



SPORTED

Production Log

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SPORTED



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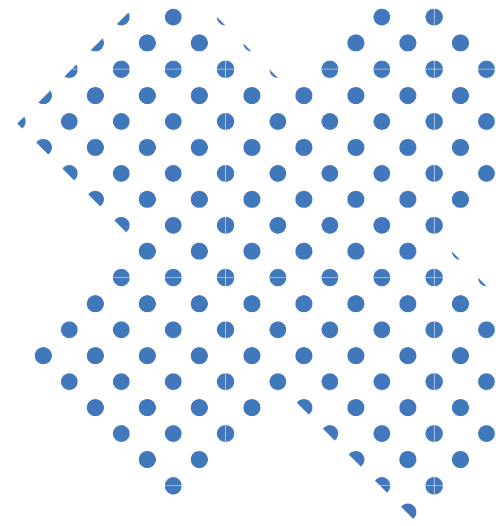
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INTRODUCTION



The Module

MED 526 Interactivity for Social Enterprise

This module is about creating media to a brief using the skills I've developed throughout my years of studying at university and the year I completed on placement as a Creative Designer with Ulster University's Global Recruitment and Engagement Team.

This production log will showcase the ideas and concepts that were developed whilst working on the creative brief and to reflect and review the process of creating the assets.

Our team were partnered with a Social Enterprise to work together with guidance from Adrian Hickey and Claire Mulrone to make a creative brief that will give us the opportunity to work as a team, apply our knowledge and skills to this project and develop an interactive production.

Overall aims of the module:

- An opportunity to work as a team.
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.



The Team

Due to our project entailing 3 completely different social media campaigns, we all dabbled in different aspects, whether it be motion graphics, design work, video editing or filming which meant all of our skills were put to use!



Bethany Rosborough

Bethany's skills came in handy for graphic and video content which was something we knew this project focused heavily on!



Mia Dixon (me!)

I'm a lover of all things branding and design especially after completing my placement year so working on graphics was right up my street. Ensuring clear communication with the community partner was something we established very early on, and I was more than happy to take the lead on this!



Michelle Campbell

After completing her placement, I knew she would be great at working on video editing and photography, so her skills came in pretty handy!

The Project

Our community partner is Sported, a UK-wide based charity who aim to promote fairness and equality for young people to reach their full potential by supporting grassroots and underfunded sport and physical activity groups. Judith Rankin, NI National Manager of Sported, wanted our group to build and design 3 separate social media campaigns for 2023 that showcased the power of sport primarily to funders, prospective partners and local councils.

For Sported, the three campaigns they wanted us to develop and create were LGBTQ+ History Month, International Women's Day and Autism Awareness Day.

LGBTQ+ History Month - This is an annual month-long observance of lesbian, gay, bisexual, transgender history and the history of gay rights and related civil rights movements.

International Women's Day - a global holiday celebrated annually on March 8 to commemorate the cultural, political and socioeconomic achievements of women.

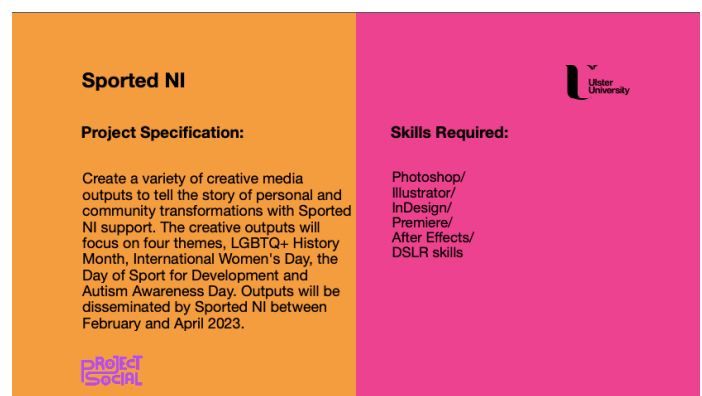
Autism Awareness Day - a day to encourage members of the United Nations to take measures to raise awareness about people with Autism Spectrum Syndrome (ASD) throughout the world.

The campaigns will be run on 4 different social media platforms: **Instagram, LinkedIn, Twitter and Facebook.**

We will also be creating a social media calendar and all relevant social media related documents (captions, hashtags etc.) so Sported won't have to worry about when to post the content and what to say alongside it!

Skills required:

Photoshop
Illustrator
InDesign
Premiere
After Effects
DSLR Skills



This is what we had to go off when we selected this project!



The Client

Judith, the NI national manager for Sported kindly provided us with an impact and annual report which allowed us to really find out who Sported were and what they did.

Their vision:

They want every young person to have the same opportunity to fulfill their potential.

Their purpose:

They exist to reach, include and empower communities through the sustainable local provision of sport and physical activity.

Their mission:

They help the community groups survive to help young people thrive.

How do they do this?

They build the resilience of community sports groups and strengthen those leading and working with such groups.

They design and deliver targeted programmes that help groups provide opportunities for young people to take part in sport and physical activity.

Sported's Personality:

- Supportive
- Passionate
- Personal
- Authoritative
- Connected



Their objectives:

To advance the education of children and young people through participation in sport to provide opportunities for them to develop their full capacities

To provide and assist in providing facilities for sport, recreation or other leisure time occupation of such persons who have need of such facilities by reason of their youth, age, infirmity or disablement, poverty or social and economic circumstances (in particular children and young people) or for the benefit of the public at large in the interests of social welfare and with the object of improving their conditions of life.

To promote the health of the public (especially young people), in particular through the provision of sports facilities and sport coaching.

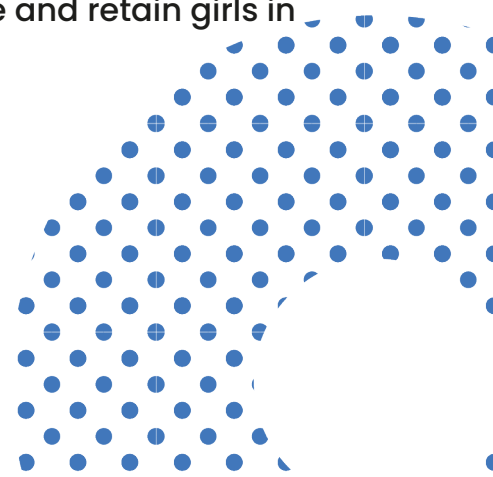
To promote community participation in healthy recreation by providing facilities for the playing of sports capable of improving health.

Inclusion:

LGBTQ+ – their journey around LGBTQ+ inclusion continues with the focus centered around upskilling their staff, volunteers and members.

Disability – Sported have made huge strides in the past 12 months to develop a stronger inclusion ethos across the organisation and to support their members in becoming more inclusive too.

Women & girls – Women and girls have always been a priority group since Sported's initial set up in 2008. Over the years, they have targeted and supported community groups delivering services to women and girls and tackling gender inequalities in sport. They are continuing to support their network to be accessible to women and girls delivering insight led knowledge and education to groups on how to engage and retain girls in community sport.



Project Management



We have mainly used Basecamp as a project management tool as it was recommended to us by Adrian & Claire to allow us experience working on a collaborative platform to share and showcase ideas within our group.

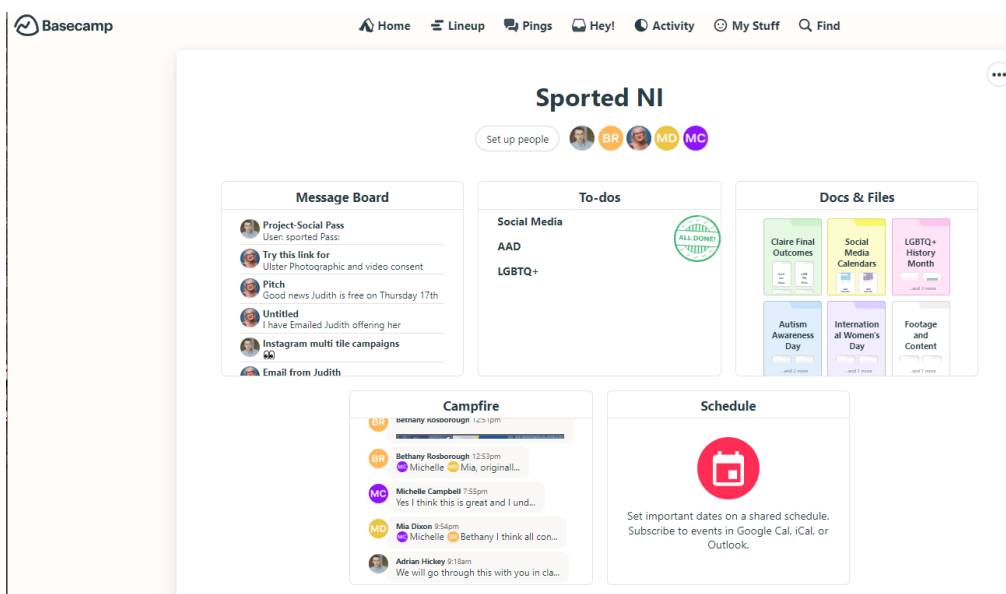
It took us a while to get into the habit of sharing our ideas and interacting with each other on Basecamp (Michelle and I live together so convos are mainly in person) but after a slow start, we realised how beneficial and useful Basecamp could be!

We used 5 tools within Basecamp; Message Board, To-do's, Docs & Files, Campfire and the Schedule.

The **message board** was used mostly by Claire who alerted us when Judith had been in contact with her about meetings and the pitch.

The **To-do's** came in really handy for us as we have 3 very different campaigns to focus on so dividing up the work of each campaign into separate to-do lists was extremely useful.

The **Docs & Files** tool was by far the most used within our group. Again, it took us a while to get into the swing of things with Basecamp but when we did, we were on a roll! All word documents, benchmarking, designs and decks were uploaded into corresponding documents to allow easy access and a more collaborative experience.



The **campfire** tool was especially useful when getting either the attention of the group or Adrian & Claire when talking about ideas or when having a question. It was great as you were able to tag certain people so that they were notified, and you could reply quicker. (My fav was the email alert that someone 'is talking round the campfire'!)

We didn't use the **schedule** tool all that much, except for slotting in meetings and filming dates. This is a tool that could've been used more effectively and collaboratively throughout this project.

Another thing to note is that Basecamp allowed for '**pings**', private chats between you and another member of the team. Claire had 'pinged' me a few times which was intended for the campfire for the whole group to know - I replied to Claire but let the rest of the team know what had been said!

Overall, I think Basecamp has been a great project management tool whilst working on a large group project like this. Admittedly, I wasn't the biggest fan of Basecamp at first glance but like anything, it takes a bit of getting used to and a scope about before settling in and getting more familiar and comfortable with it. I've really enjoyed using Campfire and I'm glad to have had the opportunity to use a project management tool working within a group.

We had also set up a WhatsApp group chat which allowed us to chat casually about the module however, the main way we managed the project was on Basecamp.



Time Management



To manage the amount of time spent on this project, I used Clockify. It was a great tool as it allowed me to track each piece of work.

Research	~~~~~	4
Benchmark	~~~~~	3
Brief	~~~~~	16
Design	~~~~~	32
Pitch	~~~~~	30
Filming	~~~~~	2
Content Creation	~~~~~	26
Production Log	~~~~~	30
Class Time	~~~~~	44

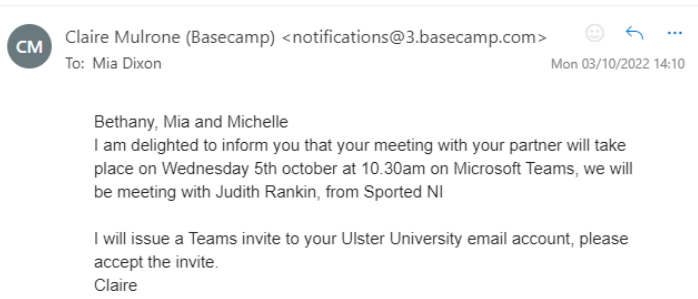
Overall = 187 hours

STAGE 1

First Client Meeting

3rd October

Claire notified us via Basecamp that our meeting was set up with our community partner.

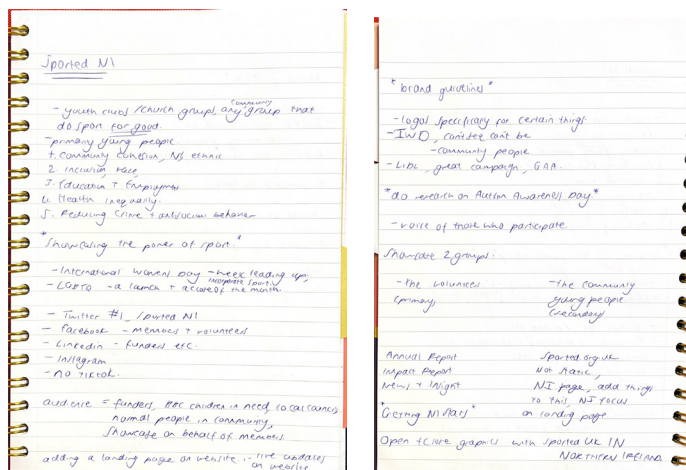
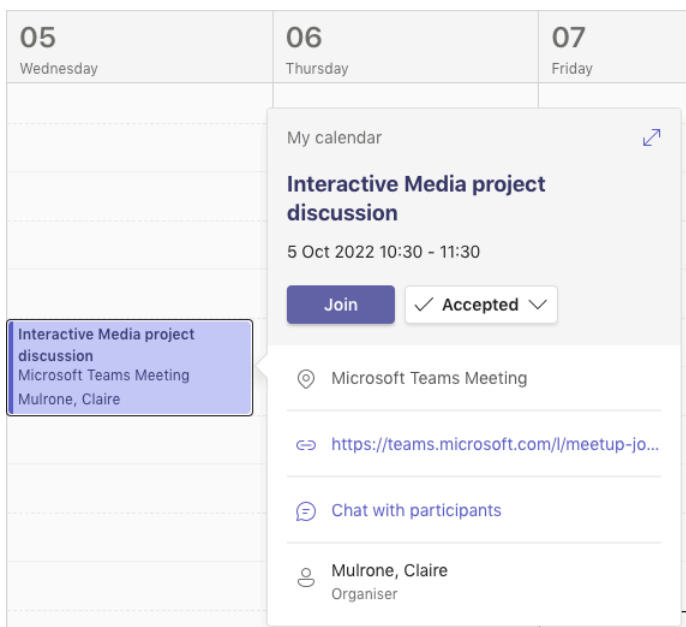


5th October

Our first meeting with our community partner took place on 5th October at 10:30am where we met with Judith Rankin, the NI National Manager for Sported. The meeting was held via Microsoft Teams and was a fantastic insight into what Judith had envisioned us to do.

First of all, Claire had spoken with Judith prior to our meeting in relation to the amount of work that Sported had initially proposed; this had included 4 main social media campaigns. By the time our meeting with Judith had come around, these 4 campaigns had been changed to 3 with the loss of the Day of Sport for Development.

I took notes throughout the meeting to ensure that we had an idea of what Judith wanted and a good starting point on what to do.



Main points we took away from initial meeting:

1. In each campaign, we need to showcase the power of sport!
2. LGBTQ+ History Month, Judith wouldn't be able to cope with something every day of the month, so create something for each week/ start and end of the month.
3. Refer to as Sported UK in Northern Ireland, NOT Sported NI.

6th October

The day after our initial meeting, Claire had notified us via the message board on Basecamp that Judith had been in touch with her about the elements we spoke about the day before. She gave us access to the Sported brand guidelines, logos and branding elements along with annual and impact reports. This was great to see the type of work that our community partner does and the range of campaigns they have ran in the past.



Research & Benchmarking

After our first meeting with Judith, we had a greater understanding of what it was they were asking us to develop. This gave us a chance to go away and research relevant, similar companies that showcased best practice of social media content. As a team, we each focused on a campaign and evaluated similar companies who had content relating to each campaign.

I focused on researching Autism Awareness Day and found 3 companies that had used social media to raise awareness of ASD. I had tried to relate each company to sport as that is what Sported is all about but found it difficult to find specific sport-based Autism companies.

Autism NI

The first company I had researched was Autism NI. They had a clear theme throughout their social media as content was shared across Twitter, Instagram and Facebook to allow as many people as possible to interact with the content. The content included videos, images, quotes and event posters which were informative and showcased the work that Autism NI does. Their content is aimed at parents, professionals and autistic individuals. The main colours used were blue and green which blue is the colour most associated with autism.

We could see that Autism NI had ran previous social media campaigns which included videos that showcased fundraising and campaigning and during the benchmarking process, we could see that Autism NI was one of two options that showcased best practice in relation to Autism Awareness Day.

Sports for Autism

The second company that I had research and evaluated was Sports for Autism. They didn't really showcase much of what they did, and their branding was minimal throughout Facebook and Instagram (no Twitter account). They used bright colours throughout their posts and consistently used the hashtag #SportsForAutism. I thought that their social media had a lot of potential to really showcase what they do to a larger audience.

It was clear to see through the benchmarking process that Sport for Autism did not showcase best practice in relation to social media content to do with Autism Awareness Day.

National Autistic Society

The third and final company I researched and evaluated was the National Autistic Society. They maintain a very clear and strong theme throughout all of their socials which makes for a pleasant experience. They had a range of content flooding their platforms such as vlog style videos, illustrations for particular holidays, images and motion graphic videos. The colour used throughout their brand was purple which was consistent although it isn't the colour associated with autism.

Overall, the National Autistic Society came out on top with the best practice in relation to social media content to do with Autism Awareness Day.

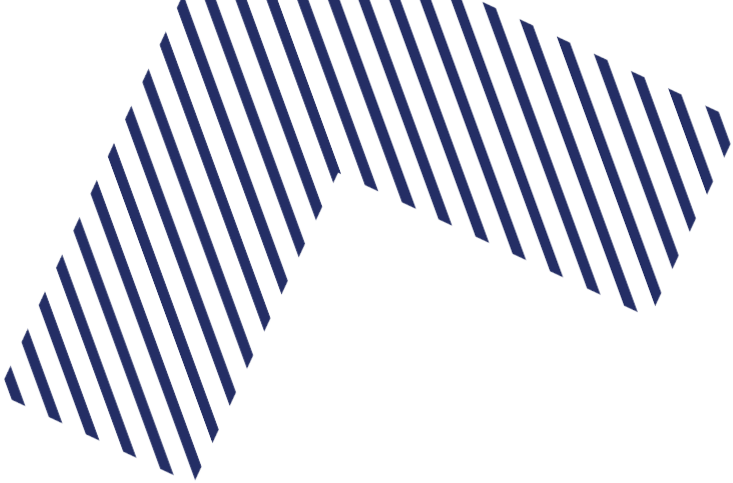
Category	Feature	Autism NI	Sports For Autism	National Autistic Society
First impression	Aesthetics	Clear theme throughout social media, content shared across Instagram, Facebook and Twitter (images, videos, quotes, event posters).	Not lots of content within a theme, branding is minimal throughout Facebook and Instagram, no Twitter account.	Very clear and strong theme throughout social media, all content includes brand colours across Instagram, Facebook and Twitter.
	Identifiable target audience	Parents, professionals and autistic individuals.	Parents and autistic individuals.	People on the autism spectrum and their families.
	Identifiable chief aim	Autism NI exists to support autistic individuals and their families and campaigns to raise awareness of autism within the wider society.	To give individuals with autism a chance to enjoy sports in a comfortable environment.	To transform lives by providing support, info and practical advice and to change attitudes by improving public understanding of autism.
Visual identity	Organisation logo	Yes, displayed on Instagram, Twitter and Facebook.	Yes, on Facebook and Instagram.	Yes, displayed on Instagram, Twitter and Facebook.
	Specific event logo	No	No	No
	Hashtag or Tagline	#WeekendForDifferentMinds #AutismAcceptance	#SportsForAutism	Transforming lives and changing attitudes
	Photography	Mixture of high quality and phone quality photos.	Phone quality photos.	Mixture of high quality photos and phone quality photos.
	Illustration	None	None	Yes, range of illustrations created for holidays e.g. Easter
	Video Content	Video created to showcase RAD that was shown in NI Movie House Cinemas before a film during the trailers, videos showcasing fundraising and campaigning, webinars.	Videos showcasing members doing sport.	Motion graphics showcasing online courses, stories from the spectrum (vlog type videos).
	Colour Palette	Blue and green, Blue is the colour associated with autism.	Bright, primary colours.	Bright colours, purple being the main colour.
Content	Explanation of Service	In bio - NI's autism charity, to provide local autism services throughout Northern Ireland.	Only in Facebook bio - gives individuals with autism a chance to enjoy sports in a comfortable environment.	In bio - The NAS is here to transform lives, change attitudes and create a society that works for autistic people.
	Likes	10-70	10-100	20-1500
	Followers	13k	2k	250k

Michelle had researched and benchmarked 3 companies to do with the LGBTQ+ History Month campaign we had been tasked with.

Category	Feature	Rainbow Project	Cara Friend	Aeracha Uladh (Ulsters first LGBTQ+ inclusive GAA Team)
First impression	Aesthetics	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear theme with content shared across Instagram, Facebook, Twitter and website (images, videos, quotes, event posters).	Clear minimalist theme across only Instagram and twitter as the group is still very young.
	Identifiable target audience	LGBTQIA+ people and their families in Northern Ireland.	LGBTQ+ Youth	LGBTQ along with the GAA community.
	Identifiable chief aim	To help LGBTQIA+ people and their families in Northern Ireland improve the physical, mental & emotional health and well-being.	Offer support to LGBTQ+ Youth.	Supporting LGBTQ community while promoting GAA culture.
Visual identity	Organisation logo	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram, Twitter and Facebook, along with on all graphics	Yes displayed on Instagram and Facebook along with on their jerseys and merchandise
	Specific event logo	No	No	No
	Hashtag or Tagline	None	None	None
	Photography	Phone quality photos.	Mix of phone quality photos and a few high quality images.	Majority of content is with phone quality photos.
	Illustration	Limited with mix of low quality and high quality	A variety of graphics for informational purposes of events	Very limited
	Video Content	None	None	None
	Colour Palette	Muted colours of the rainbow pride flag.	Bright versions of the colours of the rainbow pride flag.	Main colours of red and white along with pale rainbow colours.
Content	Explanation of Service	In bio - is chief aim	In bio - is chief aim	In bio - is chief aim
	Likes	10-50	20-100	30-300
	Followers	3,000 - 13,000	1,200-12,000	200-1,600

Bethany had researched and benchmarked 3 companies in relation to International Women's Day.

Category	Feature	This Girl Can	Women's Day (Twitter)	Glow NI
First impression	Aesthetics	Clear theme throughout with a variety of different content (videos, GIFs, photos and quotes).	Use of photographs to represent all different women.	Clear theme throughout with different types of content.
	Identifiable target audience	All girls no matter their age or background.	All women around the world.	Women and girls in Northern Ireland.
	Identifiable chief aim	Encourage and motivate girls to keep active.	To celebrate women's achievements.	Giving opportunities to women and girls.
Visual identity	Organisation logo	Yes, displayed throughout campaign.	Yes, displayed on their Twitter page.	Yes, displayed on Instagram, Twitter, Facebook and website.
	Specific event logo	No	No	No
	Hashtag or Tagline	#ThisGirlCan	#BreakTheBias #IWD	None
	Photography	Mixture of high quality photos and phone quality photos	Mixture of high quality photos and phone quality photos	Phone quality photos
	Illustration	None	Yes, range of illustrations to inform their audience.	Yes, range of illustrations to inform their audience.
	Video Content	Short video clips and GIFs.	Short motion graphics but mostly only uploaded photographs.	Short Reels are uploaded on their Instagram but phone quality.
	Colour Palette	Bright and colourful	Bright and colourful	Reds and pinks
Content	Explanation of Service	In the bio - inspiring people to keep active.	In the bio - to celebrate International Women's Day.	In the bio - opportunities for women and girls.
	Likes	50 - 400	10 - 100	10 - 50
	Followers	120k	55k	2k



The Brief

The purpose of a brief is to show our **understanding** of the project that the client has asked for, proposes the work we will put forward meeting the challenges given, steers the creative direction as we progress throughout the project and serves as a benchmark against what we will assess and reflect on our final media outputs.

With the brief being such a large task, we split the work between us and got to work! I oversaw specifying the budget, listing the team and putting together the document whilst the rest of the team worked on the other elements of the brief. I was happy to take on the role of compiling the document together as I wanted it to look great for the community partner.

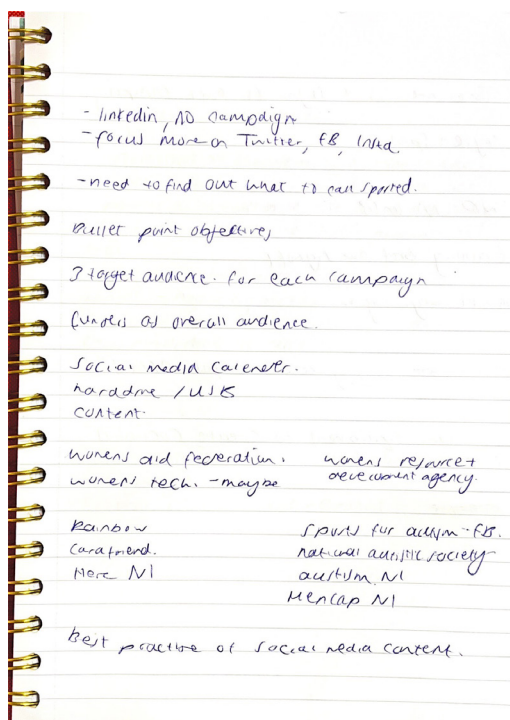
Slight confusion during the brief...

At this point, we had started the development process of the brief which included a section containing the deliverables that we would be handing over to the community partner. We had sort've picked this up the wrong way and had collectively come up with set content that we would do for each campaign, completely misunderstanding the part where each of us would go off and get creative!

I think our confusion came from the fact we have 3 separate and very different campaigns to run, all of which will solely take place on social media – we had then sat down with Adrian and Claire, and I had made some **rough** notes on how to get back on track and the group came away having a better understanding of what it was we had to do.

Full steam ahead!

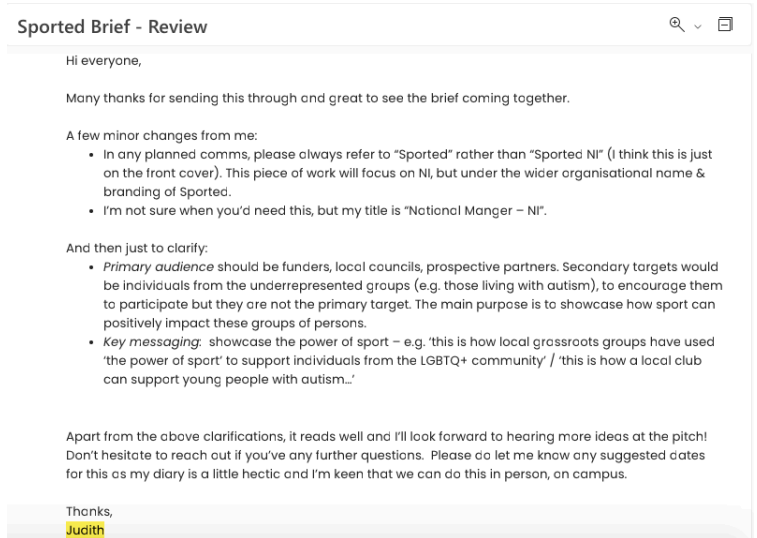
Heading back into the brief with clear guidance from Adrian and Claire allowed us to make all further changes before sending it over to Judith for sign off and approval on the 21st of October.



Feedback & Resolutions

We received feedback from Judith on the 24th of October with some minor changes.

One of the biggest things we had to change was the name of our community partner. Up until this point, we had been referring to Sported as 'Sported NI' which was incorrect, and we were glad to get this clarified early on. We also had a few more things we had to tweak in the brief which included realigning the primary and secondary target audience along with reinforcing the key message which is to showcase the power of sport.



After sending the revised brief document back to Judith, we had waited for formal confirmation that this was all ok and for us to start the creative process. After 12 days, we still hadn't heard word from Judith even though we had pushed on and started our creative process. At this point, we had asked Claire for some guidance on what to do and on 8th of November, Judith had replied with formal approval of the brief.

Time to get creative!

Michelle Campbell 11:17am
Mia there still isn't complete sign off from Judith yet is there?

Michelle no Judith hasn't got back with sign off on the brief, Claire should I send a reminder to Judith that if she is happy with everything, to sign off on the brief? 11:22am Me MD

Claire Mulrone 2:55pm
Will do Mia, I will email her now.
C

Good afternoon Judith
Could you take a minute to review the second brief Interactive Media students have sent. I know they made the requested changes to the first brief they sent.

We need formal confirmation you are happy with this and you have signed it off before they can move to the next creative phase.

Many thanks in advance.

Sported Brief - Review

Hi everyone,

Huge apologies for the delay in responding as you caught me on annual leave.

I can confirm I'm happy to proceed with the revised changes and look forward to hearing from you around the pitch date.

Thanks,
Judith

STAGE 2



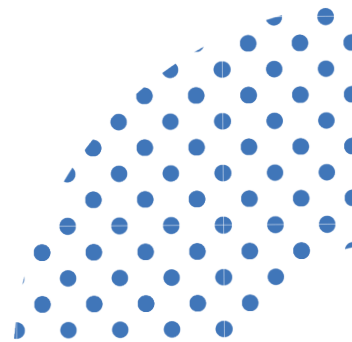
Initial Designs

As a group, we had spoken to Adrian and Claire after finalising the brief where they spoke about going away and starting the creative process. They had suggested that we all go away and come up with 10 words that really capture Sported and their brand. I went away and looked on the Sported website, watched multiple videos on the Sported YouTube channel and read their impact report to find powerful words that they've used across their brand that I could incorporate into my designs.

Before even thinking about putting pen to paper in terms of design, I needed to go away and do some research on the campaign, find ideas that I like and put them all in one place so I can constantly remind myself of the aims of my design; a mood board. I'm a MASSIVE fan of mood boards as they give me plenty of ideas and give me a good starting point.

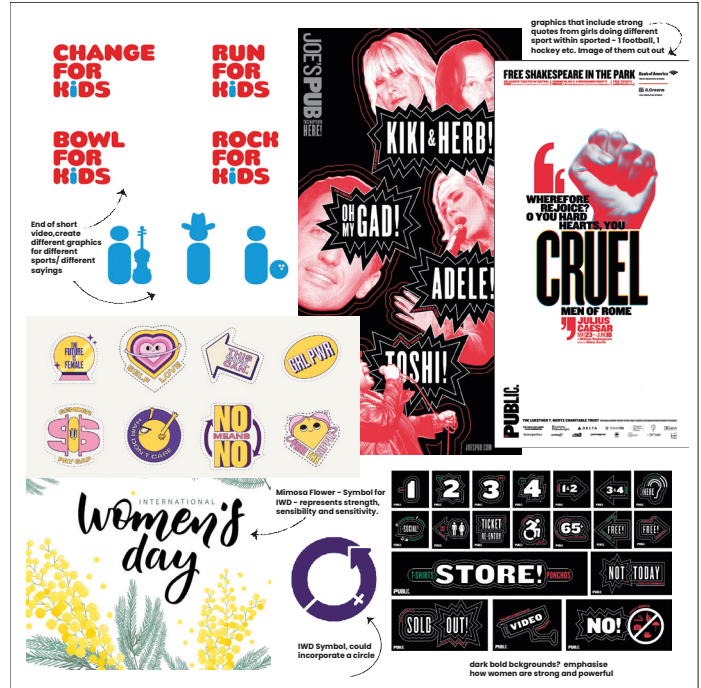
Sported Keywords

Power
Immense
Attitude
Reach
Include
Empower
Thrive
Support
Safe space
Strong
Confident
Embrace
Fulfil
Make a difference



IWD Mood Board

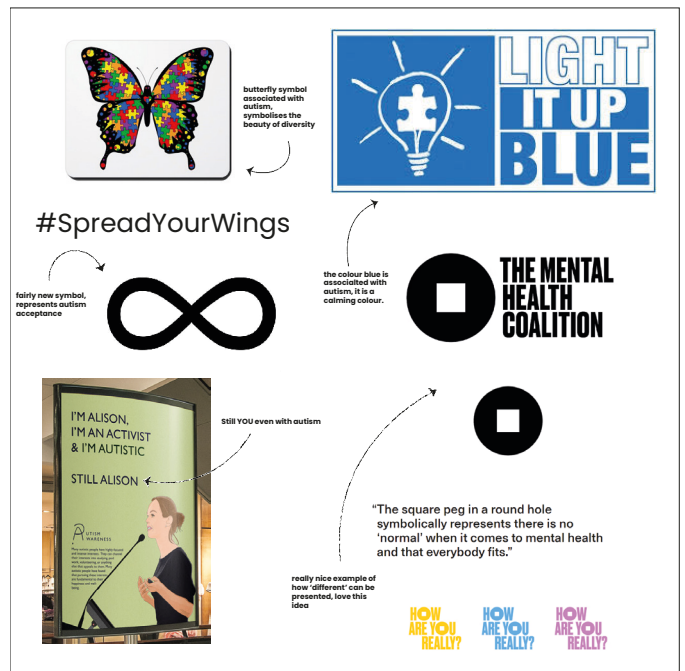
For each campaign, I went away and researched the history and the symbols associated with each. In the images below, you can see that for International Women's Day, the main colour associated with the day is people, for Autism Awareness Day its blue and the rainbow is most widely known is association with LGBTQ+ celebrations such as pride and History Month. After doing some research into each campaign, I turn to Pinterest, Behance and pentagram.com for inspiration on similar projects and any projects I really like the look of. I included these in my mood boards along with a description detailing why I've included it on the mood board and what I like about it.



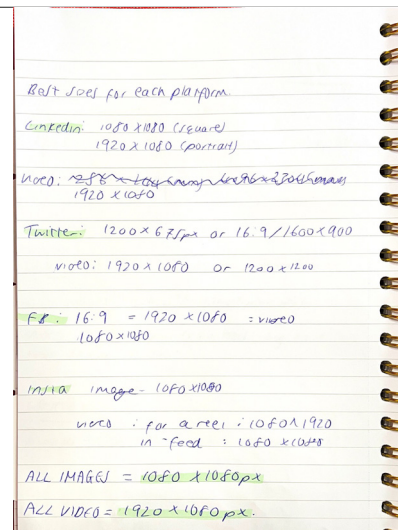
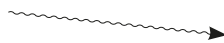
LGBTQ+ History Month Mood Board



AAD Mood Board



I also went away and did some research into the best content sizes for each platform. This was something I shared with the team to ensure we were all on the same page.

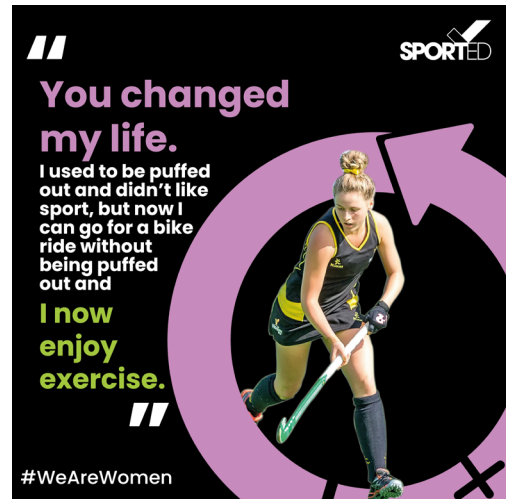


International Women's Day

I started off thinking about the International Women's Day campaign as I initially had a few ideas of what I would like to do. I knew I wanted my campaign idea to come across as big, bold and in your face! I focused heavily on using the circle symbol that represents International Women's Day within my ideas. At first, I wanted large statements that made an impact similar to the Shakespeare in the Park 2017 posters which I had tried to showcase in **design #1** however this didn't really come across as bold and in your face as I would've wanted! When showcasing this design with the rest of my team alongside Adrian & Claire, they all thought the circle was really effective and was a strong aspect of the design – I agree!

Design #2 was using a similar idea to design #1 but really putting the focus on circle. This one was a big hit amongst the team along with Adrian and Claire, however they suggested that there was too much text, and it wasn't giving that big bold vibe I was initially going for.

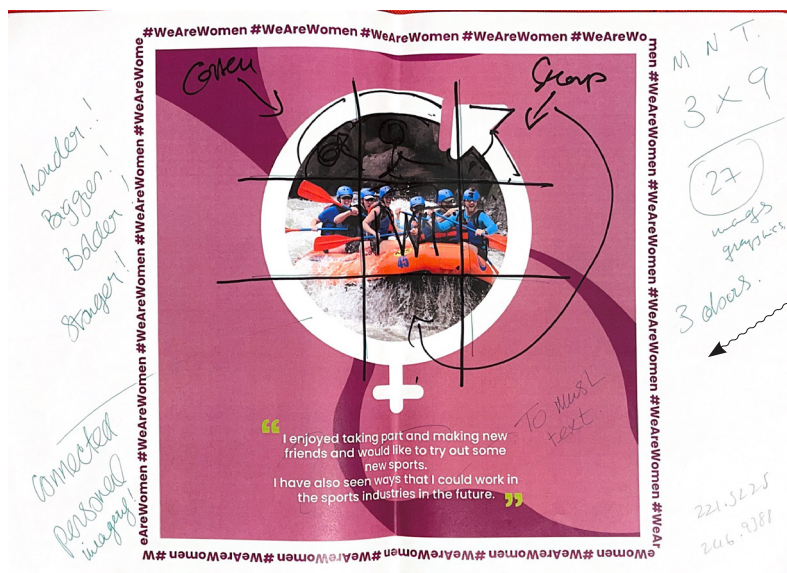
Another thing noted by Claire was that both designs never once mentioned anything about it being International Women's Day – a pretty important part!



Design #1



Design #2



Notes from the team, Adrian & Claire.

For the next part of my International Women's Day campaign, I focused on creating a storyboard for a video that would showcase the women members and volunteers within sported across Northern Ireland. My first thought was that the video had to be punchy, loud and exciting, a similar vibe to the designs I had come up with. I had come up with the idea of breaking up clips of girls playing sport with 2 GIFs for emphasis and to keep the viewer intrigued. Adrian had pointed out that the GIFs just weren't very bold and in your face like I had wanted, so that was something I would work on. Myself, the rest of the team plus Adrian and Claire had mentioned how it would be a great idea to incorporate the International Women's Day circle into the video so that was something I went away with and had a think about it. My storyboard was also too short and would've needed more to really show what I wanted.



Back to the drawing board!

#WeAreWomen Short Video
Planning the filming of the promotional film

Opening Logo, fast paced clapping music. 45 - 50 second video.	Fast paced clips of women playing their sport.	Close ups of women playing sport and women volunteers encouraging others.
GIFs in between clips to break them up - colour changing ripple effect. background colour changes.	More clips of women in their sport.	Closing animation, text shift effect. Sported Logo pops up at end alongside #WeAreWomen.

First storyboard draft

#WeAreWomen Short Video
Planning the filming of the promotional film

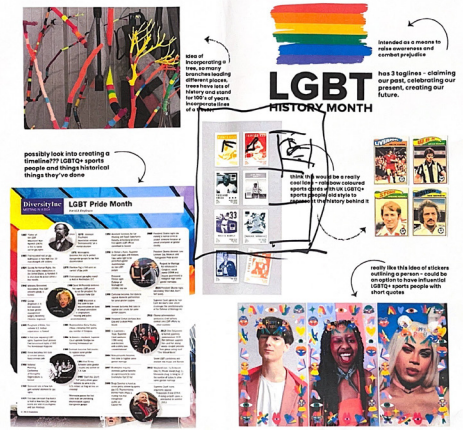
Opening Logo, fast paced clapping music. 45 - 50 second video.	Fast paced clips of women playing their sport.	Close ups of women playing sport and women volunteers encouraging others.
GIFs in between clips to break them up - colour changing ripple effect. background colour changes.	More clips of women in their sport.	Closing animation, text shift effect. Sported Logo pops up at end alongside #WeAreWomen.

Notes made by the team, Adrian & Claire

LGBTQ+ History Month

For LGBTQ+ History Month, I had loads of different ideas and loads of different routes that I could've went down but decided I would really focus on the history aspect. I really loved the idea of creating old style sports trading cards with an image on the 'front' and stats on the 'back'. I had initially thought about using photographs of people or teams but after speaking with the rest of the team along with Adrian and Claire in class, it was decided that I would use images of the actual sport instead of people as many people are still not confident in showing themselves on camera for topics surrounding LGBTQ+. I had decided to call my campaign 'Creating History' as I wanted it to be a campaign where people knew that we, right now, are also creating history.

I had drafted up 6 sets of 3, a front, back and then a third with big bold writing of the campaign, each with the colour of the pride flag. The colours were quite muted and not overly loud or vibrant as I wanted the vibe of the graphics to be retro and give off a vintage feel. When showing them to Adrian, he thought they looked well but thought they could give off an even bigger retro feel by changing the font. He had suggested using the font used in the Mexico 86' World Cup called 'Mexcellent'.



As for my storyboard, it was too short and didn't really come across as fitting in with my 'Creating History' theme.

LGBTQ+ Storyboard

Planning the filming of the promotional film



Narrated a text - images of sport. Graphic content supported LGBTQ+ history stuff.



Mexcellent by Typodermic Fonts

mexcellent 3d.otf

MEXCELLENT

mexcellent rg.otf

MEXCELLENT

Autism Awareness Day

For Autism Awareness Day, I felt slightly stuck on ideas. I had read so much information online relating to the symbols associated with Autism Awareness Day that I wasn't overly sure which direction to go in. In my research, I had come across an autism campaign that I really liked and decided to name my campaign, '#I'mStillMe'. I thought this was effective and got the message across that even if you do have autism, it doesn't take away from the fact that you are still you. We brainstormed in class as a group alongside Adrian and Claire and decided to focus my campaign on flat illustrations.

I also knew that I wanted to create a slow-paced video that shows the journey of those affected by autism and how sport has helped them in their lives.



When researching Autism Awareness Day, I came across two very prominent symbols that mean a lot to the community. The first is the jigsaw puzzle piece – it's used and recognised widely for supporting and showcasing autism. The second and newer symbol I came across was the infinity sign. It has only started to be used in more recent years and represents autism acceptance. I had read online about how the jigsaw puzzle piece may sometimes give off the wrong impression that those with autism and puzzling and they don't fit into a jigsaw, so I decided that I wanted to incorporate the infinity sign into my campaign.

With an idea of where I was going with this campaign, **it was back to work!**



Revised Designs

International Women's Day

Working on the suggestions from the rest of the team along with Adrian and Claire, I worked on my initial designs and took everything we spoke about into account and made these! I focused heavily on the International Women's Day circle, got rid of the text, included the name of the hashtag and 'IWD' for International Women's Day and included a colour overlaid montage of women within sport. I mocked this up in the Sported colours (blue and yellow), pinky tones and in purple and green (the colors associated with International Women's Day). I also mocked up 9 separate artboards with a large version of the pinky toned graphic to showcase what this would look like across an Instagram grid.

For the storyboard, I made this longer, added in more GIF elements and added in the circular motion transitions to really showcase what the video would be like. The GIFs were more in your face, bolder and brighter to really emphasis the look I was going for. We had also spoken about using the three GIFs that would be in the video as standalone teaser posts leading up to International Women's Day which I thought would really tie in the whole campaign.

Overall, I thought the #WeAreWomen campaign was really strong and portrayed a powerful message that would showcase the power of sport.



#WeAreWomen Short Video



45/50 second video showcasing sport. Opening Logo with zoom to start. Clapping music for video - pleaboy.



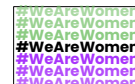
Fast paced clips of women playing their sport. circular transitions between clips.



Close ups of women playing sport with circular transitions.



Women volunteers encouraging girls. Circular transitions.



GIFs in between clips to break them up - colour changing ripple effect. Background colour changes.



More wide shots of women in their sport.



Wide shot of women volunteers interacting with girls in sport. Circular transition.



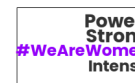
Large echo effect GIF to break up clips. Strong, bold colours. Circular transition.



Wide shots of women together playing / doing their sport. Circular transition.



Wide shot of women having fun together within their sport. Circular transition.



Text shift effect GIF to break up videos and enforce the campaign hashtag.



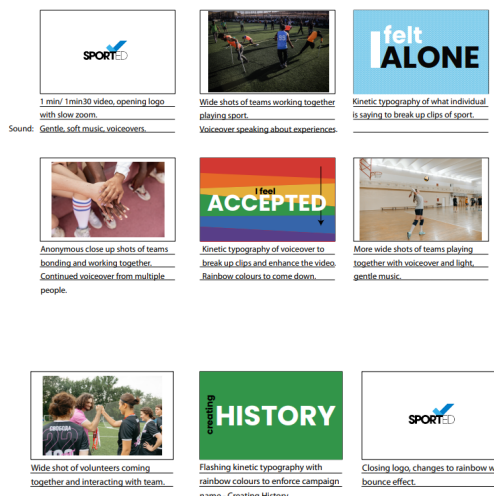
Sported logo to close the video with campaign hashtag.

LGBTQ+ History Month

I had taken Adrians advice and used the font Mexcellent which looked really effective. I was dubious about using this font due to Sported being such a large organisation and having strong brand guidelines but when chatting with Adrian, he had suggested that putting the Sported logo on the first post of each sport would be effective and using their font 'Poppins' throughout the rest of the posts would be fine.

With my storyboard, I made this longer and added in a few more details relating to the type of music that would be played and what was happening in each clip. I had also added in some kinetic typography to break up the clips of those playing sport to follow a narrative and someone's story.

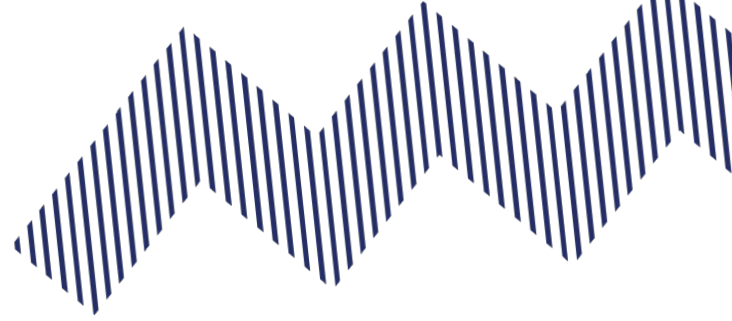
Creating History - LGBTQ+ History Month



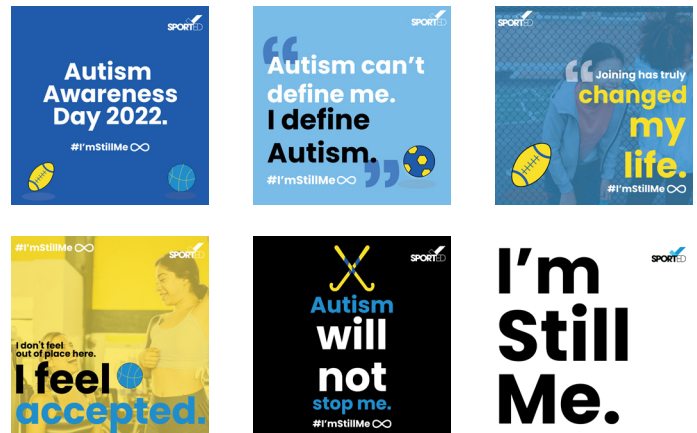
A preview of what the grid would have looked like

Overall, I think that the campaign 'Creating History' looked really good and really captured the historical aspect of the month-long celebration. I was really happy with the look of the graphics and thought the storyboard portrayed the correct message.

Autism Awareness Day

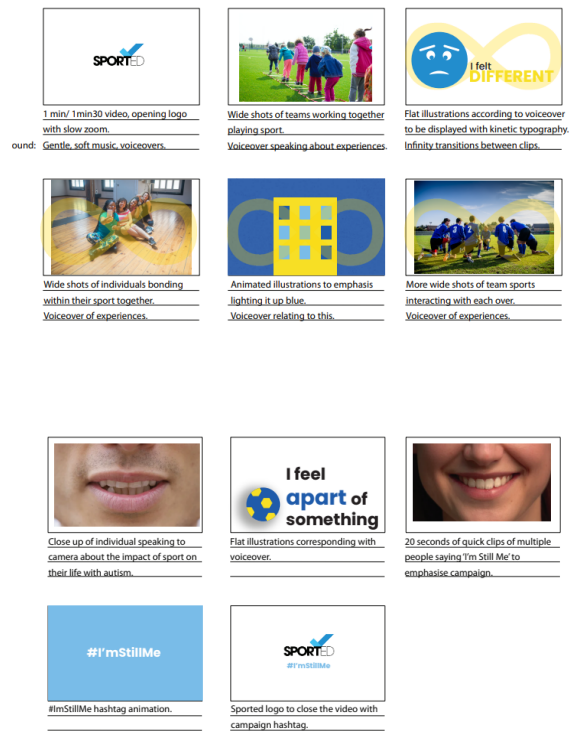


I had went away and made a few sport illustrations to use within the graphics. Claire had suggested turning the I'm Still Me hashtag into just '#StillMe' which I think is even more effective than before and really gets the message across. The 6 graphics were to be uploaded throughout the day showcasing different sports. It just so happened to be that the colour associated with Autism Awareness Day is blue which is one of the main brand colours of Sported so I focused quite heavily on using their brand colours in this campaign.



I made sure my storyboard was long enough to give a glimpse of what it could really look like. I had included a few motion graphics and some kinetic typography in the video storyboard to break up the clips of sport. I also had the idea of getting people to say the campaign hashtag up close to the camera to create a personal feel which I thought would be powerful and really effective.

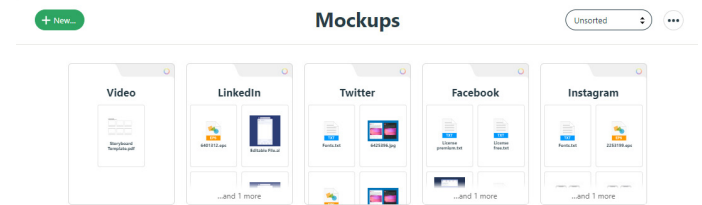
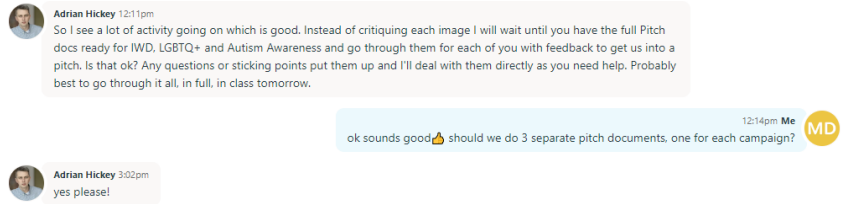
#I'mStillMe - Autism Awareness Day



Overall, I thought that the #StillMe campaign had some good aspects but was the weakest of the three I had created.

Pitch Deck

To get us ready for the pitch as a team, I had sourced some free mockups for us to all use, so they were all the same and Judith wasn't thrown off by different mockups each time.



I've had a nosy at some mockups, I've put them into a folder but only one is photoshop, the rest are all illustrator files

We had decided early on that the best way to create our pitches in the most effective and easy way was to create three separate pitch documents for each campaign. We had laid out each deck the same for uniformity with Michelle presenting her ideas first, Bethany second and myself last. For the most part, all storyboards would be presented first and then the graphical elements presented next.

Link to International Women's Day Pitch

<https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:3c2c86bc-ce59-3b40-a640-b947371f0b80>

Link to LGBTQ+ History Month Pitch

<https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:9cd3d659-3be0-3b94-a911-b680e6d4046a>

Link to Autism Awareness Day Pitch

<https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:6486fbbb-4e4c-301f-b4a1-b8c2d56546d5>



I had also written about the words that Spotted use to describe their personality; supportive, passionate, personal, authoritative and connected. I wanted to try and use these words throughout my pitch to let Judith know that I had these words in mind whilst researching and designing these ideas.

For **International Women's Day**, Judith chose my campaign and opted to go for the Spotted colors and the green and purple coloured graphics, leaving the pinky toned one out. She thought the storyboard for the video was really good and was happy for us to go away and work on this campaign.

For **Autism Awareness Day**, Judith picked elements of Bethany's campaign including the graphics and GIF idea and then decided to go for the video idea I had come up with. She really liked Bethany's idea of the #LightItUp so we decided to use this as the name of our campaign.

For **LGBTQ+**, Judith chose Michelle's campaign. She really loved the use of the rainbow flag within multiple silhouettes showcasing the range of sports and the inclusivity of the idea. This campaign was named '#SportForAll' which works really well and represents the campaign idea.

Claire had taken a few notes whilst the team pitched their ideas which came in super handy when we had to revise the pitches.

The Pitch

We pitched our ideas to Judith on the **17th November** at 12:30pm on the Coleraine campus alongside Claire and it went really well!

Before heading into the pitch, I had made a few notes to remember the purposes and thought process behind each of my campaign ideas - I was afraid I would forget something due to being a bit nervous!

Spotted Pitch 17/11/22

Spotted Personality

- Supportive
- Passionate
- Personal
- Authoritative
- Connected

SWD - #SportForAll

- Fast paced video with fun music
- Short
- Easy to watch & remember
- Big & bold, capture that you are trying something new

Images - Create visual symbols for SWD

- Use of colors, shapes associated with SWD
- Use of light, shadow - change for an effect
- Spotted colors & pink
- 2.5g if on each day to lead up to SWD
- Spotted personality & passionate

LEADER - creating history

- video - generic music to allow resonance
- personal, as clips of spot teams
- video - using rainbow flag throughout to show team
- Spotted eggs change to rainbow in support

images - 18 in total 3x6

- 8 colors
- intended to bring a story into action
- as it's being made - message
- use of light, shadow, people coming out
- each silhouette, sport, connected with team across all
- images are simple (1x1 and 2x2) using 6x6 in 1x1, 2x2, 3x3

Autism #LightItUp

Words - Personal, story, inclusive

- Support of 'Team within a team'
- Individual being & being a group
- Using spotted colors as well as rainbow with autism as it is a color
- Using group together as well as a group
- Supported with autism acceptance

Images - 9 used (showing non-supportive spot colors are for autistic individuals)

- Used one
- Showing that it is something to try away from
- Each image has individual but different way are 2x1, 3x1, 4x1, 5x1, 6x1

Spotted Pitch - Judith Reaction

LGBTQ+

- Michelle - Main focus
- SWD - 17/11/22
- Shakespeare post
- 3x the size
- Colors

IWD

- Mia - main focus
- We - An reflects Spotted

Autism Awareness

- Mia & Bethany - Social media post
- Light it up Blue
- Sport is inclusive
- #LightItUp
- #I can
- #My Team
- Blue of Spotted
- Support to Light Bulb Girl
- Yellow - Shock's culture with branding

LGBTQ+

- Football game Rugby (?)
- Andronic & dance great similar
- Tag have - Better justice for all
- Supporting a Better future for all

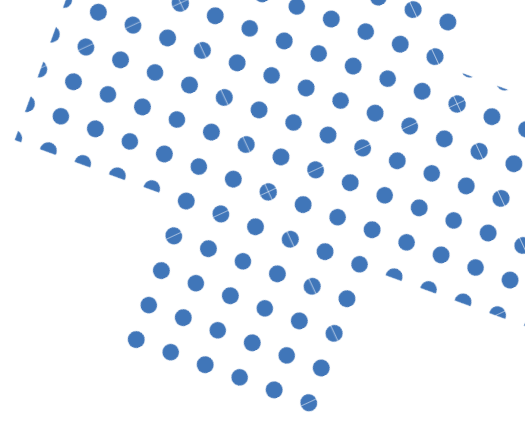
#Sport for all

- Announced gif & Instagram grid

IWD

- Spotted colors specific posts
- SWD colors specific posts
- Grid in Spotted or IWD
- #We are women
- Pink grid





Revised Pitch

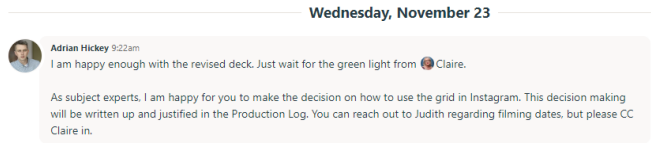
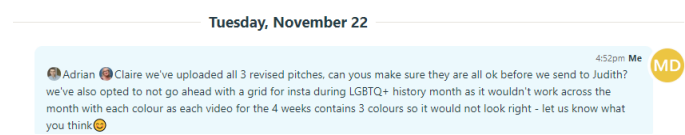
After our initial pitch with Judith on the 17th of November, we sent her through the three revised pitch decks on the 23rd of November. The reason for being us taking a few days to revise the pitches was mostly due to the LGBTQ+ pitch.

For the International Women’s Day campaign, there were no changes apart from taking out the pinky toned graphic.

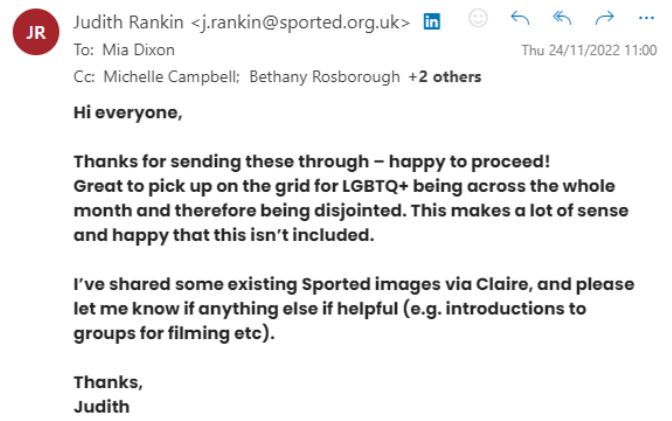
For the Autism Awareness Day campaign, the only change we had to make was to change the hashtag throughout the video storyboard and changing the GIF to incorporate an infinity sign.

For the LGBTQ+ History Month campaign, we decided as a group to go away and revisit the content. During the pitch, Judith really liked the layout of the Instagram grid I presented as part of my LGBTQ+ campaign and asked if this was something we could incorporate into Michelle’s idea. At the time, with the pressure of Judith being there, as a group we said yes not really thinking of the logistics around this. After discussing it over in class, we decided that this probably wouldn’t work due to the content being spread over a full month and the number of colours within the pride flag would make the grid look disjointed.

After discussing this as a team, we wanted to let Adrin and Claire know of our decision and to get any feedback or thoughts they had on this.



We forwarded the pitches on to Judith letting her know our decision and the thought process around this. Overall, she could see our thought process and was more than happy to proceed with it!



Time to actually make the content!

//

**This makes
a lot of
sense and
happy that
this isn't
included.**

Judith Rankin -
happy to proceed with
our decisions

STAGE 3



Shooting & Filming

When Judith gave us the all clear on the revised pitch decks, she had said to reach out to her for help on anything such as introductions to groups for filming. We did exactly this. We outlined exactly what it was we needed to film/capture for each campaign so Judith would be able to relay this to those who would be interested in filming.

On the **29th November**, Judith came back to us with three contacts to start us off. I put into the campfire about getting an email drafted up to send out to any and all contacts that Judith would send through. Both Michelle and Bethany thought this was a good idea and something we should definitely do. I drafted up an email outlining who we (Bethany, Michelle & I) are, what we're doing and what we hope to get from the clubs just as a bit of background on the project.

Wednesday, November 30

12:39pm Me MD
 hey guys, I've had a look at the email that Judith had sent through yesterday and I think it would be a good idea to get an email drafted up to go out to the 3 contacts that she's given us about possible dates to go out and film with the clubs - what do you think? 🗨️ Bethany 🗨️ Michelle

BR Bethany Rosborough 3:08pm
 Yes, definitely think it's a good idea to get possible dates in for as soon as we can! 🗨️ Mia 🗨️ Michelle

MC Michelle Campbell 3:12pm
 Yes I think we should get on it. Make sure it has within it that we are on a tight timeline as i think we would need to have these captured next week. 🗨️ Mia 🗨️ Bethany

Also i know she has concerns about the permissions for the lgbtq+ so shall we shoot an email back to her that no faces shall be used within it for her to express to the clubs so they may be more comfortable? 🗨️ Mia 🗨️ Bethany

BR Bethany Rosborough 3:17pm
 🗨️ Michelle yeah I think that would be a good idea

4:26pm Me MD
 yes i agree!

Hi Collette,
 Hope you're well!
 Judith Rankin from Sported has passed on your email for us to get in contact with you about getting out to take a few photos and videos of your club.
 Just a quick intro of us, myself (Mia), Bethany and Michelle are working on a project together with Sported to showcase the power of sport within Northern Ireland and we're focusing on three campaigns for next year; LGBTQ+ History Month, International Women's Day and Autism Awareness Day whilst working under the supervision of Adrian Hickey (Module Coordinator) and Claire Mulrone (Community Engagement Manager).
 We are hoping to get filming sometime in the next week due to being on a tight schedule and we're wondering if there is a specific day/time that would suit you best for us to come out and get some footage?
 Hope to hear from you soon!
 Many thanks,
 Mia, Bethany and Michelle

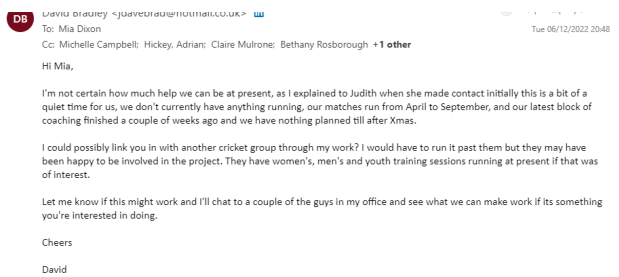
^^ I had drafted up an email earlier, what do you think of this? just wanted to give the clubs an overview of what we were doing 🗨️ Bethany 🗨️ Michelle

MC Michelle Campbell 4:40pm
 Yes MD Mia I think that is great 👍

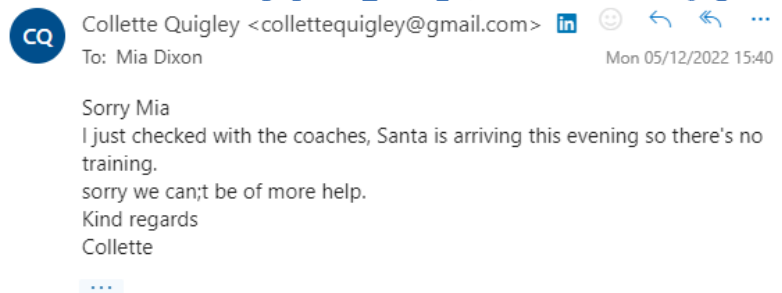
BR Bethany Rosborough 5:20pm
 Yeah that sounds good 😊 MD Mia

We sent out this email to Collette (Portrush FC Youths), David (Ardmore Cricket Club) and Grainne (Newry Rowing Club) to start off with. We got replies from all 3 contacts which I shared with everyone on Basecamp since a few emails had only replied to just me, not the whole group.

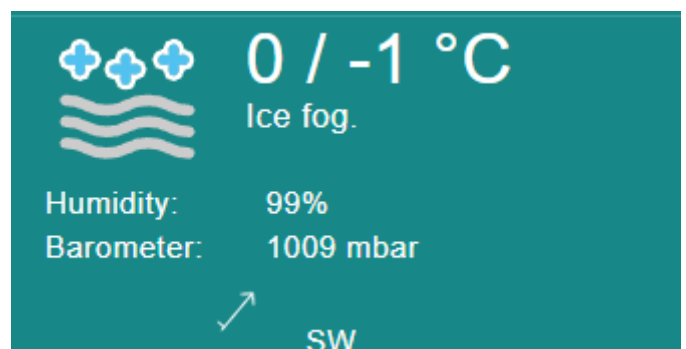
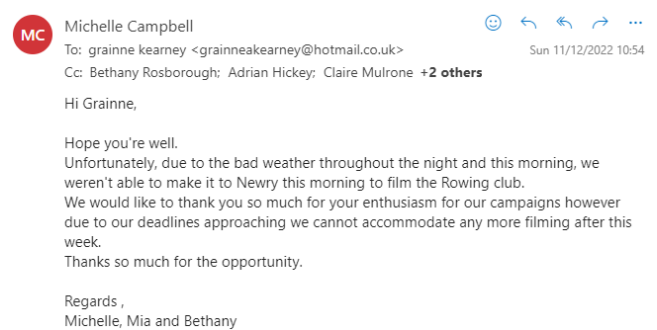
Michelle and I live together in Portstewart so initially, we thought **Collette with Portrush FC Youths** looked really promising but due to us getting in contact with the clubs' mid-way through December, a lot of them were finishing up. Santa got there before us meaning we couldn't get out to film!



Grainne from Newry Rowing Club looked promising from the beginning. The club trained at 8am on Sundays which due to my part time job, I wouldn't have been able to attend filming but both Michelle and Bethany were up for making the early morning journey to Newry. This was all set up but due to an extremely cold week, the roads had frozen over, and the girls weren't comfortable driving in the conditions all the way to Newry so Michelle let Grainne know why we hadn't arrived – probably best as it was really icy!



Dave from Ardmore Cricket Club got back to us stating how this time of the year is their quiet period, but he could potentially get something set up for us to film. We got back to him and patiently waited for a reply. After nearly a week, we were starting to get conscious of the time we had left so we sent him another email. He came back to us offering to get a few other clubs he knew involved in the campaign. As much as we appreciated this, we decided to focus our efforts elsewhere on clubs provided by Judith.

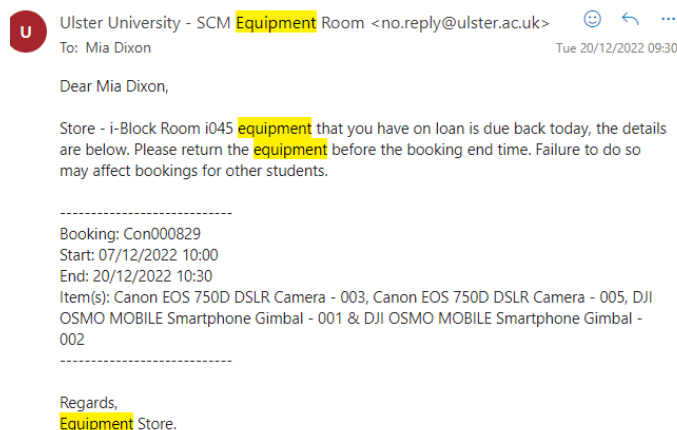


Judith had sent through a few more contacts and we had sent out the same email outlining a bit about us and what we were after. She put us in contact with June (Randalstown Hockey Club) and Janine (Limavady Girls Rugby). Unfortunately, we are still waiting on a reply from Janine!

We finally struck a bit of luck with **June from Randalstown Hockey Club** who got back to us quickly with the day and time they train. I quickly got onto the girls on Basecamp to see if everyone was free to head down for filming. We double checked the dates and times with June, and we were finally booked in!

As a group, we decided on **Tuesday 6th December** which equipment we needed to rent out for filming the following day. We decided to go for 2 DSLR's, one to focus on filming and the other for just photography. We also decided to rent out two Osmo phone gimbals to shoot some footage on our phones.

Since confirmation of filming happened quite quickly to the actual date, we had to ask Adrian for a bit of help in relation to renting out some equipment. Thankfully, we got sorted (thanks to Adrian!) and we had the equipment we needed to film on **Wednesday 7th December**.



We had also asked a few clubs to provide us with some quotes related to Autism Awareness Day, however, we didn't get anything back. Thankfully, Judith had sourced a few quotes that she sent over that we could use and get people to read out as a voiceover.

Meantime, I've heard back from a few clubs with the following quotes for AAD - hopefully that helps, as these can be read by actors or used as text etc.:

"Pure joy! Seeing a group come together and produce a team effort."

"Day and daily I find myself trying to please others, when I dance I please myself"

"Autism can sometimes feel like swimming against the tide, the thing that helps is when others are swimming with me."

"We all want to be part of something, being in an all inclusive sports group means I'm an important part."

"Everybody wants to be special, autism makes me special"

"Parents want acceptance and happiness for their child. All inclusive sport does this and more"

"Autism doesn't limit ambition"

"Inclusive sport is where you get fit and fit in"

"My autism is my special power, give me the opportunity to use it"

"My autism means I model behaviours, I need good role models. Sport gives me those."

Thanks,
Judith

Filming in Antrim

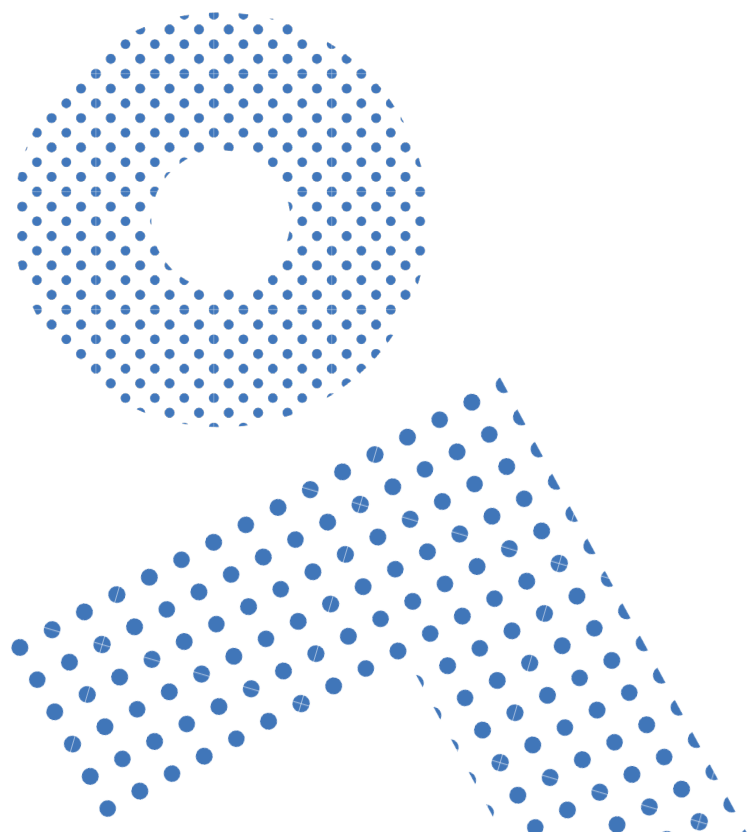
9:32pm Me **MD**
did everyone see June replied! they train on a wednesday night- is everyone free 7-9pm to film in Antrim? **Bethany** **Michelle**

BR **Bethany Rosborough** 9:34pm
Yeah I just seen the email! I'm free to film then **MD** **Mia** **MC** **Michelle**
MD **👍** **🚀**

MC **Michelle Campbell** 9:13am
Mia Dixon
did everyone see June replied! they train on a wednesday night- is everyone free 7-9pm to film in Antrim?
Bethany **Michelle**
Yes I am available on Wednesday 😊

We headed down on Wednesday 7th evening to film the girls of Randalstown Hockey Club. June wasn't there but had let others know that we were coming. We got straight to work and got some really cool footage of the girls working together!

Safe to say there were a few red noses and numb hands leaving that evening!



Since we couldn't get to Newry to film the rowing club, we were starting to panic slightly about the amount of footage we would have. We sent Judith an email asking if there was any previous footage of clubs we could potentially use as a backup. Judith sent through a brilliant range of clips that we could use which was fantastic!



Judith Rankin <j.rankin@sported.org.uk>



To: Mia Dixon

Wed 07/12/2022 13:47

Cc: Michelle Campbell; Bethany Rosborough; Hickey, Adrian +1 other

Great Mia, glad the quotes are helpful.

[This link](#) should take you to a WeTransfer of some existing NI footage. It's limited but hopefully helpful as a plan B.

[This link](#) is a trailer for a separate project – you might be able to use some of the clips / B-roll, but a request to please not use any footage of the individuals speaking to camera.

Let me know if any issues with accessing the files.

Thanks,
Judith

Judith also asked if there was a possibility of us filming some of the clubs on campus. Micelle and I are friendly with a few people on the football team and had secured a date to film a few of the players on **Monday 12th December**.

The weather was just not in our favour and all sports on campus were cancelled due to the freezing temperatures and the fog!

Filming & Voiceover for Autism Awareness Day

We had initially planned to film at around 2/3 clubs where we were also hoping to get some quotes and footage for our Autism Awareness Day campaign, but things don't always go to plan so we had to come up with a **plan b!**

We booked an audio recorder and still had the DSLR's, so we had the necessary equipment to get all the content we needed.

Luckily, Michelle and I have a few friends on campus who were willing to help us out, say a few quotes for us and allow us to film a close up of their mouths saying the name of the campaign, 'Light it Up.' This was handy and due to everyone being on campus, the footage all had the same lighting, making it easy to work with.

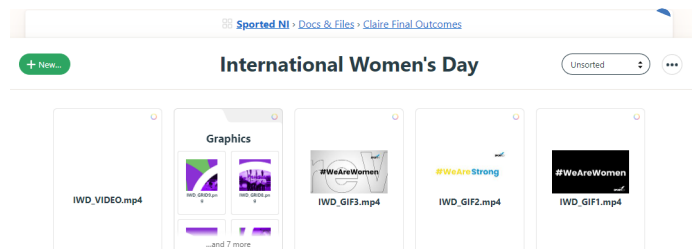
Overall, as a team, we should have allocated an extra week for filming to allow us room for things to go wrong like the weather! We got some really good footage and photos from the Randalstown Hockey Club and the content that Judith had sent through was brilliant!

SPORTED

International Women's Day Content

The content for International Women's Day includes 3 teaser GIFs in the representing colours (purple and green) to be uploaded 3 days before the day of. These act as a teaser to let followers and members know what is coming.

Two graphics were also created. One was created using the green and purple colors representing International Women's Day and the other was created using the Sported colours, blue and yellow. Images that Judith had sent through alongside images of Randasltown Hockey Club were used in these graphics. One focused on the women members of the club while the other focused on the women volunteers.



The graphic with purple and green colours was also created to be uploaded on Instagram as a 3x3 grid. This meant creating 9 different artboards that had to look proper once all uploaded.



A 50 second fast paced video was also created, showcasing the fabulous women involved in Sported that contained the three teaser GIFs throughout to break up with clips. The only difference was that one of the GIFs in the video was created using the sported blue and yellow colours whilst the other two were the same purple and green. The video has circular transitions in keeping with the circle symbol associated with International Women's Day and has fast clapping music in the background. The video ends with the Sported logo and the campaign hashtag, #WeAreWomen.

How did I contribute?

I focused mainly on the International Women’s Day campaign as it was originally my idea. I had a lot of the graphical elements done from the start due to there not being many changes from Judith on this during the pitch so as a team, we thought it would make sense that I would focus on this. I also had one of the GIFs done from the start so creating the other two was a lot easier as I had familiarised myself with after effects again!

I uploaded everything to Basecamp to let the rest of the team see everything and to get some feedback – here’s what they thought!

Dec 12 **MC Michelle Campbell** Hey Mia I think all of them are great the only thing is the top right corner photo looks a bit off?

Mia D. added a new version of this file on Dec 12

Dec 12 **MD Mia Dixon** Michelle i've tried to fix it with the image but there is always going to be an awkward cut in it, what do you think now? Bethany

Dec 12 **MC Michelle Campbell** Yeah i understand and think its way better now!

Dec 12 **BR Bethany Rosborough** Yeah I think this looks good! Mia

Mia D. added a new version of this file on Dec 12

Dec 12 **MD Mia Dixon** I've just uploaded another version lol, hopefully it is slightly better! Michelle Bethany

Monday, December 12

Bethany Michelle I've uploaded the graphics for IWD, they're in the International Women's Day folder in docs and files, what do you think? 11:38am Me MD

Michelle Bethany I've also uploaded 2 different versions of the IWD video, one with a few sported branding details and one without, let me know what you think and which one you prefer! 3:46pm Me MD

Michelle Campbell 5:02pm

Mia Dixon Michelle Bethany I've also uploaded 2 different versions of the IWD video, one with a few sported branding details and one without, let me know what you think and which one you prefer!

I think I like it better without the sported assets

Bethany Rosborough 5:04pm The video looks really good Mia! I agree with Michelle, I think I like the one without the branding better.

Dec 2



Michelle Campbell

I think this version is great for incorporating their colours!

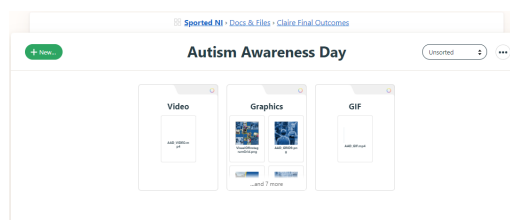


Autism Awareness Day Content

The content for Autism Awareness Day includes a GIF that starts as an infinity symbol but then moves into a lightbulb and 'lights up' blue for our hashtag, #LightItUp which is really effective.

A graphic was also created that included images that Judith had sent through alongside images we had taken of the hockey club. The graphic is in the Sported blue colours with a yellow outlining the jigsaw pieces which is one of the biggest symbols associated with Autism Awareness Day.

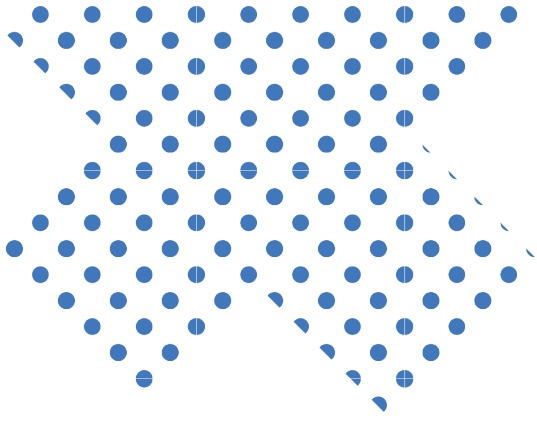
This graphic, similar to our International Women's Day campaign, was also split across 9 different artboards to accommodate a 3x3 grid on Instagram.



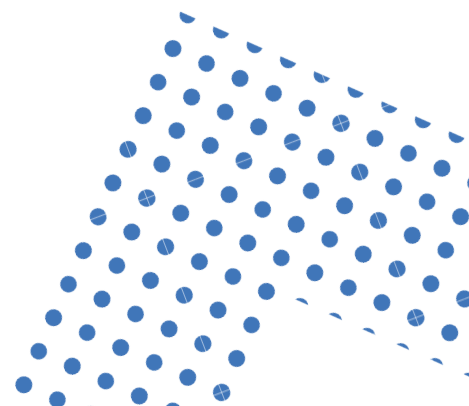
Finally, a minute long video was created using clips provided by Judith and clips we had filmed ourselves of sport groups and some motion graphics to break these clips up. There are multiple voiceovers with a slow-paced song in the background. The video ends with close ups of people's mouths saying 'Light It Up' to emphasis that this is what the campaign is called. The Sported logo appears with the campaign hashtag, #LightItUp, to close the video.

How did I contribute?

Bethany focused on the graphics, the GIF and the actual editing of the video. It made sense as she had the graphical elements done from the pitch as there weren't many changes! I worked on 2 of the motion graphic pieces whilst Bethany worked on the third.



Visualisation of 3x3 grid.

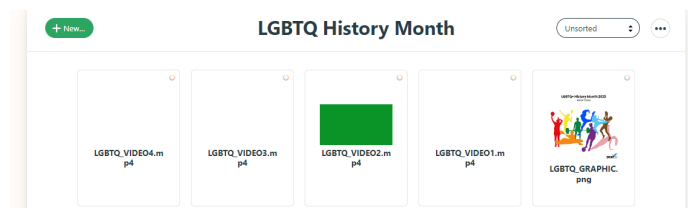




LGBTQ+ History Month Content

The content for LGBTQ+ History Month includes a graphic of all 9 silhouettes together in one post to kickstart the month.

4 videos were created, one for each week in the month. Each video is approx. 15–20 seconds long and 3 of these videos contain 3 colours different colours of the pride flag. The videos showcase the range of sports that Sported provides. The 4th and final video showcase all the colours of the pride flag with all 9 silhouettes present throughout. Each video ends with the pride flag, the Sported logo and the campaign hashtag #SportForAll.



LGBTQ+ History Month 2023
#SPORTFORALL



How did I contribute?

Michelle focused on cutting out each of the silhouettes and created the 4 motion graphic videos.

Once the silhouettes were cut out, I created the graphic of all the silhouettes together to post at the start of the month.

Social Media Content

The social media content includes all captions and hashtags for each campaign alongside a social media calendar that will show Judith at a glance, which days to post the content on.

I focused on the captions and hashtags for the International Women's Day campaign, Bethany focused on the captions and hashtags for the Autism Awareness Day and Michelle focused on the captions and hashtags for LGBTQ+ History Month.

I created the calendars for each campaign and assembled each of the documents after the team uploaded their captions and hashtags to Basecamp.

Everything was uploaded to Basecamp and the team made sure to ask each other for feedback.



March - International Women's Day						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

International Women's Day Captions and Hashtags

Sunday 5th March

Time: 12pm

What to upload: [IWD_GFI.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: It's going to be an exciting week! 🇬🇧

#womensday #IWD #power2sport

Monday 6th March

Time: 12pm

What to upload: [IWD_GFI.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: We are strong, we are daring, we are intense. #womensday

#womensday #power2sport

Tuesday 7th March

Time: 12pm

What to upload: [IWD_GFI.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: Get ready to celebrate all of our amazing women with us tomorrow!

#womensday #IWD #power2sport

Wednesday 8th March

Time: 5pm

What to upload: [IWD_GRAPHIC.png](#) uploaded on Facebook, Twitter and LinkedIn

Caption: This goes out to the amazing women volunteers across the country who give up their time to provide expertise and empower our members - come join us please!

Here at Sported, our volunteers provide professional, skilled support to community groups on a long or short-term basis, peer-to-peer support and knowledge-sharing, seminar facilitation, and support for Sported staff.

February - LGBTQ+ History Month						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

LGBTQ+ History Month Captions and Hashtags

Wednesday 1st February

Time: 12pm

What to upload: [LGBTQ_GRAPHIC.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: Today marks the beginning of LGBTQ+ History Month!

Every week Sported will be reinforcing that:

- Sport has no barriers of gender or sexuality
- Sport is Inclusive
- Sport is for All

#SPORTFORALL #LGBTQHistoryMonth2023

Friday 3rd February

Time: 12pm

What to upload: [LGBTQ_GRAPHIC.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: Be a Team player. Be an Athlete. Be who you want to be and give the way for the next person.

Sport has no barriers of gender or sexuality. Sport is Inclusive. Sport is for All.

#SPORTFORALL #LGBTQHistoryMonth2023

Friday 10th February

Time: 12pm

What to upload: [LGBTQ_GRAPHIC.png](#) uploaded on Instagram, Facebook, Twitter and LinkedIn

Caption: LGBTQ+ rights are hard fought everyday but everyone has the right to participate especially in Sport.

Sport has no barriers of gender or sexuality. Sport is Inclusive. Sport is for All.

#SPORTFORALL #LGBTQHistoryMonth2023

April - Autism Awareness Day						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

The above calendar shows which dates during the month that content will be posted.

All times, captions and hashtags of each post are detailed below.

Autism Awareness Day Captions and Hashtags

Sunday 2nd April

Time: 5pm

What to upload: [AAD_GFI.png](#) uploaded on Facebook, Twitter and LinkedIn

Caption: We are lighting up blue in support of Autism Awareness Day 2023!

We aim to showcase that here at Sported we are there to help, support and empower communities through the power of sport and the commitment of all of our amazing volunteers!

#RightToPlay #AutismAwareness

Time: 12pm

What to upload: [AAD_GRAPHIC.png](#) uploaded on Facebook, Twitter and LinkedIn

Caption: Today is Autism Awareness Day 2023 and we are lighting up blue in support!

We would like to thank to all of the incredible, committed and passionate volunteers who are there to help and support young people succeed within our communities!

Here at Sported we want to give everyone the same opportunity to fulfil their own potential by using the power of sport. 🇬🇧

#RightToPlay #AutismAwareness

Time: 5pm

What to upload: [AAD_GRAPHIC.png](#) uploaded on Facebook, Twitter and LinkedIn

Caption: Take a look at our incredible volunteers and young people who are all part of the community within Sported.

We aim to give everyone the same opportunity to fulfil their potential and to allow them to succeed. Sport is for everyone!

#RightToPlay #AutismAwareness

Instagram Grid - 2nd April

Time: 5pm



Michelle Campbell 3:13pm

All look great just need hashtags on LGBTQ first post 🙌



Bethany Rosborough 4:23pm

Mia Dixon

Bethany Michelle i've uploaded the calendars into their own folder, have a nosy and let me know what you think!

They all look great!



//

A content calendar, as previously described in the general content calendar portion of a strategic plan for social media, helps develop purposeful interaction across all the platforms on which a brand is active.

The goal of a campaign content calendar is to capture all the information that is needed in order to implement the campaign effectively, requiring it to have much more detail compared to the general social media content calendar.

It is important to reference the brand's social voice, key // messages, and message map.

Kim, CM., 2016.

STAGE 4

Handover

In terms of a handover, with everything being made for social media, everything will either be transferred onto a pen drive and given to Judith or sent via a platform such as WeTransfer. This is something Claire will do by downloading the final folder from Basecamp that has all of the content in specific folders.

Reflections & Evaluations

Working as a team

Coming back to class after completing a placement was really exciting and I knew that group work would be part of my final year studying Interactive Media. I had previously worked with Michelle during **MED315 Narrative and Interactive Media** so we knew we would work well together. Meeting Bethany this year and working alongside her was really exciting and it was great to see how we all worked together. I think working in any team is challenging but with everyone's skillsets, we collaborated and created 3 really exciting social media campaigns.

Working with a client

After completing a placement year and working on both **MED330 Placement & Professional Contexts** and **MED334 Preparations for Placement and Work Based Learning**, we all knew the amount of work it would take working alongside an actual client.

Judith was a fantastic client from the very start. She made sure we had everything we needed and was always quick at replying, making our jobs 10 times easier. Working with an organisation like Sported is a fantastic experience that Judith has made very easy throughout.

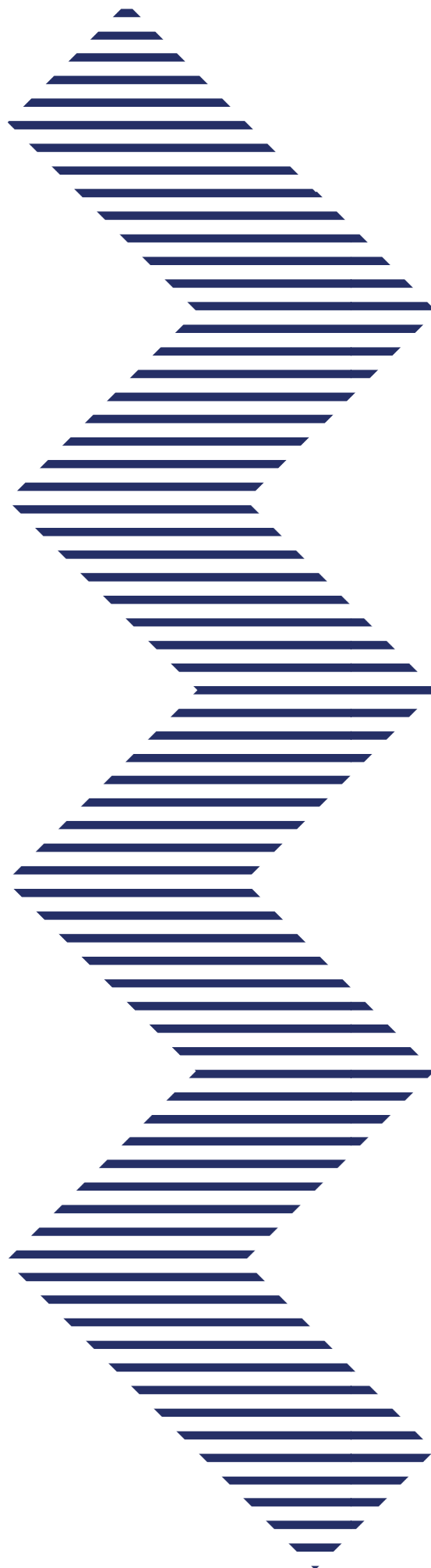


Applying Knowledge and Skills

This course has allowed us as a team to create an impressive range of content from skills that have been taught throughout. Modules such as **Motion Graphics** gave us the skills and knowledge to create content in After Effects. **Designing with Data** showed us the importance of sticking to brand guidelines, which was something we knew we would have to do from the offset. **Fundamentals of Digital Design** also played a huge part in the skills we had to present in this project. Everything we have learnt in the 2/3 years has come into play whilst working in a team and with a client.

Final Thoughts

I'm really pleased with everything we have created for this module. Thinking back to Week 1, the entire project seemed so daunting and felt as though we would never produce anything as good as previous years. Working as a team with the help and guidance from Adrian and Claire has resulted in content that I am proud of and leaving this project behind with new and improved knowledge and skills.



Conclusion

I have really enjoyed my time working on this project and think it has been extremely beneficial to work with a real-life client. After completing my placement last year, I felt as though I was coming away with better design skills and I feel as though I was able to use these during this project. I also thoroughly enjoyed stepping up and taking control with client management. This is something I hadn't gotten the chance to do but I've thoroughly enjoyed the experience (partly due to Judith being a fantastic client!) I personally feel as though I've developed my skills working within a team and working alongside others. I didn't really get the opportunity to do this during my placement year, so this was something new and exciting for me.

One thing I would work on is time management and effectively using the time we have got. 12 weeks should be enough time to research, develop and create a project like this, however, we found ourselves short of time on multiple occasions. This is something I would want to go away, develop and get better at.

Overall, I personally think we worked well and created 3 social media campaigns that were of the standard asked of us. I think I used my skills to the best of my ability and contributed fairly within the team.

I appreciate the challenges you've had in getting out and about to film groups etc., so what you've shared has exceeded my expectations!

- Judith Rankin



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