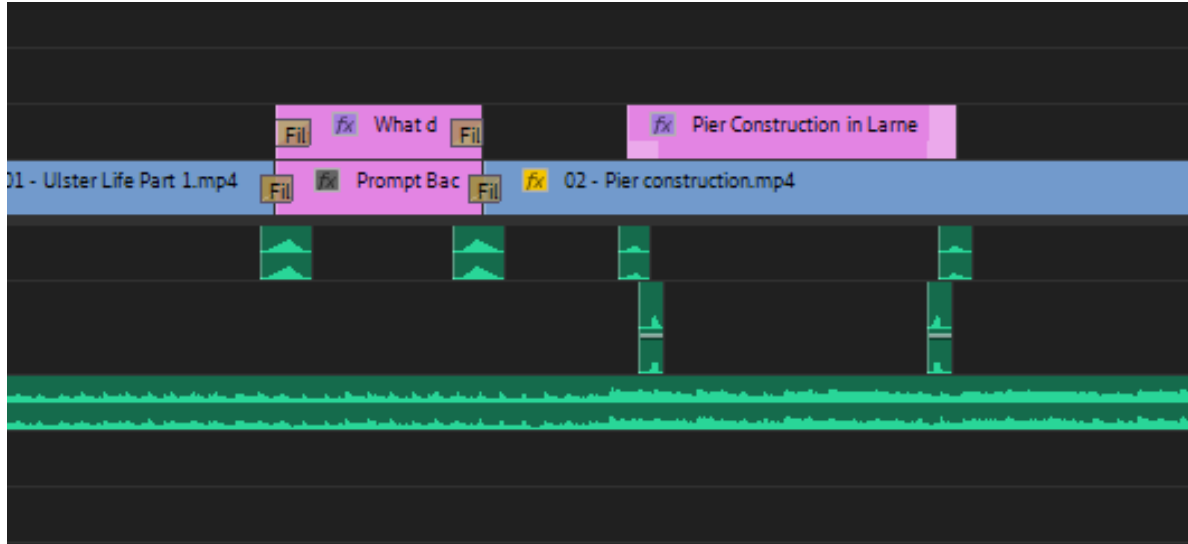
Abbeyfield & Wesley Opening and Closing Graphic:



Editing the Videos

Sound Effects and Transitions

Music and Sound Effects: Flash/Wave Sound Effect



Sound Effect used with "Fade to White" Transition:



Editing the Videos

Located Editing Resources on Basecamp

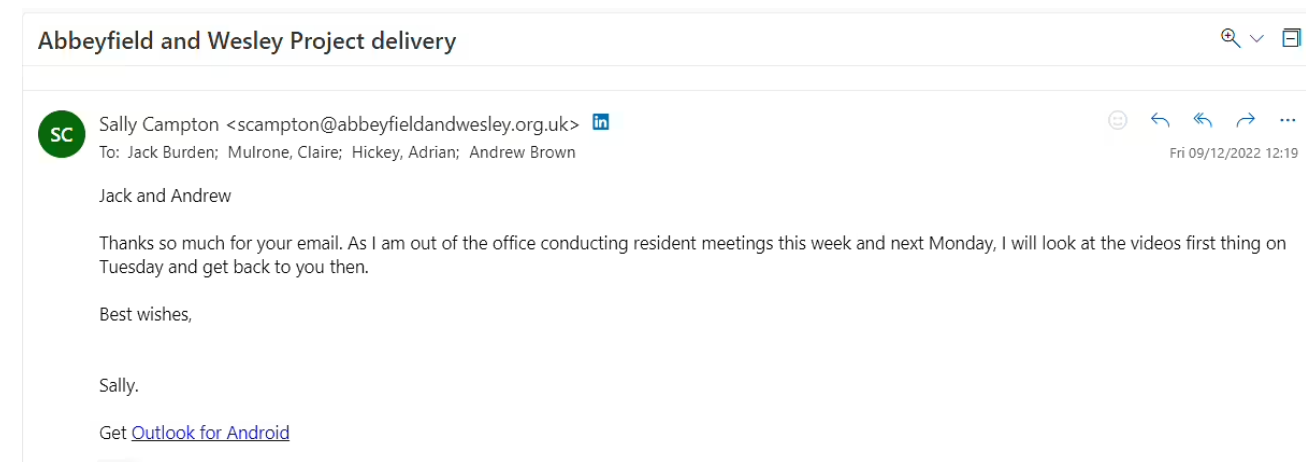
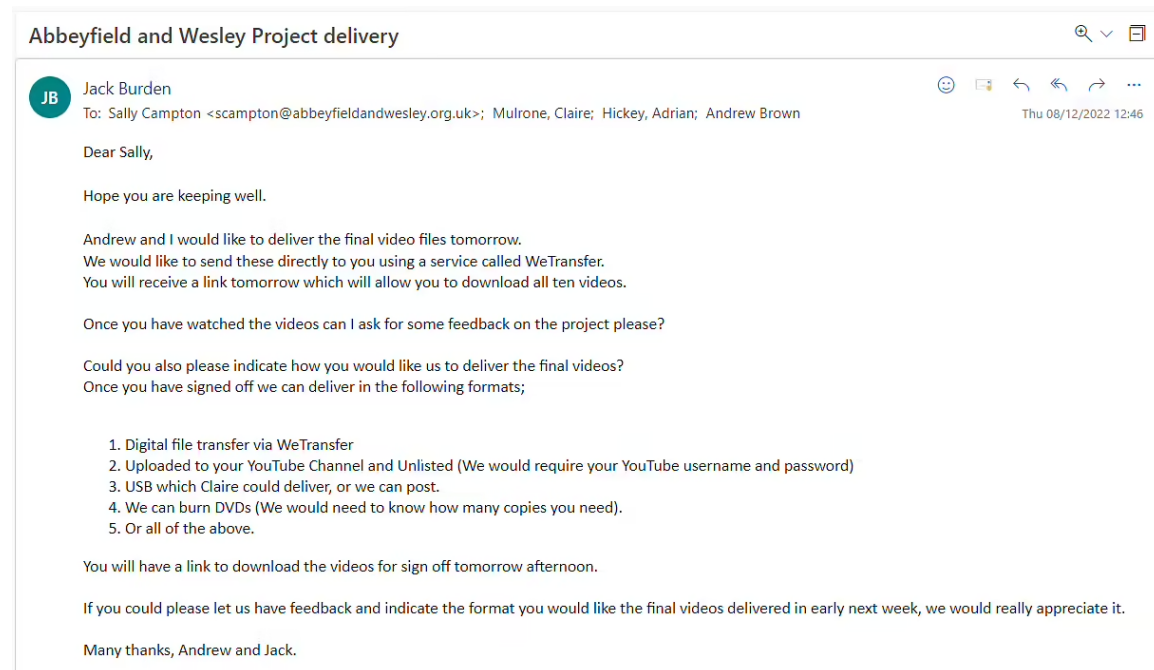
Folder with all content needed to edit:



Finalising Video

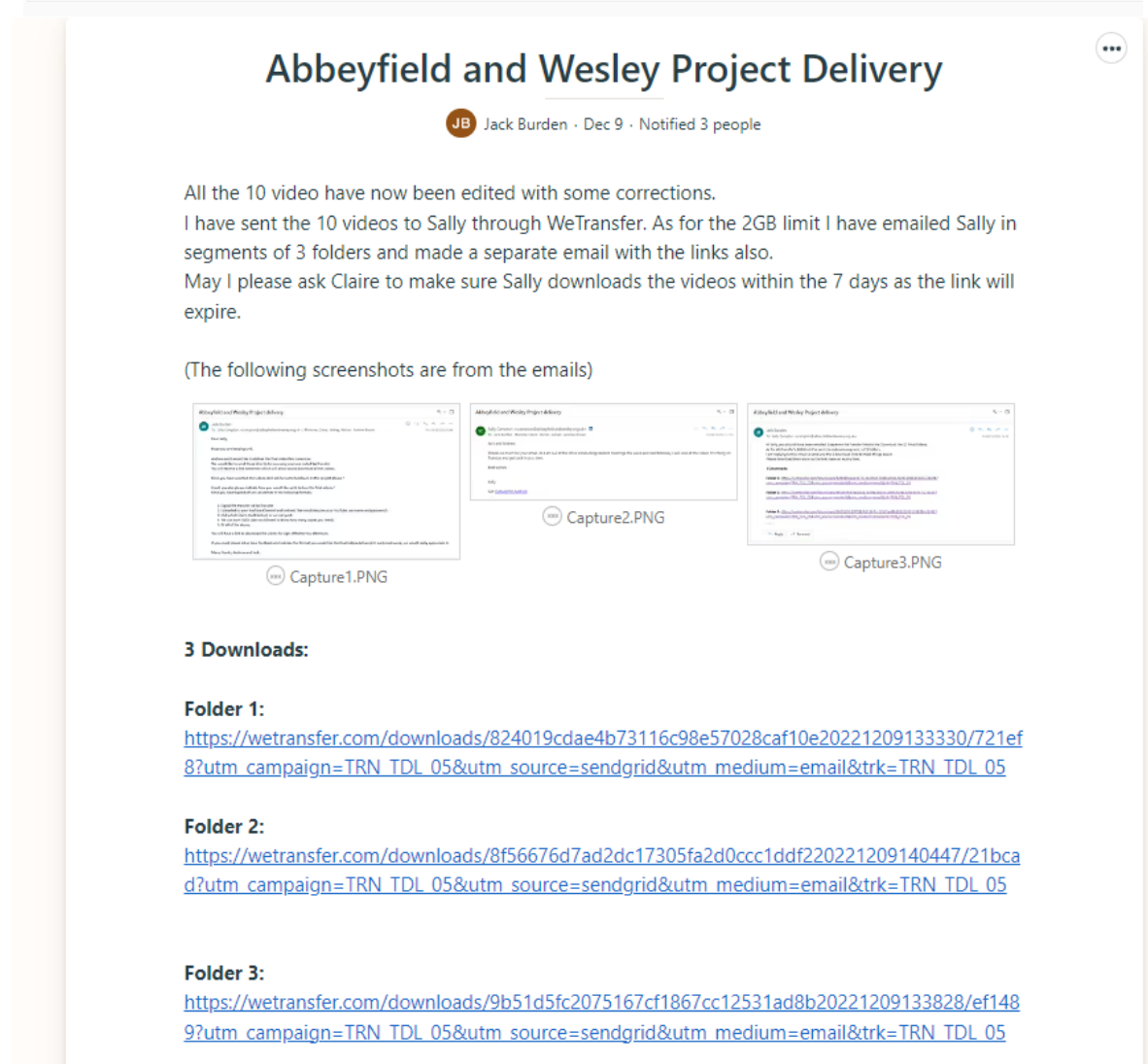
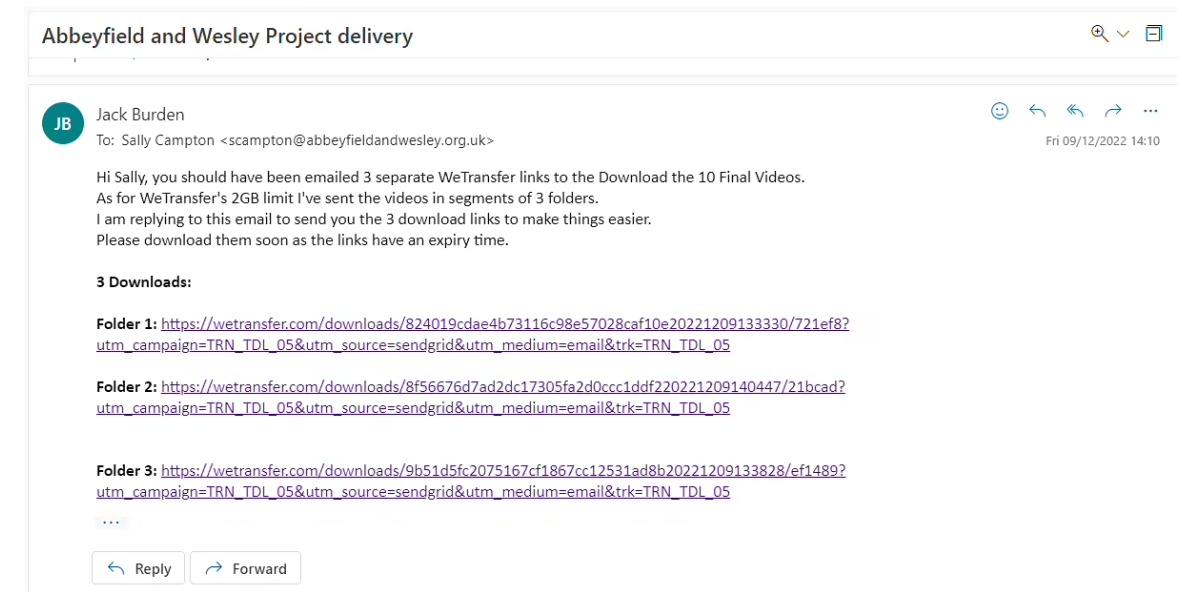
Video Reviewed

On Thursday the team had all the 10 videos completed. The Creative Director reviewed the worked, and after a group discussion we discovered small errors from my editing of the animated prompt cards. We agreed I would fix these issues and composed an email for the Community Partner to let them know the videos would be sent the next day. According to Leirpoll et al. (2017) when finalising an edit of a video, reviewing over the content is a clever method of finding faults in footage. The videos were emailed via WeTransfer, however, due to the 2GB limit the videos needed to be sent in 3 separate folders. I composed another email on Friday linking each of the downloads to help the Community Partner located the downloads. In future, when editing for a client I will make sure to properly review over the content before finishing for the day.



Finalising Video

Video Reviewed



Final Week: Challenges

Week 12

In the team's final week our Project Manager stated on basecamp that the Community Partner was going to send feedback on the project on Tuesday the 13th of December. However, the feedback was emailed to us late in the afternoon, as a result the team had a challenging time completing the corrections due to the sign off date being the 16th of December. Thankfully I was able to dedicate my time fully to the project as I had completed the separate assignments early. However, stress to complete the tasks arose as Andrew was still working on both of his assignments due on the same day.

In addition, some of the feedback the Community Partner emailed was contradicting to the pitch outcomes that was agreed upon. In the feedback we had been asked to colourise the black and white clips and add sound to the archive videos that did not have any. However, the team is not experienced or skilled in adding colour to old footage and the Creative Director added the process of adding colour would not be possible by the deadline. Furthermore, as BBC Rewind did not upload sound to some clips the team is unable to recreate it. Lastly the team was asked to make the videos longer, as a response we concluded that we have been guided by the choices at the pitch and have used the agreed four minutes maximum.

On the 15th of December the Project Manger emailed the Community Partner stating the corrections that were going to be made for the deadline at 5pm the next day.

The corrections included:

- Increase the sound of the audio across all the videos.
- Identify a different royalty free piece of more upbeat music.
- Creating Conversations Logo.
- Reword messages and identify more appropriate text.
- Adjust subject title animation to start of each clip.

Follow ups to corrections made:

10/10 completed

Feedback To-Do List

Add a to-do

- ✓ Complete Notes
- ✓ New Music 📄
- ✓ Move title text to start
- ✓ Remove "Do you remember" use other text 📄
- ✓ Add extra logo 📄
- ✓ Audio turned up across all
- ✓ Science & Technology 📄
- ✓ School Days 📄
- ✓ Travel & Transport 📄 1
- ✓ Sports 📄 1

Final Week: Challenges

Follow ups to corrections made:

- **Great Victoria Street train - Video.** (The bus station is commonly known as the Europa bus station, so perhaps reword the question "Have you ever taken a train to/from Great Victoria Street or the Europa bus station?")



Jack Burden

I have added in more detail where I can regarding the topics she's noted. However, the things she is asking for is not mention in the achieved site. I will mark this as completed.



Notes

- **Rally - Notes** (*what is GVS?* Again, a bit more narrative detail would be helpful – when and where was the rally?)
- **James Hunt - Video** (great clip but could audio be louder?)
- **Football - Video** the info says Northern Ireland FC. Should this be team? Spot the famous player(s)!
- **Hurling - Video** can the audio volume could be louder?



Jack Burden

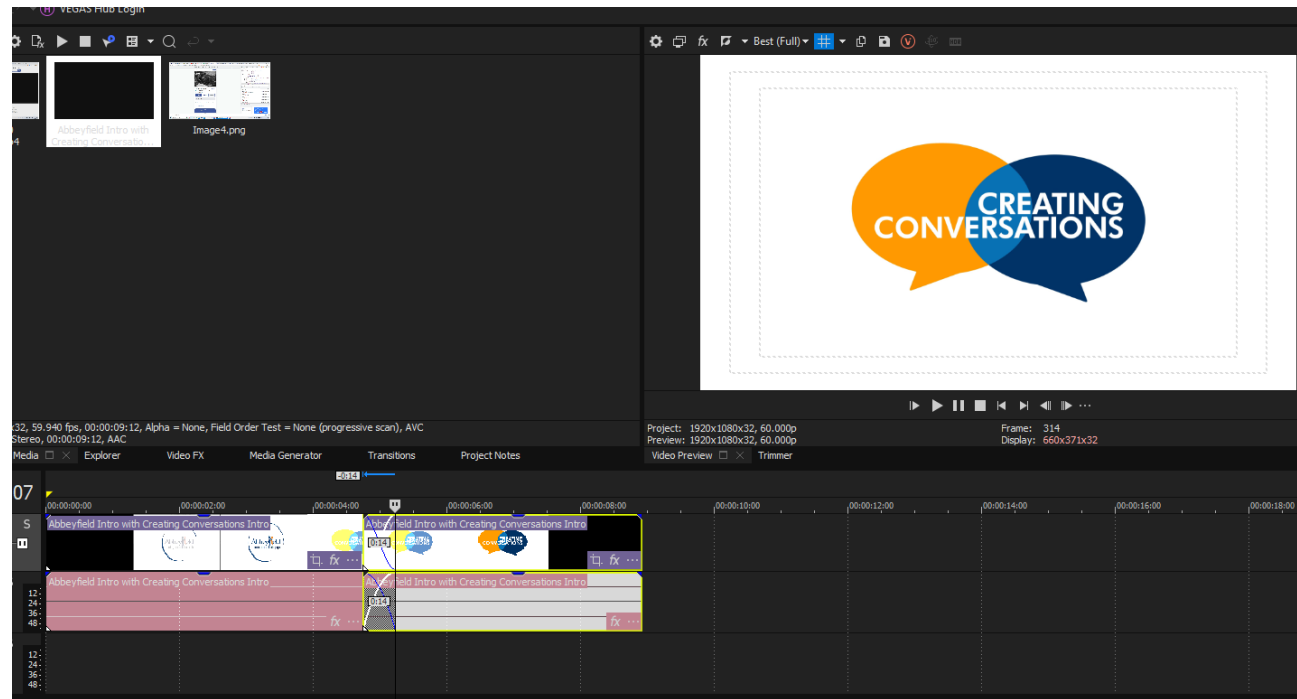
Follow up to rally notes - The location is unknown, I will just explain what GVS or reword the notes



Final Week: Challenges

Statements to corrections made:

When including the Creating Conversations Logo for the introduction to each video, I thought it best to reedit the Abbeyfield & Wesley Introduction. Made a new animated opening for the new logo, to play after the A&W animation is completed. This was done due to their being 10 video edits needing corrections. Having the exact duration of an opening ready to use will save the team time in the editing process.



I've added Abbeyfield Intro with Creating Conversations Intro

JB Jack Burden · Dec 15 · Notified 1 person

Abbeyfield Intro with Creating Conversations Intro is in one MP4 file to make things easier. It is in editing recourses.

Abbeyfield Intro with Creating Conversations Intro.mp4



Final Week: Challenges

Statements to corrections made:

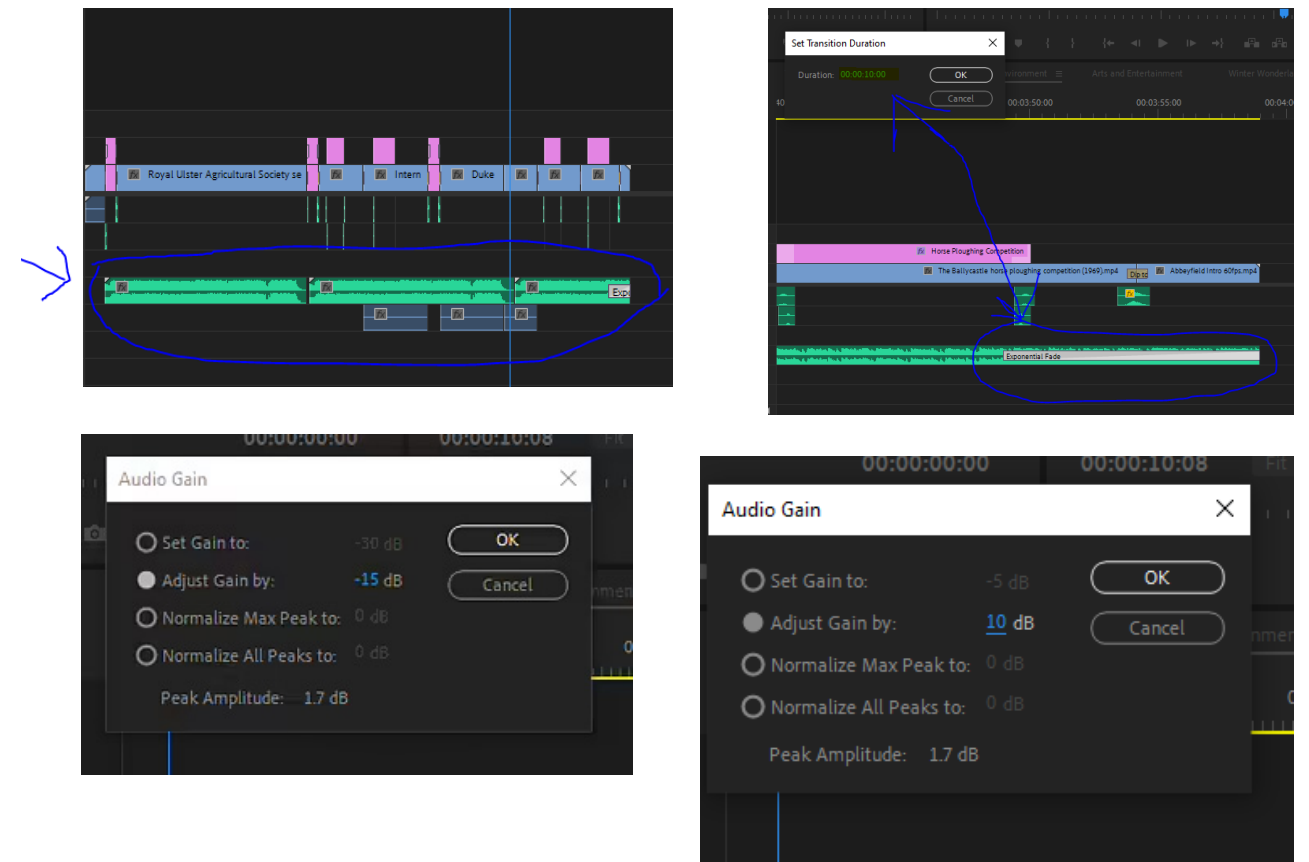
When adjusting the audio and transitions I made a new instruction on the message board. The instruction was to ensure that each team member's edit had the same audio for consistency. Furthermore, I another instruction to loop the new music audio.

Music and sound effects Update

JB Jack Burden · Dec 15 · Notified 1 person

The new music we have isn't long enough for 4 minutes so we are going to loop it. at the ending add a fade.

Adjust Music audio by -15db
Increase Sound effects by 10db



Final Week: Challenges

Statements to corrections made:

5 topics corrections made

JB Jack Burden · Dec 16

I've made my edited corrections for my 5 topics and uploaded them.
I'm going to move onto the user guide and add in details that need completed.
After that is done (depending on time) I will look at Andrew's 5 videos and help him out.



Editing User Guide:

When adding my 5 topics I edited to the User Guide I needed to include every detail about each clip. I had to include what was happening in each clip, along with the location (if available). Each topic took nearly an hour each to complete. The task was difficult to finish as time progressed. Nonetheless, I did get all the topics done. I received the User Guide to edit the day before the deadline. According to Swink (2003) creators that finalise projects close to deadlines can develop limitations and stress, which would not have occurred if the content was completed earlier. If I were to do this assignment again, I would show more initiative in asking my team members for the content I need to complete. Editing the User Guide was completed very late at night, and the content should have been completed earlier.

User Guide Updated and Next Steps

JB Jack Burden · Dec 16 · Notified 1 person

I have added in my text for the 4 topics I had to do, and reworded some details of the agriculture topic due to the changes we were given.

The final things to do is Andrews side of the edits and his last parts of the User Guide.
Its past 5 in the morning at the moment so I wake up at 10 to help with Andrews edits if need be.
I've emailed Adrian regarding advice on how we should word our email when sending the videos off for the last time.

Final Week: Challenges

Guidance From Creative Director:

Question about Final/Send off Email to Sally

JB Jack Burden
To: Hickey, Adrian; Andrew Brown
Fri 16/12/2022 05:30

Good morning Adrian, Andrew and I are on our way to completing the project for the due date. I have all my side of the video corrections edited with my user guide text added. We just need to finish Andrews side of the videos and user guide which I can help with. Once we have all the content completed, how should we word the email to Sally? As it is the final submission, she won't be giving us anymore feedback, how should we tell her that the video edited is final?
Thanks.

HA Hickey, Adrian
To: Jack Burden; Andrew Brown
Fri 16/12/2022 08:41

Hi Jack

Send the videos and the PDF of the User Guide by We Transfer.
Then reply all to the email Claire sent yesterday and tell Sally that all the changes Claire outlined have been done and are in the WeTransfer. Say you hope they work well for everyone at Abbeyfield and thank her for the opportunity to work with her on the project.

That should do it

Adrian



Final Week: Reflections

Having experienced the challenges faced in the final week, in the future I would ask the client to list every detail of information that should be included for the project. Furthermore, originally the pitch was supposed to take place in Week 6 to 7, however, it was in Week 9. The Creative Director stated that more time should have been dedicated to the project during the first 3 weeks of the project, and I agree with his opinion. If the team had spent more time preparing and creating plans for the project, more time could have been spent on developing the videos instead of only 1 to 2 weeks. Nonetheless, this project was different to other student assignments. Therefore, reflecting on the content created, I think the final outcomes the team made was of a high standard considering the challenging aspects of the task.

Final Week: User Guide

User's Guide

Introduction

This user's guide will detail all the necessary information about the reminiscent videos created for Abbeyfield & Wesley to assist in their Tea & Memories programme. This guide will outline the different topics the videos will cover and provide short descriptions of each of the clips used along with explaining the prompt graphics that have been made to encourage/drive discussion and help start a reminiscent experience for the target audience.

Notable Features

All of the videos feature noticeable similarities to match the Abbeyfield & Wesley brand. We've made use of the blue and gold colouring from the logo for text to make the videos look like they belong as Abbeyfield & Wesley assets.

Another addition we added to the videos was a soft and simple backing track which was utilised throughout all the videos. This backing track can be found on YouTube [here](#). It is a free-to-use, no-copyright, royalty-free music track that we thought suited each of the topics best.

Agriculture & Environment

Brief Description

This first topic showcases agriculture and the environment around Northern Ireland from the time of the early 1950s through to the late 1970s. Key clips in this video include the Balmoral Show, Lady Dixon Park, and the Ballycastle horse ploughing competition.

Video Breakdown

The video opens with an opening prompt stating "**Balmoral Show 1955**", and then after showing a lengthy clip of the scenes/sights around Balmoral including the markets/popup stalls, a dog show, and the livestock market. This clip lasts for a total of **1 minute and 12 seconds**. This clip is followed by an ending prompt which reads "**Did you go to the Balmoral Show?**" prompting the viewers into reminiscent thoughts on the clip's subject.

The second clip is of a tractor harvesting crops and later a farmer stacking hay bales. During the clip, an onscreen prompt/card appears detailing the title of the clip and the date of its filming, the card reads "**Harvesting of Crops by Tractor, 1968**". This clip lasts for **20 seconds**.

The third clip shows Lady Dixon Park during the International Rose Trials of 1968, the clip shows around the park showing some of the flowers that are held within. During the clip, another onscreen prompt/card appears this time to state the location and a reminiscent

Final Week: User Guide

triggering question. The card reads "**South Belfast Lady Dixon Park, Have you ever visited the International Rose Trials? 1968**". The clip lasts for **27 seconds**.

There is an opening prompt before the fourth clip which reads "**Duke of Edinburgh visits Mahee Island 1968**". The clip shows just as the prompt reads which is the Duke of Edinburgh visiting/touring around a wildlife reserve where he was filmed looking at the wildlife through binoculars. This clip lasts for **43 seconds**.

The fifth clip shows a bunch of children having fun in snowy/icy conditions. The children are wrapped up in warm winter clothing and sliding down an iced-over slanted surface and later a snowball fight. An onscreen prompt appears to detail the clip's title and date of filming, it reads "**Northern Ireland Snowfall, 1968**". This clip lasts for **18 seconds**.

The final clip in this video is one showing the horse ploughing competition in Ballycastle. The clip showcases one of the contestants on their ploughing run and then later a young child sitting on top of a horse. This clip has an onscreen prompt that details the clip's title, location, and date, it reads "**Horse Ploughing Competition, Ballycastle 1969**". The clip lasts for **16 seconds**.

Arts and Entertainment

Brief Description

This video displays the Arts and Entertainment around Northern Ireland from the time of the early 1950s through to the early 1970s. Key reminiscence clips in this video include the Children Singing Dana's Eurovision Winning Song, Lammas Fair, Ulster Museum, College Art Show, Dancing in Rathlin (County Antrim) and Ray Reno and the Crescendos playing pop hits.

Video Breakdown

The video opens with an opening prompt stating "**Children Sing Dana's Eurovision Winning Song 1953**". The scene displays 8+ children singing from the same booklet. This clip plays for 31 seconds before following up with an ending prompt which reads "**Did you sing Dana's Eurovision song?**" prompting the viewers into reminiscence.

The second clip is from the **Lammas Fair (1971)** opening with the Bagpipes playing while a group of people dance. The clip is then followed up with sights/scenes of the animals (sheep and horses) and opened-for-sale stalls. This clip lasts for **27 seconds**.

The next clip displays the **Ulster Museum New Galleries (1971)**. The opening begins with a wide shot of dresses as the camera pans in on the men discussing the Museum's new scenery. Sights/scenes include the building's new outside entrance, art exhibits and illustrations. This clip lasts for **51 seconds**.

The fourth clip is from a **College Art Show in Belfast (1973)**. The clip contains students being interviewed and discussing their clothing designs. The first scene displays a student

Final Week: User Guide

modelling for one of the many dresses displayed onscreen, while the second student introduces his suit. This clip lasts for **37 seconds**.

The fifth clip is footage from **County Antrim in 1957** displaying **Dancing in Rathlin**. The first few seconds of the clip show a group of men sitting in a pub as the scene then transitions to men and women dancing in a large hall of people. The sound and sights are reminiscent of the style and culture of 1957 in Northern Ireland. This clip lasts for **42 seconds**.

The final clip is a concert by **Ray Reno and the Crescendos playing pop hits in 1964**. The first few seconds of the clip begin with children singing a church hymn before transitioning into the concert. The concert contains the same group of people crowded together dancing to the music on the stage. Further camera shots of the instruments and a view of the stage are included. This clip lasts for **31 seconds** before the closing of the video.

Business & Industry

Brief Description

This video focuses on the businesses and industry sectors of Northern Ireland and showcases some of the key areas that might spark a reminiscent experience from viewers having worked there or have a close family member or friend who worked there. Some of the key clips include the Belfast Docks, Timber Mills, and Linen Weavers.

Video Breakdown

The first clip has an opening prompt that states "**Belfast Docks 1953**", this prompt sets the stage for the footage that follows which is men working at the Belfast Docks on a new ship, the clip showcases many of the different tasks that were undertaken by the shipbuilders. The clip closes with a prompt that hopes to trigger discussion or a reminiscent experience by posing the question "**Have you ever been to the Belfast Docks?**". The clip lasts for **1 minute and 12 seconds**.

The second clip shows a pier extension being constructed in Larne, it showcases men working on various tasks at the construction site. During this clip, there is an onscreen prompt that details the clip's title and date of filming, this prompt states "**Pier Construction in Larne, 1954**". This clip lasts for **32 seconds**.

The third clip shows men working in a timber mill, they are using a bench saw to cut a large plank of wood in two. During the clip, there is an onscreen prompt that details the clip title along with a discussion/reminiscent triggering question that states "**Timber Mill, Do you remember Hurricane Debbie? This saw mill helped create wooden houses after the storm.**" This clip lasts for **18 seconds**.

The fourth clip shows a linen weaver in Lurgan, the clip shows men working wool into linen using the technology of the day. During the clip, another onscreen prompt is shown that details the clip's title and date of filming that states "**Lurgan Linen Weavers, 1953**". This clip plays for **40 seconds**.

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The fifth clip is of a linen plant in County Down, this clip shows women working in the plant using more technologically advanced equipment than the men in the clip previous. This clip also has an onscreen prompt that states "**Linen Plant in County Down, 1968**". This clip lasts for **16 seconds**.

There is a small clip which showcases women making shirts within the Pendragon Shirt factory which only lasts for a few seconds following the previous clip. At the end of the clip is a prompt that states "**Did you ever work in a linen and shirt factory?**". The clip lasts for **8 seconds**.

The final clip is of Ormeau Bakery in Belfast, the clip shows in and around the bakery showing the process that they use to make bread. During the clip, there is an onscreen prompt that states "**Ormeau Bakery, 1970**". The clip ends with a closing prompt that poses a question to trigger a reminiscent experience or encourage discussion, the prompt reads "**Did you ever get pastries from Ormeau Bakery?**". The clip lasts for **18 seconds**.

Food

Brief Description

This video showcases various memorable clips regarding food that will hopefully spark a reminiscent discussion between viewers. Some of the memorable moments from this video include the Belfast markets, Inglis Bakery and the baking of bread, and bottled/glassed milk and milkmen.

Video Breakdown

The first clip shows fruit and vegetables arriving at a market, the clip shows the different shows of fruit and vegetables that were readily available at the time alongside how they were handled/packaged at the time. The clip has an onscreen prompt that states "**Fruit and vegetables at market, 1970**". The clip lasts for **43 seconds**.

The second clip is of the Belfast markets. There is an opening prompt that states "**The Markets Belfast 1973**". The clip shows a wide variety of fruit and vegetable goods out for sale along with the vendors and customers. The clip closes with a prompt that asks "**Have you ever been to the markets?**". This clip plays for **49 seconds**.

The third clip is of Inglis Bakery, it shows the process of bread being made and some of the many stages the dough must go through before being ready. The clip has an onscreen prompt that reads "**Bread being made, Inglis Bakery**". The clip lasts for **1 minute**.

The fourth clip opens with a prompt that states "**Do you remember getting glassed milk?**". The clip showcases milk being bottled and prepared for delivery. This clip lasts for **9 seconds**.

The fifth clip is of James Perry who was awarded Milkman of the year in 1975. The clip shows James in his milk van making deliveries and speaking with residents. There is an onscreen prompt to detail the clip's title, description, and date, it reads "**James Perry,**

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Milkman of the year 1975. The clip ends with a closing prompt that reads "Do you remember your milkman?". The clip lasts for 39 seconds.

Health

Brief Description

This video showcases some memorable occasions that occurred in Northern Ireland about the topic of health. A key clip of this video is the opening of the Royal College of Nursing. This video also includes some older forms of medical practice that some of the viewers may be familiar with, along with the old style of ambulances that were used in Northern Ireland years ago.

Video Breakdown

The video opens with a prompt that introduces the first clip which states "**Royal College of Nursing 1954**". The clip has an onscreen prompt that states the clip's titles and a short description "**Royal College of Nursing, Opening ceremony for the new Royal College of Nursing opened by the Duchess of Kent in 1954.**" This clip plays for 25 seconds.

The second clip opens with a prompt that states "**Can you remember what the old nurse uniforms looked like?**" The clip that follows shows a group of nurses walking outside Altnagelvin Hospital. The clip lasts for 7 seconds.

The third clip shows a new medical library with several nurses who are all making use of the books. This clip lasts for 14 seconds.

The fourth clip opens with a prompt that reads "**A cure for sprains 1964**", this clip showcases a man's gift to cure sprains, which was passed on to him from his mother in which he cures the sprain by rubbing the pained area three times. This clip lasts for 57 seconds.

The fifth clip has an opening prompt that reads "**New techniques in burn care 1970**", as the prompt reads the clip showcases new forms of burn care that were developed during the period which has the doctor wrapping the patient's hand in some cloth before pouring water inside the cloth then after doing the same with the patient's foot. The clip closes with a prompt that reads "**Are there any medical procedures you remember getting?**" The clip lasts for 33 seconds.

The sixth clip has an onscreen prompt which provides some descriptive text of what the clip is along with a date of filming, it reads "**New American style ambulance, 1968**". The clip shows the outside and inside of the ambulance. The clip plays for 20 seconds.

The seventh clip is of a newer ambulance with a very recognisable siren driving down the road towards the camera. There is a prompt card at the end stating "**Were you ever in one of those ambulances?**".

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School Days

Brief Description

This video will take the viewer down memory lane to their childhood or memories of their children's childhood. The video shows scenes of an old bus, a school in Londonderry/Derry, children on school trips, and school plays.

Video Breakdown

This video opens with an opening prompt stating "**Do you remember your School Days?**". The clip that follows is of Londonderry/Derry schoolchildren making models of a redevelopment area. The film shows the nuns that are taking care of the children whereafter the clip shows a wall of children's drawings. This clip lasts for 21 seconds.

The second clip opens with a similar prompt to the first, this time stating "**Did you have to get a school bus or did you walk to school?**", following this prompt is a clip of a stationary school bus packed full of children waiting to go to school. The clip also shows the bus driver and then the outside of the bus where the children can be seen through the windows. This clip lasts for 24 seconds.

The third clip is of children spending the day with the Royal Irish Rangers, the boys are being shown how to handle weaponry which the rangers demonstrate by firing a machine gun and then allowing them to do also. During the clip, there is an onscreen prompt that states "**School trips, These schoolboys spent the day with the Royal Irish Rangers**". This clip plays for 22 seconds.

The following clip is of children attending a boat show in Enniskillen, during the clip children can be seen observing the boats. An onscreen prompt details what is happening onscreen also, stating "**Boat show, These school children attended a boat show in Enniskillen**". The clip ends with a closing prompt that reads "**Where did you go on your school trips?**". This clip plays for 21 seconds.

The next clip is of Lord Windlesham playing with children in a newly opened playground in the Short Strand area. The children are chasing a ball which is being thrown around, a later scene shows the lord taking a child down a slide while parents look on. There is also a scene of children on swings. An onscreen prompt reads "**Playground in Short Strand, Lord Windlesham opens a playground in the Short Strand area.**" This clip plays for 21 seconds.

The final two clips are introduced by an opening prompt that states "**Were you ever cast in a lead role in your school play?**", following this is a clip of a group of children performing an adaptation of Oscar Wilde's play: The Happy Prince, at the Royal Children's Hospital in Belfast. There is an onscreen prompt that provides this information for the viewer as well, it reads "**The Happy Prince, Children performing an adaptation of Oscar Wilde's play, the Happy Prince.**" This clip plays for 59 seconds.

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The final clip is of children making a film on the life of Sir Hugh O'Neill, this is stated in an onscreen prompt which reads **"A Medieval Pageant, These children made a film on the life of Sir Hugh O'Neill."** The footage shows children acting out scenes with a boy blowing a trumpet, girls wearing old style dresses and boys in old style clothing as well. This clip lasts for **23 seconds**.

Science & Technology

Brief Description

This video provides a brief window into the past, showcasing some of Northern Ireland's old technological and scientific treasures. From the aircraft development of the Shorts Bros to the last-ever radio programme of Duncan Hearle for Radio Ulster.

Video Breakdown

This video begins with an opening prompt to introduce the first section of the video which is based on the Short Brothers. The prompt reads **"Do you remember the Shorts Bros planes?"** Following this is a clip of an experimental research plane created by the Shorts Bros in 1953 which is stated onscreen through the use of a prompt that states **"Experimental Research Plane, 1953"**. The footage shows the research plane being prepped for takeoff with the pilot and pit crew doing some final checks being the plane sets off. This clip lasts for **55 seconds**.

The second clip is of a Shorts Bros plane later down the line of development. A prompt appears onscreen and reads **"Shorts Bros Skyvan, 1970"**. This clip shows the development from the experimental plane to the aircraft and how the company developed. This clip plays for **21 seconds**.

The third clip is of a later plane development, this time a Skyliner as an onscreen prompt reads **"Shorts Bros Skyliner, 1970"**. This clip shows passengers getting on board the plane before it takes off. This clip plays for **20 seconds**.

The next section is on computers, and an opening prompt reads **"Did you ever use an early type of computer?"** Following this is a clip of a demonstration of an old computer which was then new at the time, the footage shows a man showing other how to use the computer. This clip plays for **10 seconds**.

That clip is then quickly followed by another brief clip that shows a woman working in a transport exhibition showing how computers can be used to benefit that industry. This clip plays for a brief **2 seconds** and is meant more to compliment the clip that plays before this one.

The next clip is of a new amateur radio station being set up at Ballycastle. An onscreen prompt reads **"New Radio Station, Do you remember in 1973 when a new radio station was set up at Ballycastle?"** The new radio station was set up where Guglielmo Marconi

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sent the first radio message 75 years before this footage was filmed. The footage shows setting up radio equipment and checking radio signals. This clip plays for **22 seconds**.

The final clip of the video opens with a prompt that reads **"Do you remember listening to Duncan Hearle on Radio Ulster?"** The footage that follows is a BBC report on Duncan Hearle's last ever radio broadcast for Radio Ulster before retirement. This clip runs for **58 seconds**.

Sport

Brief Description

This video showcases Sports in Northern Ireland from the late 1960s to the early 1970s. The topic introduces several memorable clips regarding the culture of sports and well-known people in the genre which will hopefully spark a reminiscent discussion between viewers. Key clips in this video include the James Hunt in Kirkistown, North West 200, and Football in Northern Ireland.

Video Breakdown

The first video opens with a prompt that introduces the clip which states **"Rally Racing GVS"**. The video contains a rally race car doing a **Ground Vehicle Standard test (GVS)**, the recording allows the viewer to listen to the sound of a rally car from the 1969 era. This clip plays for **23 seconds** as the car speeds around the county side track.

The next clip follows an interview with **James Hunt in 1971** after a camera still recording of his parked Formula Three race car. The video contains James Hunt talking about the race along with the trouble he had with his car. This video will hopefully spark reminiscence from displaying a time before James Hunt won the Formula One World Championship. The location of this video is Kirkistown County Down. This clip plays for **55 seconds**.

The third clip opens with a Motorbike speeding past the camera as the opening prompt introduces the scene as the **"North West 200"**. The video contains camera shots of an audience of people viewing the race, watching the Motorbikes as they cross the finish line. This clip was taken in Portstewart 1968 and is **21 seconds**.

The fourth clip starts with an opening prompt stating **"Northern Ireland Team Trains in Belfast" – Spot the famous player 1969**. The training begins with the players lined up as the next clip cuts to them running drills, testing the goalkeeper, and playing football. The training location was in Belfast as the Northern Ireland team trained with the Russian team also in attendance. The famous player included in the video is George Best. This clip plays for **38 seconds**.

The fifth clip opens with 3 horses racing on a track as the opening prompt states **"Horse Racing – Downpatrick Racecourse 1969"**. This clip is **21 seconds** long and contains one moving shot of 3 racehorses as the camera make zooms in on the winner as hundreds of people watch in attendance.

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The final clip opens with a group of girls playing hurling as the opening prompt states “**Hurling at St End’s - 1971**”. The clip is a report that focuses on a girl known as Eileen, who plays hurling and football. Eileen is interviewed by the reporter as hurling clips play over during the interview. Eileen talks about her achievements and interests as a student at St Enda’s School. This report was located at Hightown Road, Newtownabbey, County Antrim, Northern Ireland. The clip plays for **62 seconds**.

Travel & Transport

Brief Description

This video showcases the **Travel and Transport** of Northern Ireland from the 1960s to the early 1970s. The topic introduces memorable clips regarding the culture and standards of travel. The video contains content that introduces rules for driving along with well-known locations and transport. Hopefully, this can spark a reminiscent discussion between viewers. Key clips in this video include the M1 Motorway Construction, the Car Ferry Launched by Harland and Wolff, The introduction of R plates and Great Victoria Street Station.

Video Breakdown

The first clip opens the construction of a landscape while a prompt that introduces the clip appears on screen, “**M1 Motorway Construction – delayed by presence of single house 1966**”. The video contains diggers working around a solitary house while the construction of the motorway is being done. This clip plays for **23 seconds**.

The second clip opens with a prompt stating “**Car Ferry launched by Harland and Wolff 1967**”. The footage contains Interior and exterior shots of the vessel at sea along with cabins and lounges. The scene of the clip is the officers on the bridge and the captain looking out to sea. During filming the ferry was in Belfast. This clip plays for **65 seconds**.

The next clip opens with a prompt stating “**The introduction of R plates 1968**”. The video contains a car parking while the driving instructor watches. The video’s main aim is to display the Woman passing her test and exchanging ‘L’ plates for ‘R’ plates. This clip plays for **22 seconds**.

The fourth clip begins with a train passing by the camera as the opening prompt states “**Great Victoria Street Station - 1969**”. The video contains trains in operation, and 3 smiling crew members in front of a train. The video ends with another prompt asking the audience “Have you ever taken a train to/from Great Victoria Street or the Europa bus station?”. This clip plays for **27 seconds**.

The fifth clip begins with passengers in a line waiting to enter the B.U.A plane while the opening prompt appears stating “**Passengers Boarding Plane – 1969**”. In the camera shots, you can view the clothing of each passenger reminiscent of fashion, passengers preparing to board from the back of the plane. Furthermore, the video also shows the inside of the plane with people seated and staff offering water, along with the pilot area and landing. This clip plays for **50 seconds**.

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The final clip opens with cars driving on the street while the opening prompt states “**Taxi Manger talks about fares – Derry/Londonderry 1970**”. In the footage, a reporter known as Eric Waugh interviews the taxi manager of Derry/Londonderry (Stephen Smith) about fares. The manager addresses isolated cases and states they have not been overcharging. This clip plays for **27 seconds**.

Winter Wonderland

Brief Description

This video showcases the **Winter based events** that took place in Northern Ireland from the late 1960s to the late 1970s. The topic introduces relatable reminiscent clips regarding the challenges of winter and the season of Christmas. Key clips in this video include Winter Road Safety, Santa visiting Bangor, Carol singing, Christmas Shopping and Nativity.

Video Breakdown

The first clip opens with a snow-covered countryside while a prompt that introduces the clip appears on the screen, “**Snow Covered Landscape-1978**”. The video contains different sights/scenes including frozen roads, cows in snow-covered fields and children having a snowball fight. This clip plays for **35 seconds**.

The second clip opens with a snow plough moving onscreen as the prompt introduces the clip stating, “**Winter Road Safety - Snow ploughs and gritters take to the roads – Derry/Londonderry 1968**”. The video contains clips of salt being placed on roads, traffic jams from the snow, tire trouble, and a man pushing a car up a hill. This clip plays for **26 seconds**.

The next clip starts with a title prompt that states “**Santa visits Bangor with an elephant 1970**”. In the video, you can hear crowds of people cheering as Santa arrives in Bangor. The video also contains people admiring the elephant. This footage was filmed in Bangor, County Down. The clip plays for **48 seconds**.

The fourth clip opens with the prompt stating “**Carol singing – The Dunmurry Christmas Tree 1972**”. The video contains a Choir of sixth form pupils singing behind The Dunmurry Christmas Tree. The clip plays for **42 seconds**.

The fifth clip starts with a title prompt stating “**Christmas Shoppers: The Winter Sales 1968**”. The footage begins with a wide shot of people in a busy shopping centre, displaying open stalls of clothes and accessories, along with shoppers trying on hats and other items. This plays for **31 seconds** and ends with a closing prompt asking the audience “**Did you ever go Christmas Shopping?**”. This was filmed in **City Hall, Belfast**.

The final clip starts with a choir group of primary students dressed up as angels as the opening prompt appears onscreen stating “**Nativity Play - St Catherine’s Primary School 1971**”. The video contains nativity scenes and singing of “Away in a Manger.”. This clip is **42 seconds** and was filmed in **Belfast**.

Clips and Topics:

Agriculture & Environment				
Title	Location	Date	Length	Link
Balmoral, snowy weather, Ulster Transport	Balmoral showgrounds; Belfast docks, County Antrim	Friday, 4 March 1955	14:30	Link
Royal Ulster Agricultural Society second century Balmoral	King's Hall, Belfast	Thursday, 26 May 1955	01:24	Link
The Royal Ulster Agricultural Society's 92nd annual show Balmoral	Kings Hall, Belfast	Wednesday, 27 May 1959	00:31	Link
Harvesting of crops by tractor.	Northern Ireland	Monday, 1 January 1968	00:19	Link
Duke of Edinburgh visits wildlife reserve	Mahee Island	Tuesday, 16 July 1968	00:53	Link
International Rose Trials at Lady Dixon Park	Sir Thomas & Lady Dixon Park, Belfast	Friday, 19 July 1968	00:28	Link
Sheep sale. Farmers inspect sheep.	Northern Ireland	Wednesday, 14 August 1968	00:20	Link
Ballycastle horse ploughing competition	Ballycastle, County Antrim	Wednesday, 5 February 1969	00:18	Link
Argicultural Show (Balmoral) pigs	Balmoral, South Belfast	Tuesday, 11 February 1969	00:21	Link
Ballymena Show PM & Lord Grey attend	Ballymena, County Antrim	Wednesday, 11 June 1969	00:31	Link
Young farmers attend the Omagh Show	Omagh, County Tyrone	Wednesday, 7 July 1971	00:31	Link
Cubed grass production is to replace silage and hay	Northern Ireland	Wednesday, 16 August 1972	04:02	Link
Turkeys are being prepared for Christmas market	County Down	#####	03:48	Link
Malcolm McCalister reports on the Royal Ulster Agricultural Show	King's Hall, Balmoral, Belfast	Tuesday, 22 May 1973	02:49	Link
"Souterrains" tunnels are discovered at Bushmills, County Antrim	Bushmills, County Antrim	Monday, 24 September 1973	04:35	Link
Ploughing competition at Ballycastle.	Ballycastle, County Antrim	Thursday, 17 March 1977	00:52	Link
Arts & Entertainment				
Title	Location	Date	Length	Link
A documentary film about a day on Rathlin	Ballycastle; Rathlin Island, County Antrim	Tuesday, 29 January 1957	29:07	Link
William Forsythe tells the story of life on his farm in Ballynure	Ballynure, County Antrim	Tuesday, 26 February 1957	30:10	Link
Children go to the nearby parish hall to hear Ray Reno and the Crescendos play the piano	Donegall Road; Clifton Street; Holy Cross Church, Crumlin Road, Belfast	Monday, 24 February 1964	08:15	Link
News Time: BBC Symphony Orchestra	Northern Ireland	Wednesday, 19 April 1967	01:30	Link
Radio One Club at Romano's	Romano's, Queen Street, Belfast	Tuesday, 17 March 1970	01:49	Link
Londonderry children sing Dana's Eurovision-winning song	Derry / Londonderry	Monday, 23 March 1970	00:31	Link
Interviews Dana's family (victory in the Eurovision Song Contest)	Derry / Londonderry	Monday, 23 March 1970	03:39	Link
Joan Regan arrives in Northern Ireland to entertain the soldiers.	Belfast International Airport, Aldergrove, County Antrim	Monday, 14 September 1970	00:23	Link
Ulster 71 continues with a Forestry Show at Castlewellaan	Castlewellaan, County Down	Monday, 7 June 1971	04:33	Link
The Ulster & Shorts Glider club based at Long Kesh.	RAF Long Kesh, Lisburn, County Antrim	Tuesday, 15 June 1971	07:52	Link
Interviews stunt men posing as knights (jousting)	Stranmillis, Belfast	Tuesday, 20 July 1971	05:49	Link
Drama teachers and students take part in street theatre	Belfast	Friday, 23 July 1971	02:25	Link
The Ulster Museum opens more galleries to public	Ulster Museum, Belfast	Monday, 2 August 1971	03:46	Link
Ballycastle holds its Lammas Fair	Ballycastle, County Antrim; The King's Hall, Balmoral, Belfast	Tuesday, 31 August 1971	01:23	Link
A new play by Joe O'Donnell arrives at the Lyric Theatre.	Lyric Theatre, Ridgeway Street, Belfast	Friday, 21 January 1972	02:38	Link
Roller skating in the Floral Hall	Floral Hall, Belfast	Tuesday, 25 January 1972	02:51	Link
Final year fashion students from the Belfast College of Art show	Belfast College of Art, York Street, Belfast	Tuesday, 26 June 1973	01:58	Link

Business & Industry				
Title	Location	Date	Length	Link
Ulster life	Belfast city centre, Belfast docks, Stormont	Tuesday, 26 May 1953	09:48	Link
Ulster life	County Down, County Armagh, County Tyrone, County Fermanagh	Tuesday, 26 May 1953	10:19	Link
pier being constructed	Larne, County Antrim	Monday, 5 July 1954	02:13	Link
Princess Beatrix opened a nylon factory	Antrim	Monday, 23 September 1963	01:33	Link
workers in a timber mill	Northern Ireland	1964	03:33	Link
fire beside William Nobel factory	19, Little Patrick Street, Belfast	Friday, 22 April 1966	00:44	Link
Ulster Chipboard Company	Coleraine, County Derry / Londonderry	Thursday, 20 April 1967	00:19	Link
Workers at Harland & Wolff	Harland & Wolff, Belfast	Tuesday, 16 July 1968	00:27	Link
women working in a linen plant	County Down, Northern Ireland	Wednesday, 17 July 1968	00:18	Link
redundancies at the Tuf Shoe factory	Coleraine, County Derry / Londonderry	Tuesday, 20 January 1970	03:22	Link
Launch of La Pampa bulk carrier	Harland and Wolff, Queen's Island, Belfast	Thursday, 22 January 1970	00:51	Link
Workers fill bags of coal	Coalisland, County Tyrone	Friday, 30 January 1970	00:21	Link
Pendragon Shirt Factory	Coalisland, County Tyrone	Friday, 6 March 1970	00:18	Link
Ormeau Bakery	Ormeau Bakery, Ormeau Road, Belfast	Wednesday, 29 April 1970	00:35	Link
Oneida Silversmiths Limited	Bangor, County Down	Monday, 1 February 1971	01:45	Link
Health				
Title	Location	Date	Length	Link
Royal College of Nursing	Belfast	Monday, 31 May 1954	01:03	Link
general hospital in Derry / Londonderry	Altnagelvin Hospital, County Derry / Londonderry	Thursday, 5 July 1956	00:29	Link
Cure For Sprains	Ederney, County Fermanagh	Sunday, 1 November 1964	02:32	Link
new American - Style ambulance	Northern Ireland	Thursday, 15 August 1968	00:22	Link
Nurses' boycott	Altnagelvin Hospital, Derry / Londonderry	Monday, 26 May 1969	00:11	Link
new medical library	Northern Ireland	Thursday, 5 February 1970	00:16	Link
Mental Health Awareness poster	Northern Ireland	Thursday, 5 March 1970	00:14	Link
new techniques he developed in burns care	Northern Ireland	Monday, 30 November 1970	00:34	Link
training exercise involving a mock train crash	Whitla Street, Belfast	Monday, 3 May 1971	05:05	Link
St John Ambulance Brigade	Northern Ireland	Friday, 6 December 1974	00:29	Link
Food				
Title	Location	Date	Length	Link
report on milk usage	Northern Ireland	Thursday, 18 January 1968	00:10	Link
Fruit and vegetables are unloaded for sale at market	Northern Ireland	Tuesday, 21 July 1970	01:12	Link
Eggs, fruit, vegetables and meat are prepared for sale	Northern Ireland	Tuesday, 21 July 1970	01:00	Link
Fruit is to be scarce because of the dock strike	Markets, Belfast	Friday, 4 August 1972	01:58	Link
A personal impression of a day in "The Market" area of Belfast	The Markets, Belfast	Friday, 19 October 1973	34:03	Link
James Perry awarded Personality Milkman of the Year	Holywood, County Down	Monday, 27 October 1975	03:35	Link

Clips and Topics:

School Days				
Title	Location	Date	Length	Link
Students' Vacation Work	Belfast	Saturday, 10 August 1957	02:31	Link
Queen's University has opened a new engineering, biology and chemistry	Queens University, Belfast	Thursday, 21 May 1959	00:45	Link
Queen's University halls of residence	Malone Road, Belfast	Friday, 22 April 1966	00:15	Link
Londonderry schoolchildren	Derry / Londonderry	Friday, 22 April 1966	00:32	Link
Boat show	Enniskillen, County Fermanagh	Thursday, 20 April 1967	00:22	Link
New University of Ulster at Coleraine	Coleraine, County Derry / Londonderry	Friday, 25 October 1968	02:35	Link
teachers' strike	Northern Ireland	Thursday, 27 February 1969	00:15	Link
Schoolboys spend day with the Royal Irish Rangers	Northern Ireland	Thursday, 6 March 1969	00:23	Link
Science fair in Dungannon	Dungannon, County Tyrone	Thursday, 27 March 1969	00:30	Link
Derry / Londonderry schoolkids	Derry / Londonderry	Friday, 25 April 1969	03:14	Link
Battle of Benburb made by pupils	Dungannon, County Tyrone	Wednesday, 25 June 1969	00:26	Link
Lady Grey visits Carew Street children's playground	Carew St, Belfast	Thursday, 26 June 1969	00:22	Link
Ulster College of Art	Ulster College of Art, York Street, Belfast	Friday, 23 January 1970	02:03	Link
5-a-side football marathon	St Joseph's College of Education, Trench House, Belfast	Friday, 6 March 1970	02:48	Link
Children sit on-board a stationary bus	Stewartstown, County Tyrone	Tuesday, 22 September 1970	00:25	Link
St. Joseph's Secondary School, Coalisland, makes a film of the life of the late Sir Hugh	Coalisland, County Tyrone	Wednesday, 19 May 1971	00:49	Link
Lord Windlesham opens a playground in the Short Strand area	Short Strand, Belfast	Wednesday, 19 July 1972	02:21	Link
Children perform an adaptation of Oscar Wilde's play	Royal Children's Hospital, Belfast	Thursday, 4 January 1973	03:38	Link
Children's singing group, The Divis Street Minstrels, perform	Divis Street, Belfast	Monday, 4 March 1974	00:42	Link
Science & Technology				
Title	Location	Date	Length	Link
first television transmitter	Divis, Belfast	Monday, 4 May 1953	00:30	Link
experimental research 'plane	Short Brothers, Belfast	Monday, 7 December 1953	01:43	Link
Car driven by pure jet engine	Northern Ireland	Sunday, 12 May 1957	00:42	Link
new television station in Derry / Londonderry	Derry / Londonderry	#####	00:18	Link
latest in dental equipment	Northern Ireland	Thursday, 7 November 1968	01:55	Link
New computer	Northern Ireland	Wednesday, 5 February 1969	00:22	Link
Moon rock is on display	Northern Ireland	Monday, 12 January 1970	02:49	Link
Shorts Skyvan	Northern Ireland	Tuesday, 3 February 1970	00:22	Link
automated machines and inventions	Northern Ireland	Monday, 16 March 1970	00:26	Link
Limavady area's BBC transmitter	Limavady, County Derry / Londonderry	Thursday, 19 March 1970	00:16	Link
Skyliner aircraft takes off	Shorts, Airport Road, Belfast	Monday, 21 September 1970	00:21	Link
Transportation Exhibition	Northern Ireland	Tuesday, 27 October 1970	00:30	Link
BBC 2 television transmitter	Derry / Londonderry	Friday, 1 January 1971	00:21	Link
A new amateur radio station is set up at Ballycastle	Ballycastle, County Antrim	Monday, 2 July 1973	00:31	Link
Duncan Hearle is interviewed by Barry Cowan on his retirement from the BBC	Belfast	#####	03:51	Link
Richard Lightbody reports on BBC wavelength changes	Northern Ireland	#####	04:55	Link
Sports				
Title	Location	Date	Length	Link
ahead of the forthcoming North West 200	Portstewart, County Derry / Londonderry	Friday, 17 May 1968	05:17	Link
Sport of lawn bowling	Northern Ireland	Friday, 17 May 1968	04:11	Link
Speedway racing at Newtownards	Newtownards, County Down	Monday, 15 July 1968	00:19	Link
Balmoral Golf Club, South Belfast	Balmoral Golf Club, Belfast	Friday, 19 July 1968	00:42	Link
Ulster Grand Prix race	Dundrod, County Antrim	Tuesday, 11 February 1969	00:28	Link
Circuit of Ireland rally racing GVS	Ireland	Friday, 4 April 1969	00:28	Link
Archers v Golfers match at Ballycastle.	Ballycastle, Co. Antrim	Monday, 23 June 1969	00:20	Link
Cricket	Northern Ireland	Friday, 4 July 1969	01:23	Link
Russian and Northern Ireland football teams train in Belfast	Windsor Park stadium, Belfast	Monday, 8 September 1969	02:13	Link
Horse racing at Downpatrick Racecourse	Downpatrick Racecourse, County Down	Friday, 3 October 1969	00:21	Link
Army v RUC football match	Northern Ireland	Wednesday, 29 October 1969	00:27	Link
Sports coaching for schoolchildren at Ballycastle High School.	Ballycastle High School, Ballycastle, County Antrim	Thursday, 9 July 1970	00:24	Link
Hurling and football at St Enda's	Hightown Road, Newtownabbey, County Antrim	Friday, 4 June 1971	01:54	Link
People go rowing on River Erne.	River Erne, County Fermanagh	Monday, 28 June 1971	00:45	Link
James Hunt is interviewed during Formula 3 racing at Kirkistown	Kirkistown, County Down	Friday, 23 July 1971	03:01	Link
Football: Carrick Rangers vs Coleraine	Carrickfergus, County Antrim	#####	00:22	Link
Gaelic football: John Bennett previews Ulster Senior final, Cavan v Down	County Cavan, Republic of Ireland; Rathfriland, County Down	Friday, 21 July 1978	03:59	Link
Travel & Transport				
Title	Location	Date	Length	Link
Last horse-drawn tram in Northern Ireland	Fintona, County Tyrone	Monday, 30 September 1957	01:13	Link
Completion of M1 delayed by presence of single house	M1 Motorway	Friday, 1 July 1966	00:23	Link
MV Ulster Prince' car ferry, launched by Harland and Wolff.	Belfast	Tuesday, 18 April 1967	01:46	Link
Driving: Introduction of 'R' Plates	Northern Ireland	Thursday, 7 March 1968	00:23	Link
Rescue plane as the air sea rescue crew	Atlantic Ocean	Thursday, 20 June 1968	01:39	Link
Film: GV's B.U.A. plane; passengers prepare to board	Northern Ireland	Thursday, 23 January 1969	00:13	Link
Motorway accident - lorry container overturns.	Northern Ireland	Thursday, 22 May 1969	00:20	Link
Transport Training Centre	Nuts Corner, County Antrim	Wednesday, 25 June 1969	00:17	Link
Great Victoria Street Station	Great Victoria St Station, Belfast	Thursday, 24 July 1969	00:27	Link
Protest outside City Hall over increased bus fares	City Hall, Belfast	Tuesday, 3 November 1970	01:51	Link
Londonderry taxi manager Stephen Smith about fares.	Derry / Londonderry	#####	00:29	Link
The Enterprise train from Dublin to Belfast crashed at Portadown	Portadown, County Down	Thursday, 8 July 1971	00:30	Link
The Royal National Lifeboat Institute builds a new lifeboat	Queen Elizabeth II Bridge, Belfast	Wednesday, 21 July 1971	00:38	Link
Winter Wonderland				
Title	Location	Date	Length	Link
Snow ploughs and gritters take to the roads	Glenshane Pass, County Derry / Londonderry	Thursday, 4 January 1968	01:03	Link
Christmas: Shoppers in the winter sales	City Hall, Belfast	Monday, 30 December 1968	00:54	Link
snow clearing & tobogganing	Northern Ireland	Monday, 10 February 1969	00:24	Link
Weather - snow, includes snowball fight	Northern Ireland	Friday, 14 February 1969	00:19	Link
Santa Claus visits Bangor, accompanied by an elephant.	Bangor, County Down	Monday, 21 December 1970	00:48	Link
Snow falls across Northern Ireland	Cushendall, County Antrim	Monday, 15 February 1971	00:21	Link
Carols are performed at St Catherine's Primary School	St Catherine's Primary School, Belfast	Thursday, 23 December 1971	04:39	Link
Carols are sung at Hopefield Secondary School	Hopefield Secondary School, Newtownabbey, Belfast	Friday, 24 December 1971	05:00	Link
Mrs Celia Whitelaw Christmas shopping at Gardner's bookshop and Co-op, York Street	Queens Street, York Street, Belfast	Tuesday, 5 December 1972	01:48	Link
The Dunmurry Christmas tree carol singing	Dunmurry, Belfast	Thursday, 14 December 1972	02:54	Link
People go Christmas shopping in Belfast	Donegall Place, Belfast	Friday, 15 December 1972	02:45	Link
A Children's Carol Party in the Ulster hall	Ulster Hall, Belfast	Monday, 18 December 1972	01:14	Link
Winter sales and plans to give Belfast shops a face-lift	Belfast	Monday, 30 December 1974	02:32	Link
Peace People hold a rally and carol services at Belfast City Hall	City Hall, Belfast	Thursday, 23 December 1976	01:20	Link
Snow covered rural landscape	Northern Ireland	Monday, 13 February 1978	01:43	Link

Final Submission for Abbeyfield & Wesley Project

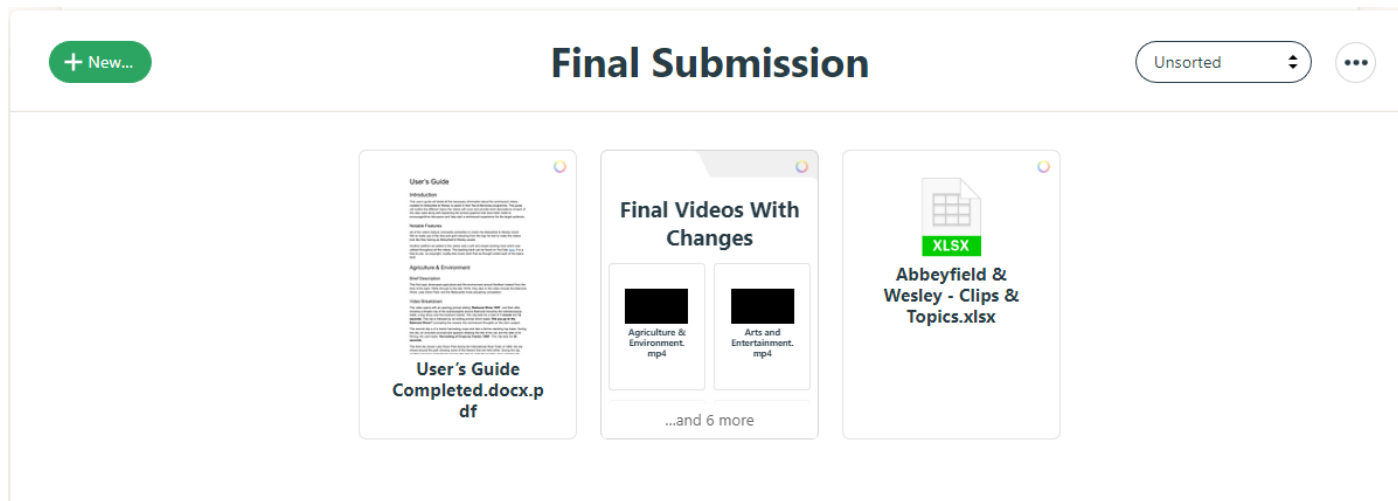
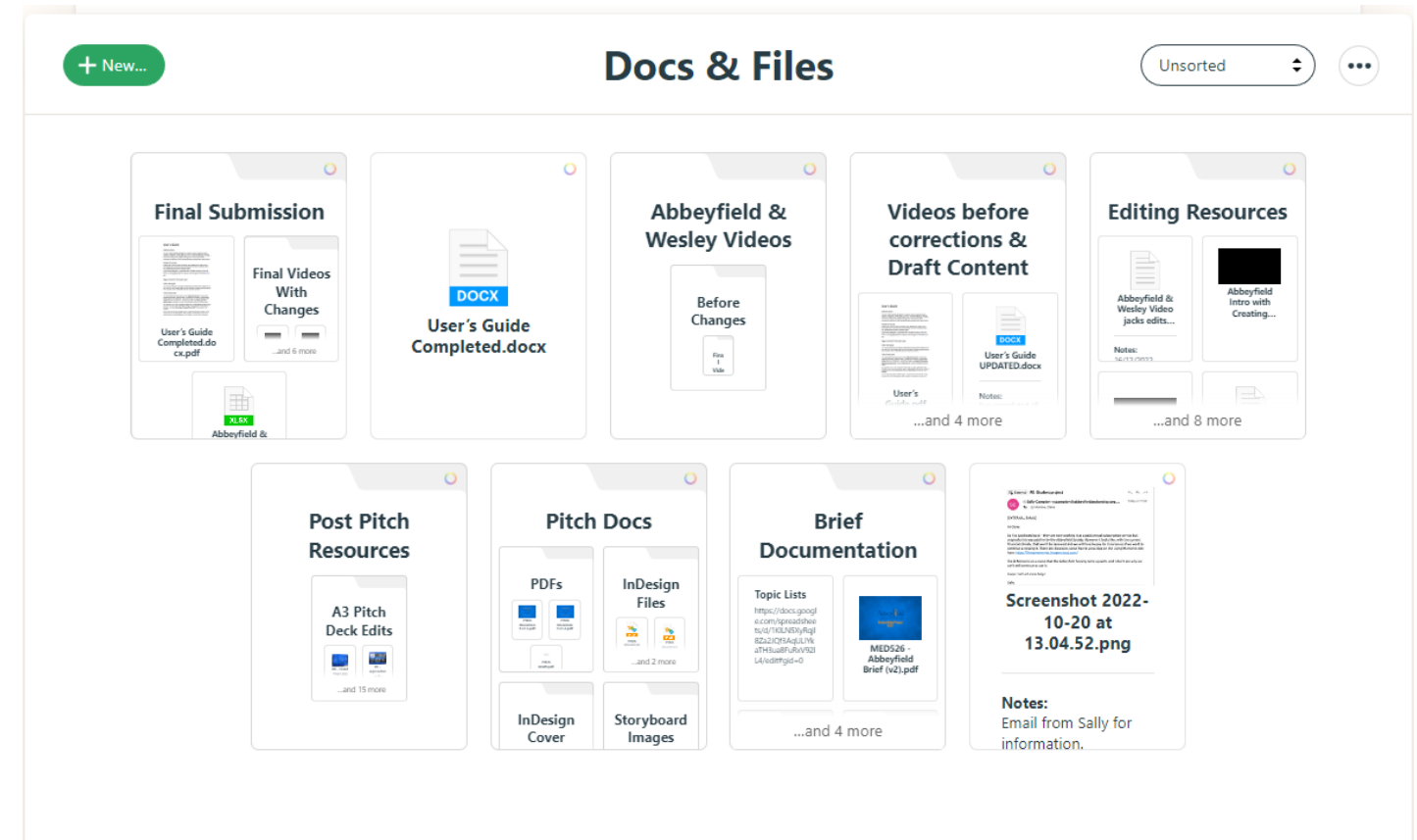
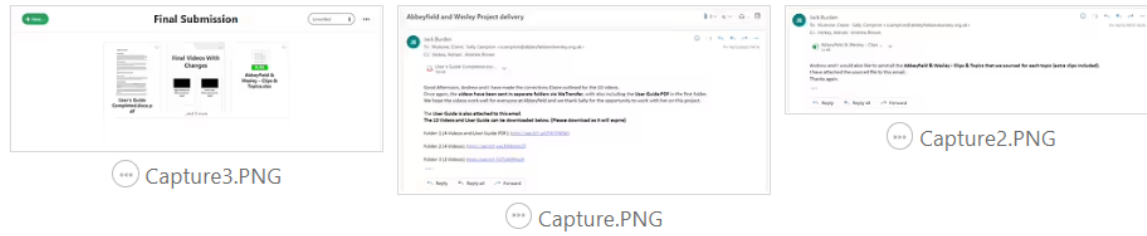
JB Jack Burden · Dec 16 · Notified 3 people

We have completed the User Guide PDF and have uploaded our 10 videos with corrections to the "Final Submissions" Folder.

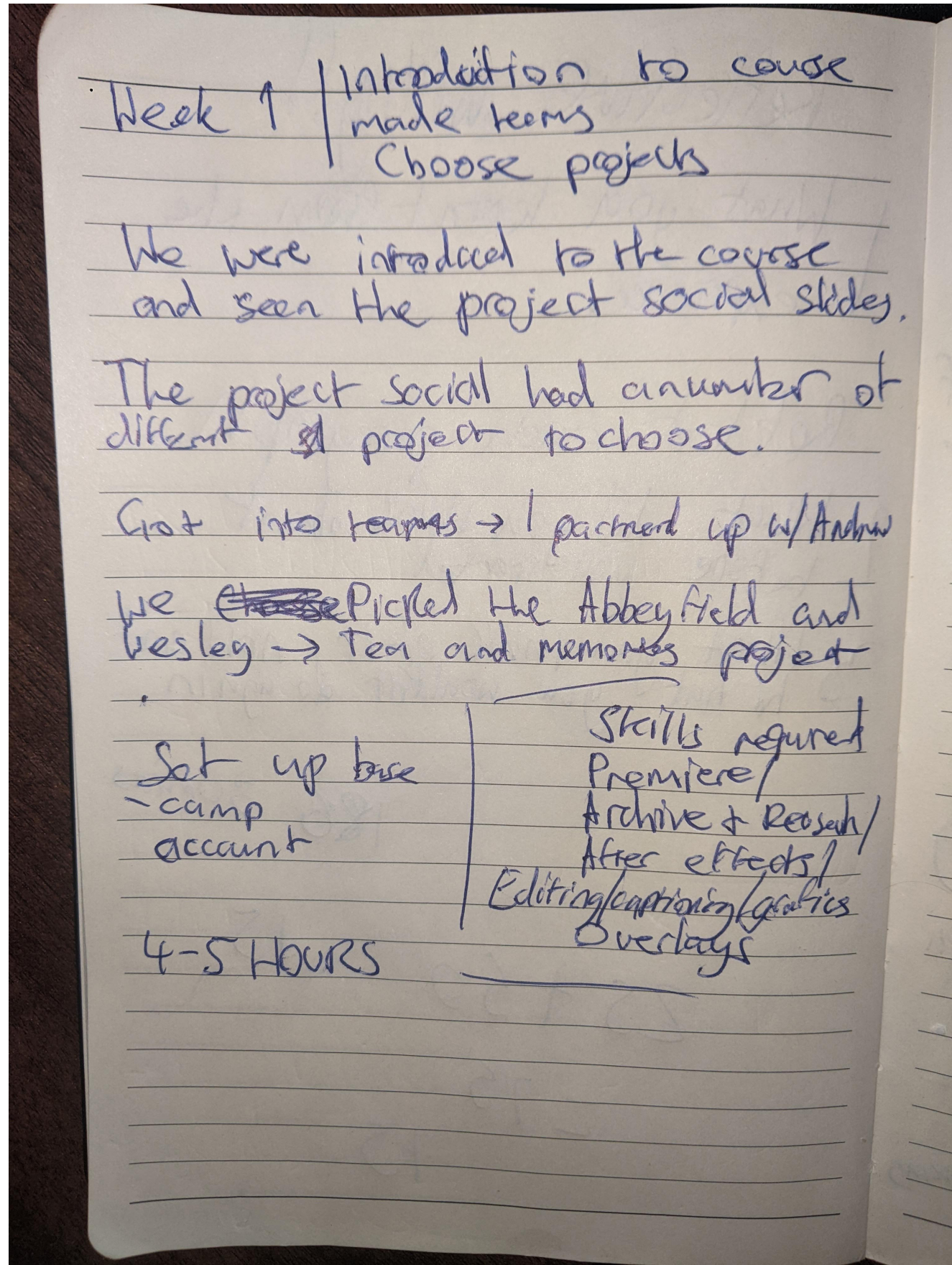
The Final Submissions Folder includes:

- 10 Videos
- User Guide
- Abbeyfield & Wesley - Clips & Topics.xlsx

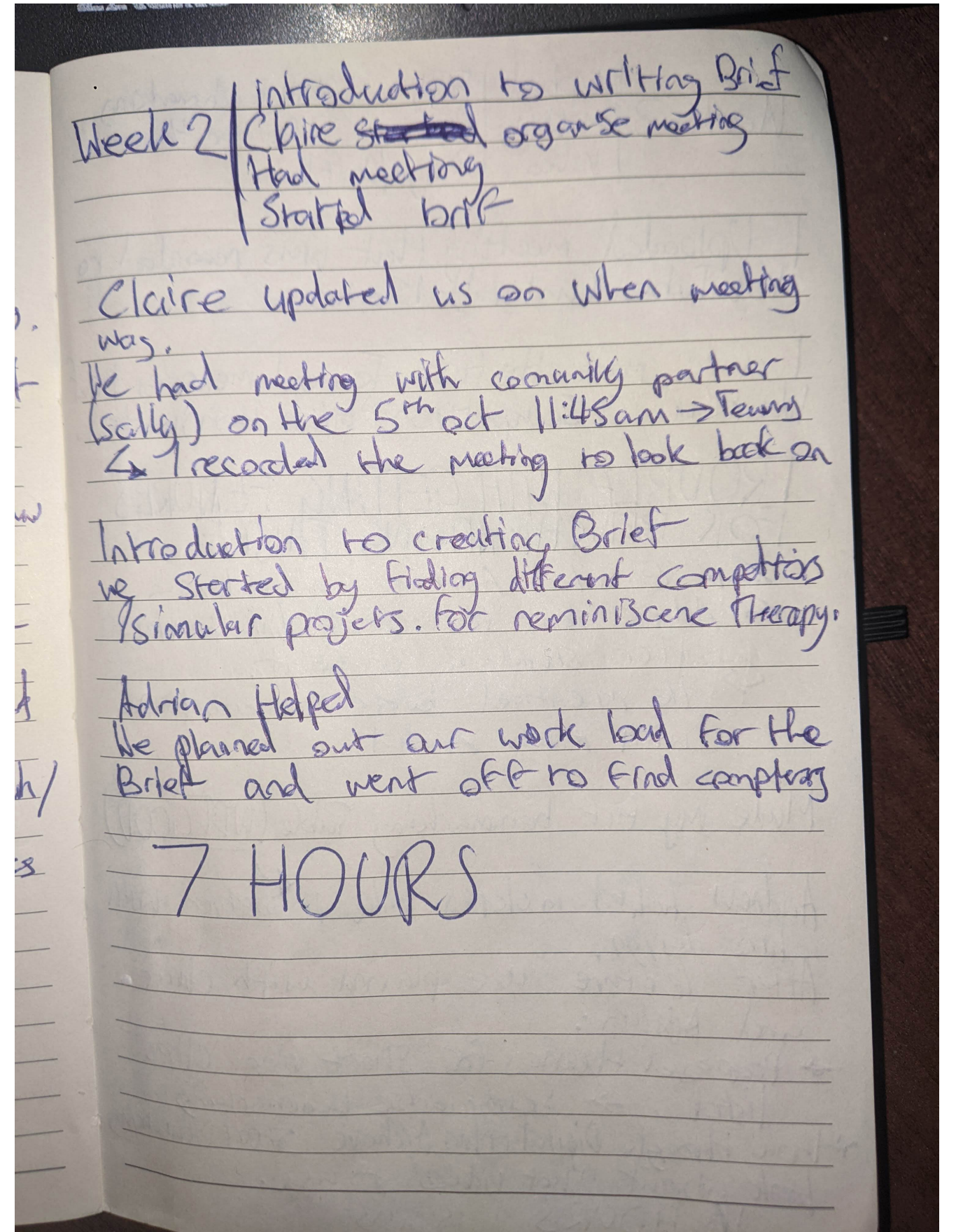
I have emailed Sally the Videos and PDF via WeTransfer and have sent a separate email sending the attached Abbeyfield & Wesley - Clips & Topics.xlsx.



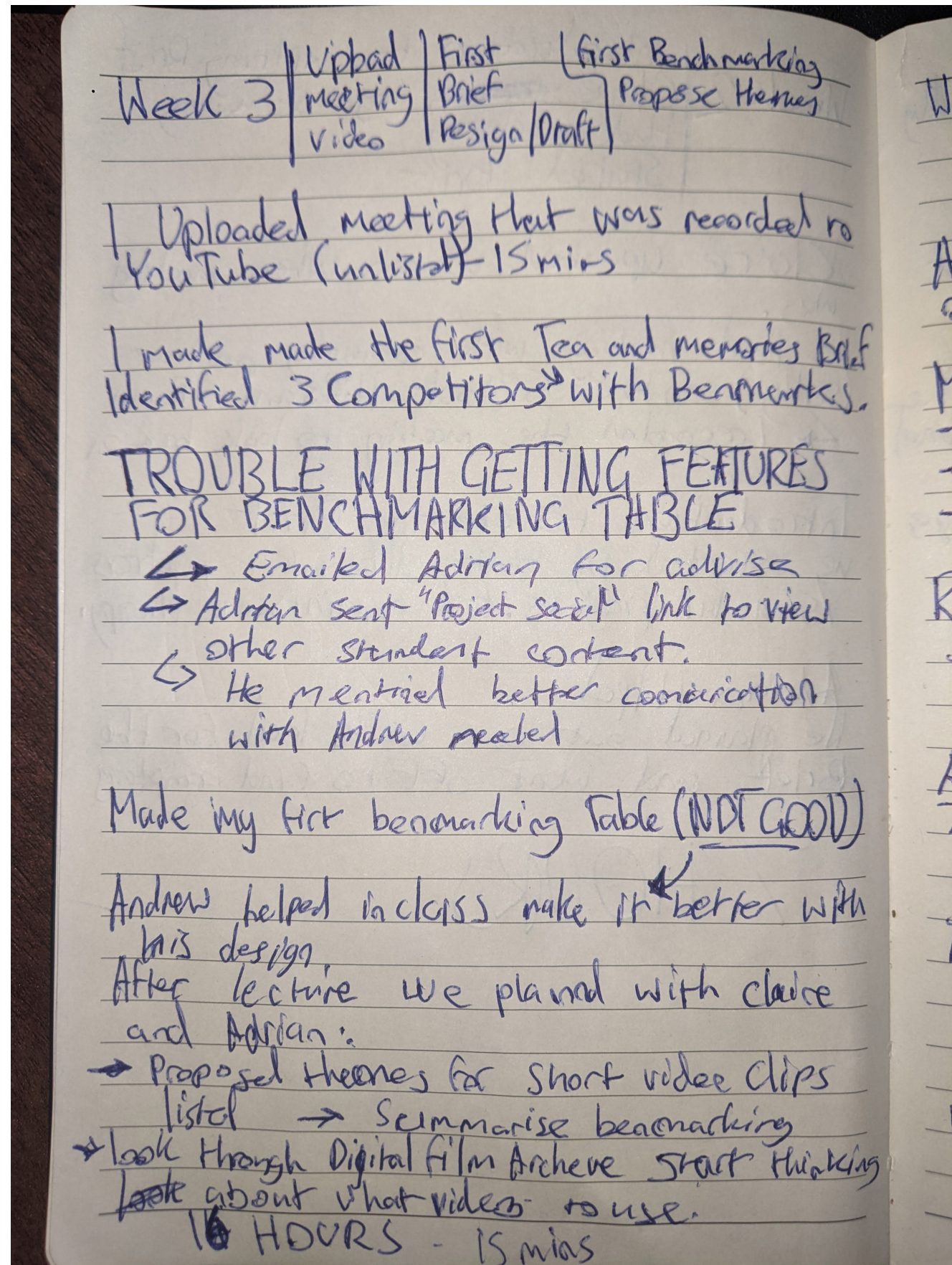
Recorded Notes Each Week



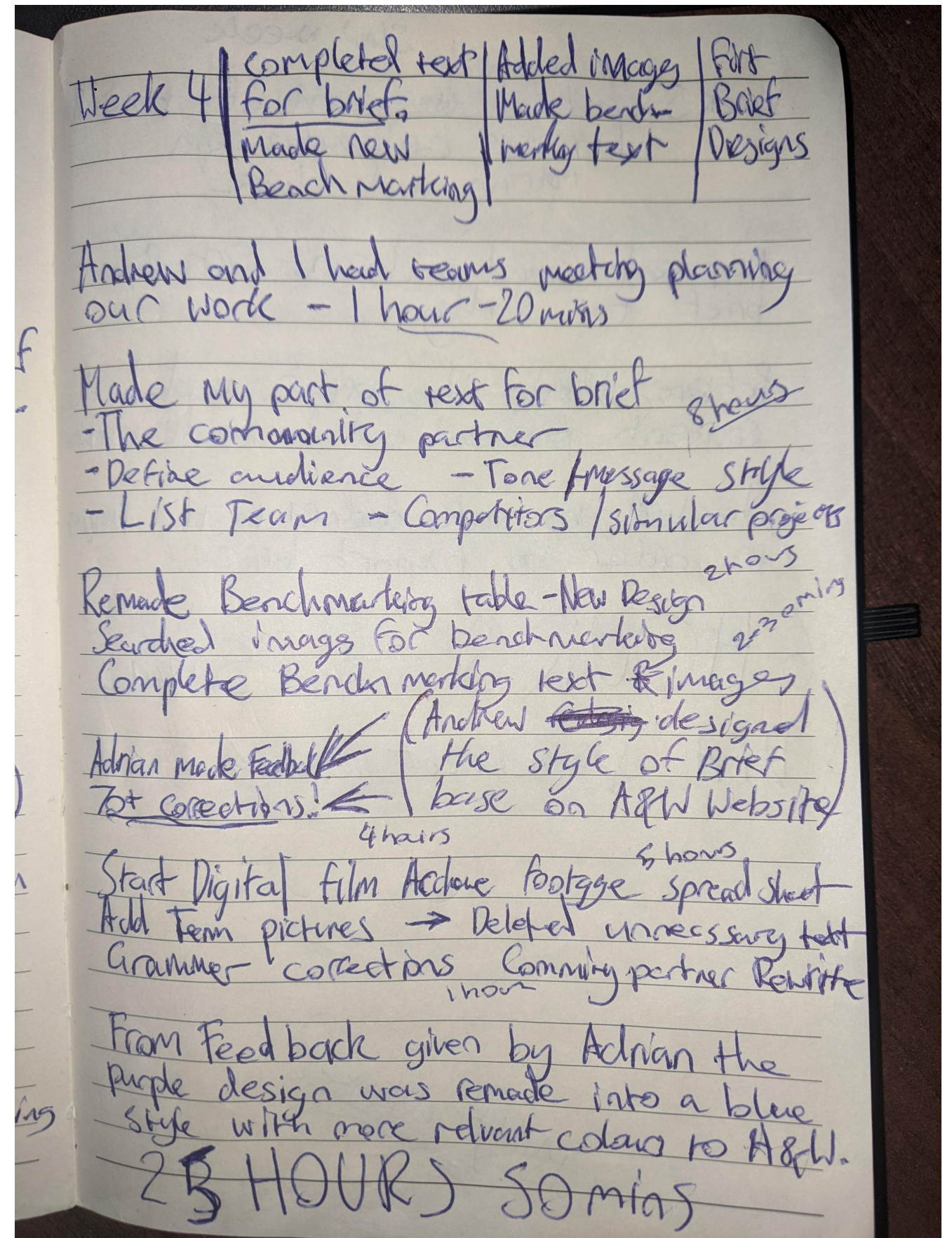
Recorded Notes Each Week



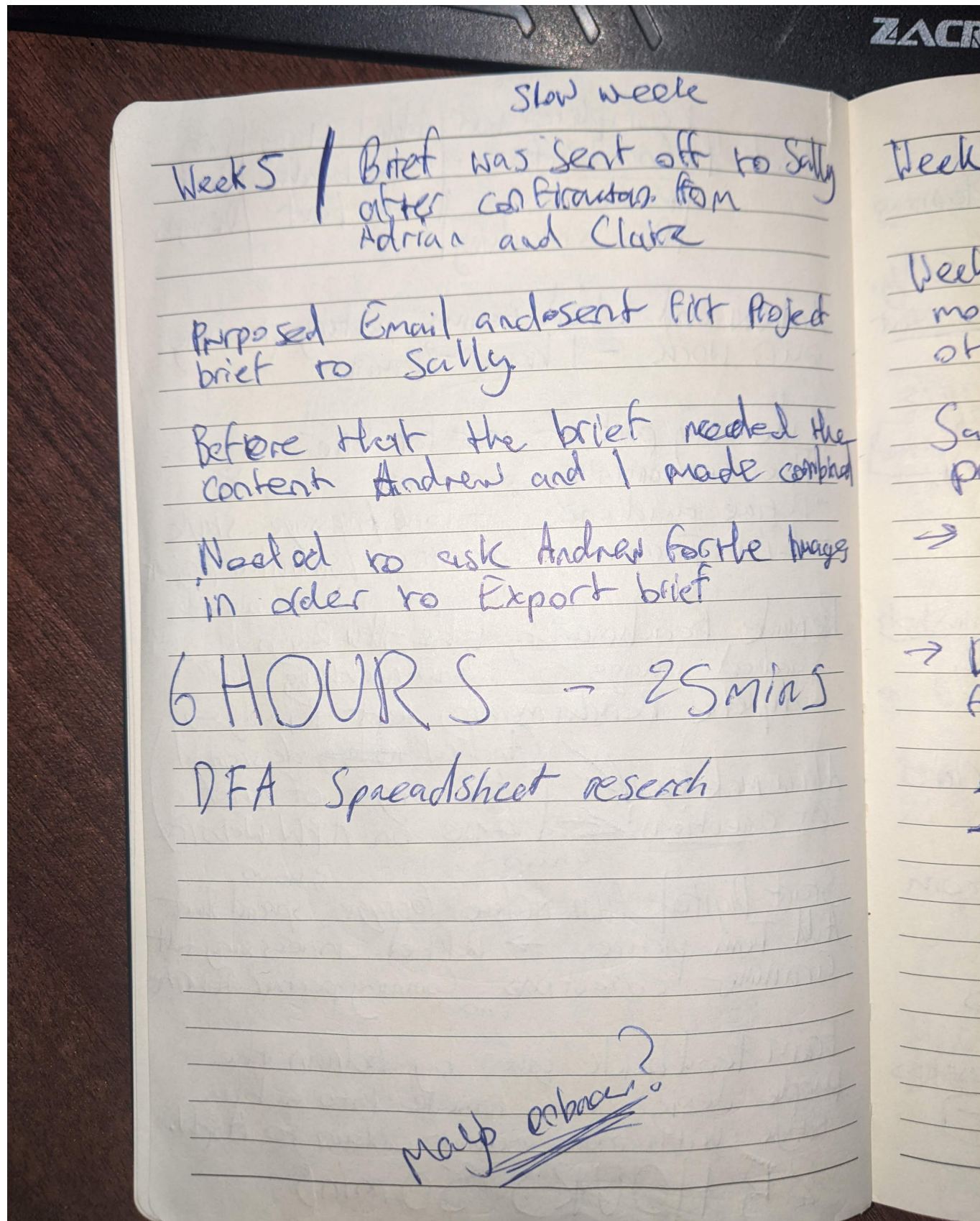
Recorded Notes Each Week



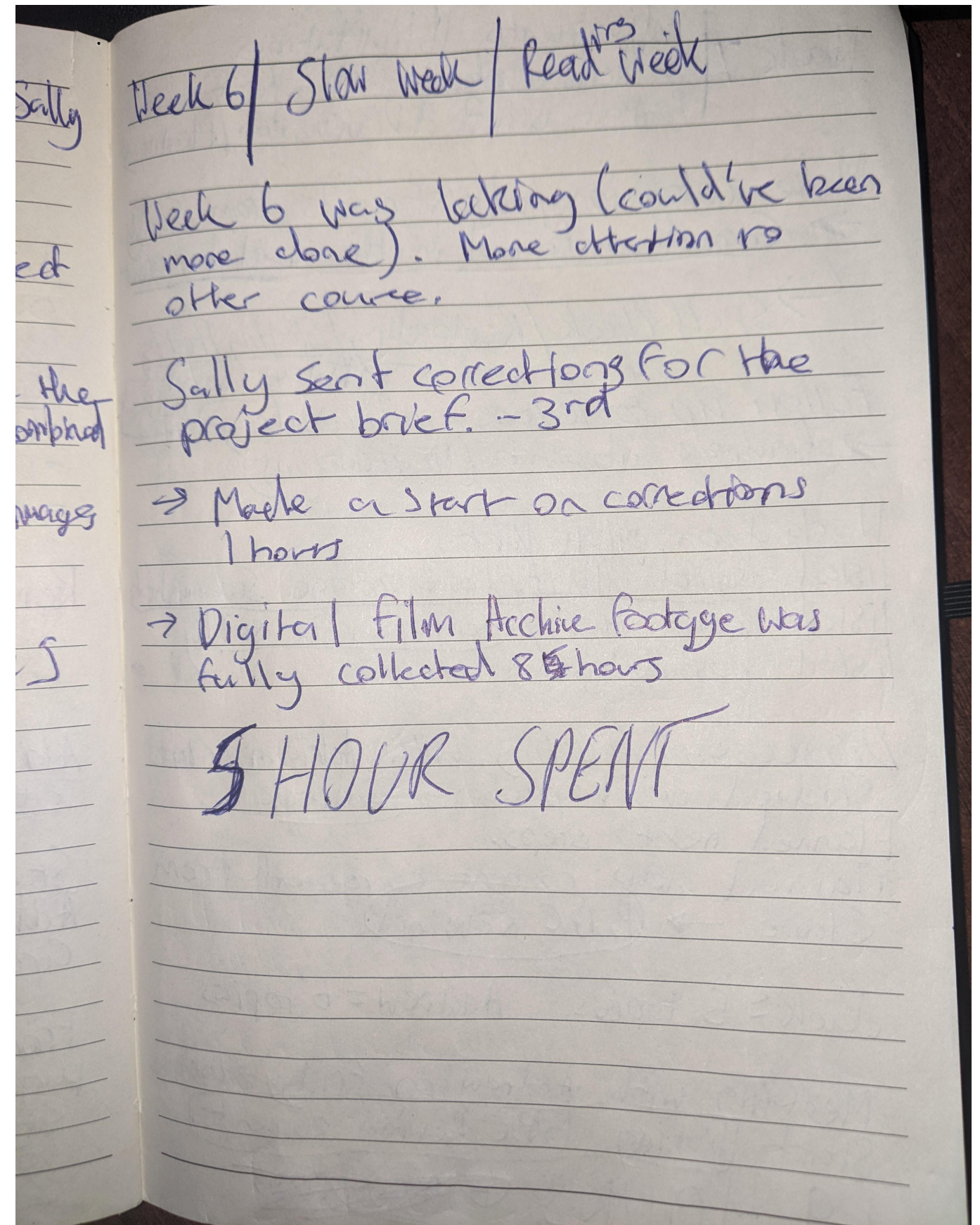
Recorded Notes Each Week



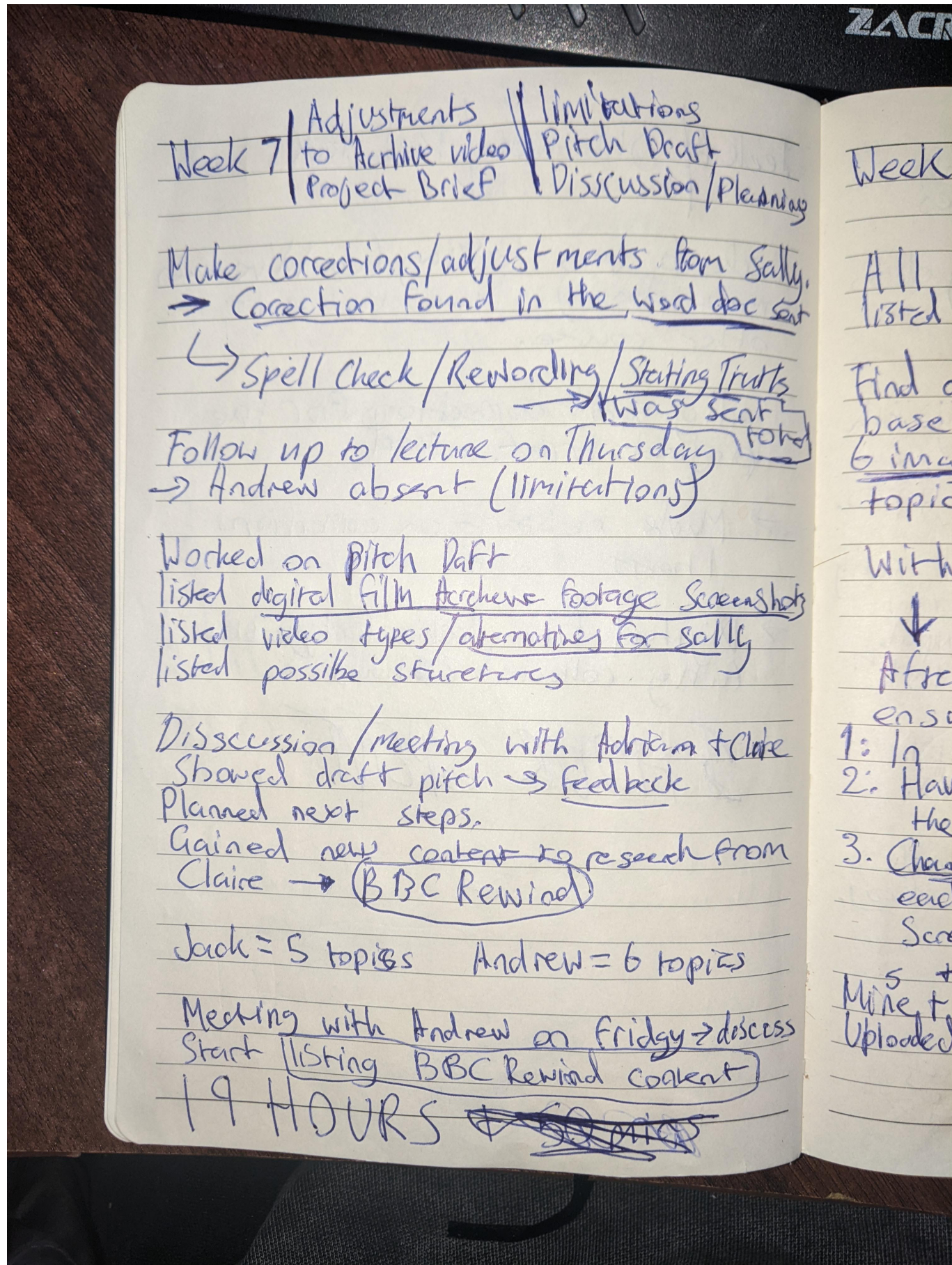
Recorded Notes Each Week



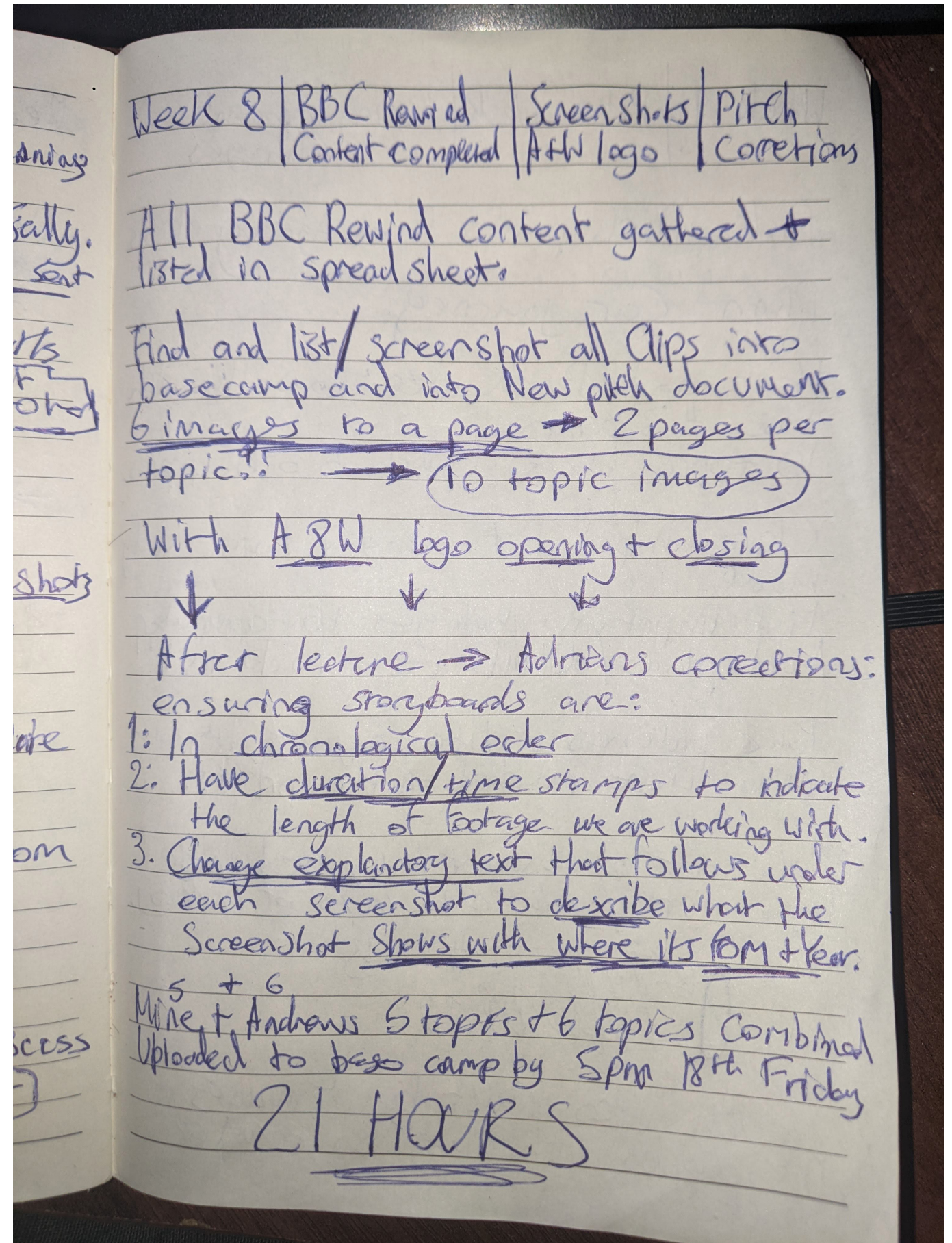
Recorded Notes Each Week



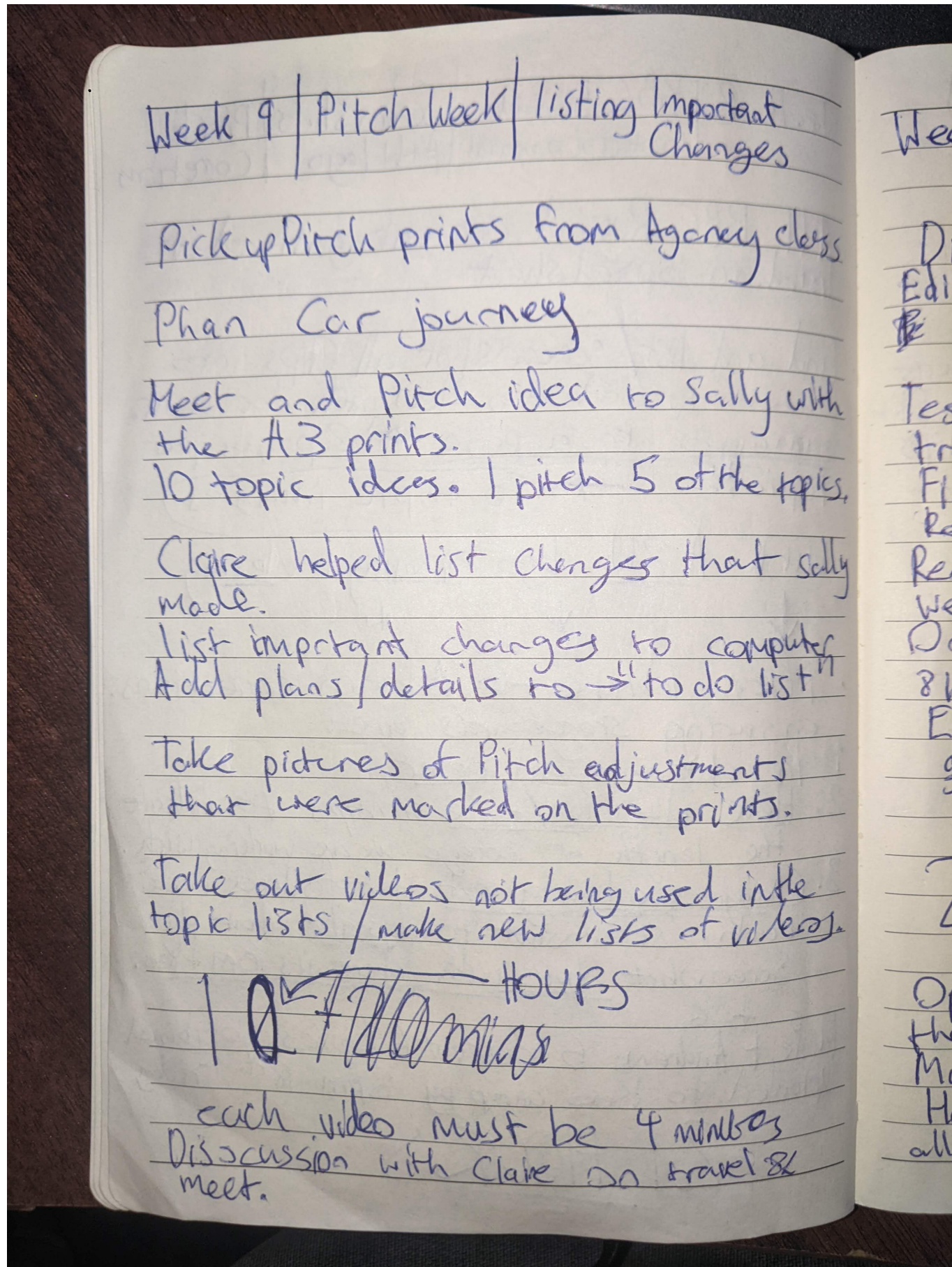
Recorded Notes Each Week



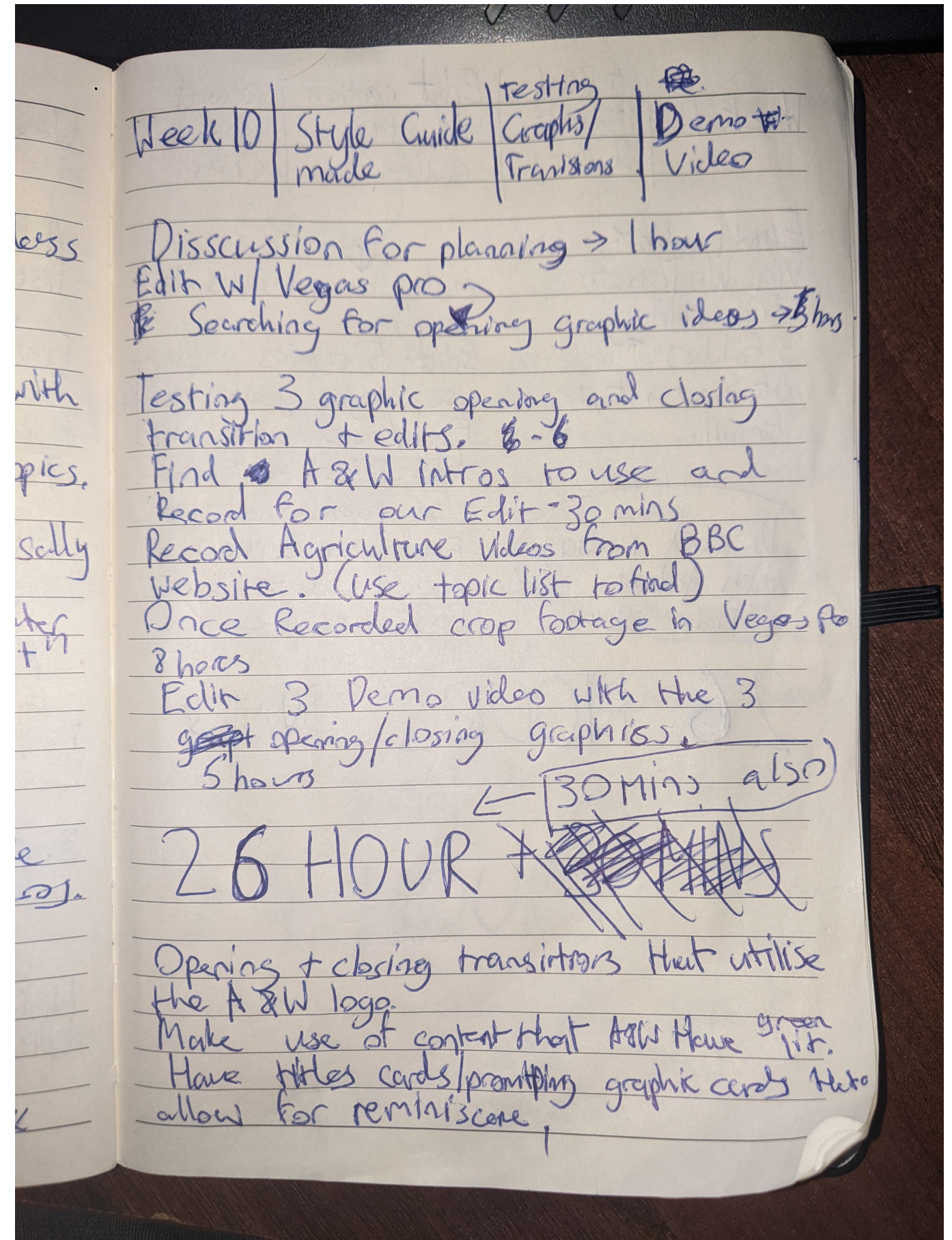
Recorded Notes Each Week



Recorded Notes Each Week



Recorded Notes Each Week



Recorded Notes Each Week

Week 11	A&W Project Delivery	Edit corrections w/ style Guide	Record More Clips
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Email videos via WeTransfer
 2Gib limit
 3 folders of content per Email.

Discord meeting with Andrew
 1 hour 30 mins

make corrections for Andrew.
 Edit 5 topics → videos
 Use style guide to edit
 Find/add extra clips
 Add clips to folder
 Use topic sheet to find and screen record videos on BBC Archive

26 HOURS 30mins

Recorded Notes Each Week

Week 12	User Guide 8 hours	A&W Video 10 hours	correcting
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Listed each Topic (5) corrections
 Rally → Travel Report
 Motorway Notes
 Car ferry Notes
 Air Travel Notes

Replace music
 Title and text to start
 Remove "do you remember" text
 add extra logo
 addis turnel up (all)
 Travel + Transport changes
 James Hunt
 Football video
 Hurling
 Edit opening card
 Sally gave feedback

18 HOURS

+ Project Social

24 HOURS

Move to start of each clip!!

Conclusion

Looking back on the full project I believe much of the assignments could have been completed at an earlier time, as a result there were limitations. The team had 2 weeks to edit the final video for the Community Partner. If the team was more productive with time at the start of the project, more care and communication could have been executed to ensure the final product is what the client wanted. Battur et al. (2016) stated a productive media team will archive and list planning of a new project early to ensure a clear progression of work is complete the following week.

In addition to communication, the Community Partner asked for content that was not agreed upon from the meeting. The team should have been more direct with the client during the Pitch to ensure they understood the content that would be included. However, there is an agreement to be made that all the content produced was noted and agreed upon. Therefore, I developed understanding from the Production Manager, that a group of creators are only entitled to complete the work that was noted and agreed upon with the client. According to Farrell (2010) when faced with an unnecessary task from the client the creators must be able to give reason to why it cannot be designed. Extensive changes that are irrelevant to the pitch outcomes is unreasonable to place on the team.

Furthermore, the team of creators only consisted of 2 people. This was manageable, however, communication with Andrew could have been better. Andrew was unable to attend several sessions on Thursday, due to travel conditions and being unwell. If a plan had of been made for each Thursday, every member could have had individual objectives to complete instead of constantly asking for guidance from the Creative Director. Kim (2016) stated a professional media-based team will list their deadlines and have a consistent workflow of content.

The final videos and content produced was of a high standard. However, during the progression of each assignment activity on Basecamp could have been more consistent. In the first few weeks there is a clear gap of inactivity present on Basecamp. The team should have been more motivated to list and upload content to the page. Therefore, the team could find what was required of them the following week and use the resources provided. According to Kanuri et al. (2018) using a databased to store resources is beneficial when searching for content, designers will not be struggling or lose assets.

The Abbeyfield and Wesley project had included many challenges from the team's faults but was a new experience of working with a real client. There were many lessons learnt and experiences gained from the job. I developed skills in working with a team, communication, and video editing. The experience had prepared me for new projects, as there is much I would do differently and when approaching a new assignment, I will reflect on this project.

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FOR THE ATTENTION OF THE MARKER

This coursework/examination script has been written by a student with a **Specific Learning Difficulty**. Please mark with sympathetic consideration for errors of spelling and grammar.