

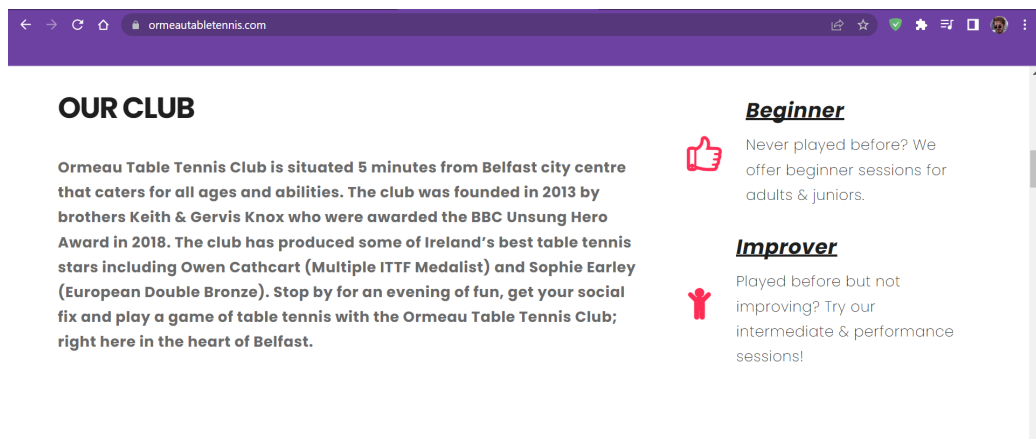


***Lorcan Ward Production Log***

***Ormeau Table Tennis Club***

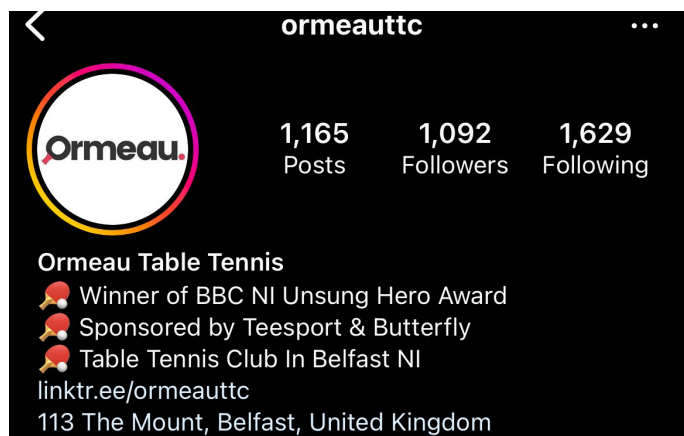
# Preparation for Project

Once we received the project from Ormeau Table Tennis, I went on to their Social Media pages on Instagram and Facebook, as well as their online website to gather information on who it is I will be working on this project for and what to expect later on during the project.



From looking at their website and reading about the club's success and how the founders have not only been awarded the BBC's 'Unsung Hero' Award in 2018, but the club has produced a large amount of players who have gone on to prove themselves as Ireland's best Table Tennis players and some even representing Britain in worldwide tournaments.

This information showed me the high level standard if which the club holds itself to which in turn made me go into this project hoping to deliver a high quality result for the Table Tennis club which they would be proud to showcase to others.



## Online meeting with Ormeau

On the 6th October, the online meeting with the club founder Jervis was held with myself, team member Michael and project manager Claire, where we discussed with Jervis what exactly he wanted out of this project which was 4 short videos covering different aspects of the club (The social side of the club where people go to have a good time and spend time talking to other people, the different types of skill levels held within the club, the charity work they do with the local community, the corporate league they hold with different companies and a video focused on gaining more female players within the club).

On top of that Jervis also shared with us a lot of information on the club, from the different sessions they hold on a weekly basis, the club sponsors (Teesport and Butterfly), their world record for people continuously hitting one ball consecutively, having 116 people taking part for the record and other Table Tennis clubs which we could use as a comparison for the benchmarking process.



After this meeting with Jervis, I had a clear idea of what was to be expected at the end of this project and began working on the benchmarking process, comparing what other sports clubs have done with similar projects to Ormeau Table Tennis and seeing who done what and who used different techniques effectively.

A clear idea of the target audiences for each video became clear as well after leaving the meeting.

Female video - Women audience to gain more female members.

Social Video - Average people who want to get to know new people and have fun in the mean time

Corporate League - Potential new companies to join and take part in the league.

Charity - Potential new charities to reach out to the club to get involved.

# Benchmarking

Category	Feature	SBG BELFAST	Headon Boxing Academy	Lisburn Taekwondo Club	Ormeau Table Tennis
Use of advanced editing and filming techniques	<i>transitions</i>	Mostly snap cuts between slo-mo and fast forward clips	Snap cuts and old school camera flicker transitions used in video	Use of white fade transitions inbetween clips	Use of slo-mo shots used throughout video
	<i>lighting adjustment (shading, vignette, etc.)</i>	No visual editing used throughout video	vignette used throughout video	No visual editing throughout video	No visual editing used throughout video
	<i>Motion graphics</i>	No motion graphics used throughout video	Kinetic typography used throughout video	No motion graphics used throughout video	No motion graphics used throughout video
Use of audio formats	<i>Background music</i>	Entire video contained use of background music	Sounds of a heart beat used throughout video	Welcoming background music used	Background music used throughout entire video
	<i>Audio extract from another source</i>	No extra audio, just the background music	Audio clip taken from another source used for video	No extra audio used, just the raw audio and background music	No extra audio used throughout video
	<i>Usage of raw audio recording.</i>	No raw audio used in video	No raw audio used in video	Raw audio and background music played over one another	Raw audio and background music played over one another on some clips
Accessibility	<i>Subtitles</i>	No subtitles included	Video had Kinetic Typography	Video did not have subtitles	Video did not have subtitles
	<i>Platform</i>	Video can be found on their website and vimeo	Video can be found on their Instagram page	Video can be found on their Facebook page	Video can be found on their YouTube Ppage
Score (%)		37.5%	75%	50%	50%

## **Benchmarking reflection**

From the benchmarking I had done for this project, I compared Ormeau Table Tennis club's video to those from SBG Belfast (Brazilian Jiu-Jitsu and MMA gym), Headon Boxing Academy and Lisburn Taekwondo Club.

After comparing the sporting clubs videos to one another under the categories on the left hand side of the chart, Headon Boxing Academy scored the highest score out of them all so I took note of that and looked at what they had done well which would be put into consideration when creating the videos for Ormeau Table Tennis.

Out of all the things They had used effectively in their video, I did not include any use of audio extract from another source, or a vignette in my final production as I thought the vignette would be too tense given the context of the project I was working on and any other aui from another source except background music would not be suitable in the videos for Ormeau.





# Designing the Brief


When it came to designing the Brief, Myslef and Michael decided what we would help contribute to the brief.


I was in charge of Identifying top competitors and identifying what they are doing compared to Ormeau Table Tennis, Detailing out the message, tone and style of the project, providing timeline of when everything in the project should be completed by to keep us on track and specifying the budget of the project. This was out up as a checklist on BaseCamp.

Lorcan:

Identify top competitors and point out what they're doing different compared to our community partner.  Lorcan

Include details of message, tone and style of the project.  Lorcan

Provide the timing of when certain thing get done for the project.  Lorcan

Specify projects budget.  Lorcan

# Message, Tone and Style

From the meeting with Jervis, I believed the overall tone of the project should be a soft welcoming tone, with a laid back style of video editing and inspiring hopeful message as Jervis stated he wanted more people involved with the club and engaging with the club.

I was going to include this thought process in the brief, however i thought it would be better to only include specific details of what each video would include using the information Jervis provided.

When it comes to creating the multiple videos, we should capture every aspect of the club's values. Showcasing the club's more social side, going into the 'no coach' sessions, where twice a week, club members go down to have a session without any mentors and practice and build up their skills more independently and how the club caters for all types of players from young players to their oldest players (beginning and more experienced), through a showcase style video, showing that the club offers more than just Table Tennis. Each topic will be covered in its own short video for their social media pages to help highlight all of the club's work and efforts to show that the club is more than just a place where people go to learn and play Table Tennis.

The Ormeau Table Tennis Club wants to focus on trying to get more female members going to the club as the majority players and members. Highlighting Sophie, a 16-year-old who took part in the club who has now moved to Nottingham with her family to play Table Tennis with the GB squad and travels the world for competitions.

Showcase the journey of the player, first becoming a member to the club as a beginner, then over time developing into an experienced player through mentoring and practice, through a short documentary style video.

Highlight the Corporate side of the club, where from time to time one of the coaches will go out to a company office and help coach/mentor office workers using their table tennis benches set up in their canteens, sometimes creating small office leagues to help take a load off during work taking place in multiple workplaces (Rapid 7, Pheonix Gas, BBC etc).

Create a short video encompassing the charitable side of the club. Working with an adult learning charity, whose key focus is to help adults who are going through school help them fit and active through Table Tennis, as well as the Alzheimer's community.

*The image to the left was the original proposed brief and the bottom 4 is the final brief used.*

*After looking at what was originally written, we decided that there was a lot of filler text which was not needed and several spelling mistakes which were all corrected.*

1 The Ormeau Table Tennis Club wants to focus on trying to get more female members going to the club. Sophie, a 16-year-old who took part in the club who has now moved to Nottingham with her family to play Table Tennis with the GB squad and travels the world for competitions.

2 Highlight the Corporate side of the club, where coaches will go out to a company office and help coach/mentor office workers using their table tennis benches set up in their canteens, sometimes creating small office leagues to help take a load off during work taking place in multiple workplaces (Rapid 7, Pheonix Gas, BBC etc).

3 Showcase the journey of the player, first becoming a member to the club as a beginner, then over time developing into an experienced player through mentoring and practice, through a short documentary style video.

4 Create a short video encompassing the charitable side of the club, working with Skyway Club and the Alzheimer's society.

# Timeframing

The timeframing starts from the pitch of video ideas myself and Michael come up with and present to Jervis and discuss ideas with him until we come to an agreement of what videos to create and what they should include.

The pitch was said to be delivered in Week 6, commencing October 31st however, it was held back until the 16th November as we decided to make changes to the storyboard ideas which would be presented.

## Timeline and Framing

~~Both members of the team~~ will engage with the ~~community partner~~ (Ormeau Table Tennis Club) and deliver separate pitches with ideas for the project for the Partner to ~~decide~~ (Week 6). Once an agreement is made on how the project should proceed, ~~in Week 7 the team~~ will visit the club and get an insight ~~how~~ the layout of the club, players and an overall feel for the club. ~~Weeks 8-9 will be the filming time. This is when we will gather all the footage, photography and interviews we need for the project which will then be taken back for editing and completion, and then finally on Week 12, we will deliver the project to the Ormeau Table Tennis Club for them to use on their social media pages~~

• **Week 6** (Commencing Monday 31st Oct), Pitch will be delivered.

• **Week 7** (Commencing Monday 7th Nov), taking visits to the club to meet with players and coaches in order to help plan how we will record the project.

• **Weeks 8-9** (Commencing Monday 14th Nov), all footage and photography will be gathered for the project and taken back for editing.

• **Week 12** (Commencing 12th December), final project will be handed in and given to Ormeau Table Tennis Club.

## Timeline

We will engage with Ormeau Table Tennis Club and deliver separate pitches with ideas for the project on week commencing 31st October. Once an agreement is made on how the project should proceed, we will visit the club and get an insight of how the layout of the club, players, and an overall feel for the club. Shortly after that is when we will gather all the footage, photography and interviews we need for the project which will then be edited and ready for feedback. Finally we will deliver the project during week commencing Monday 12th December to the Ormeau Table Tennis Club for them to use on their social media pages.

### Week 6

Week Commencing Monday Oct 31st : Pitch will be delivered.

### Week 7

Week Commencing Monday Nov 7th : taking visits to the club to meet with players and coaches in order to help plan how we will record the project.

### Week 8-9

Week Commencing Monday Nov 14th : all footage and photography will be gathered for the project and taken back for editing.

### Week 12

Week commencing Monday Dec 12th: The final project will be delivered.

*Similar to the reflection of the message section of the brief we decided to take out some text we felt as though was not there and re-word some other parts so that Jervis would be able to understand the brief a lot easier and get a better idea of what we were planning for this project.*

*This included the dates of the semester weeks as Jervis would not know what the weeks would mean being the community partner and not a student.*



# Budget

There was no need for a budget on this project as any equipment needed would be booked out and rented from the University and the editing software we would be using (Premier Pro) has already been acquired as part of the course.

## Budget

~~When it comes to a budget, there is none.~~ All equipment that is needed will either be that which we already own or can be rented out from the university for use on the project, and the editing software is already acquired as we have student accounts for all software that is required for the project.

## Budget

All equipment that is needed will either be that which we already own or can be rented out from the university for use on the project, and the editing software is already acquired as we have student accounts for all software that is required for the project.

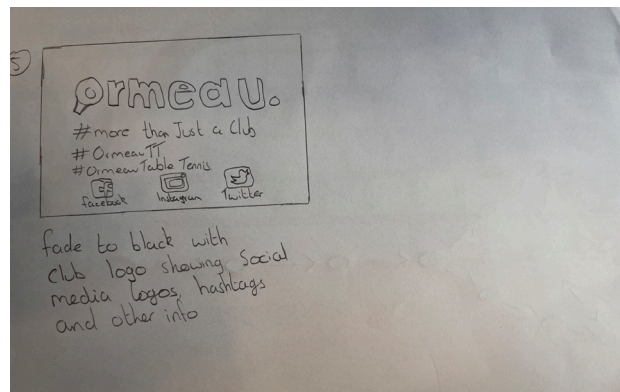
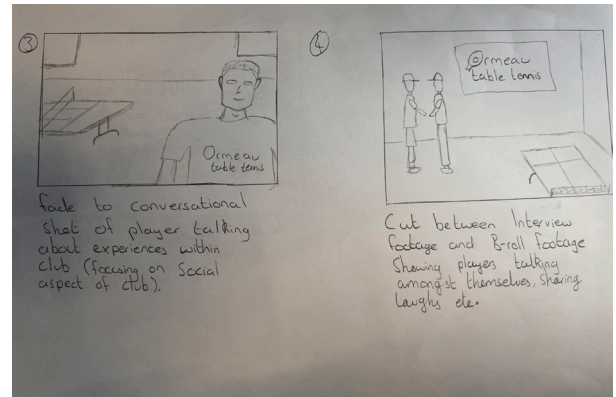
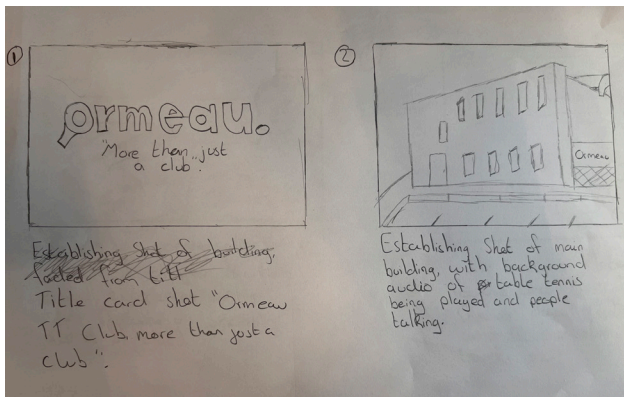
*The only change I thought was needed was the first sentence of the budget paragraph as we decided there was no need for it to be included in the brief.*

# Pitch Process

The pitch we would deliver would be storyboards showcasing the narrative, shots and description of what is happening in each shot like a comic strip.

The original pitch was drawn on paper and shown to Adrien in class where he said to make the same storyboards using InDesign.

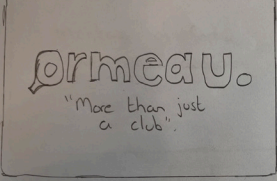
## Social video



## Female video

Video 2

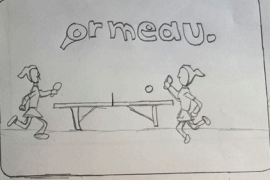
①



Ormeau.  
"More than just a club".

Title card shot "Ormeau TT Club, more than just a club".

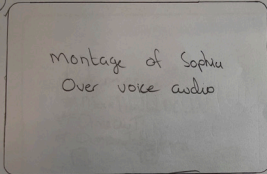
②



ormeau.

Shot of female players having a game with dialogue of a coach talking about Sophie (moved to Nottingham)

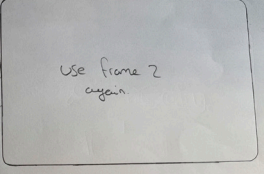
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Montage of Sophie Over voice audio

Include snapshots of Sophie playing in competitions

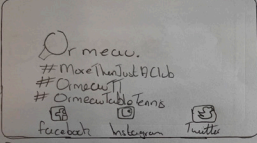
④



Use frame 2 again.

Cut back to Brill with audio of Sophie talking about her experiences

⑤



Ormeau.  
#MoreThanJustATClub  
#OrmeauTT  
#OrmeauTableTennis

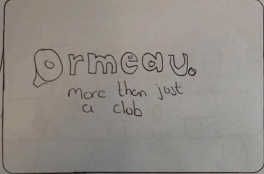
Facebook Instagram Twitter

fade to black with club logo showing social media logos, hashtags & other info

## Sunday no coach video

Video 3.


①



Ormeau.  
more than just a club

Opening title card "Ormeau, more than just a club".


②



Saturday 10:00AM


Establishing shot of main building with date, day & time of video being recorded.

③



Shot of players walking into club, getting set up & ready to play

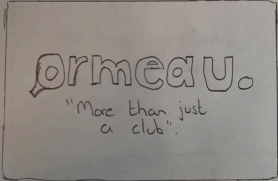
④



Close up shot of players explaining no-coach Saturday sessions

Video 2

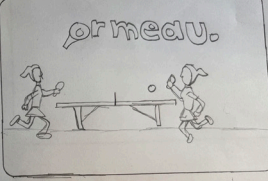
①



Ormeau.  
"More than just a club".

Title card shot "Ormeau TT Club, more than just a club".

②

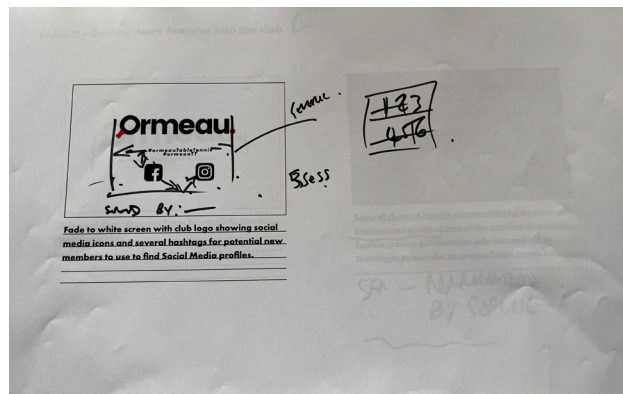
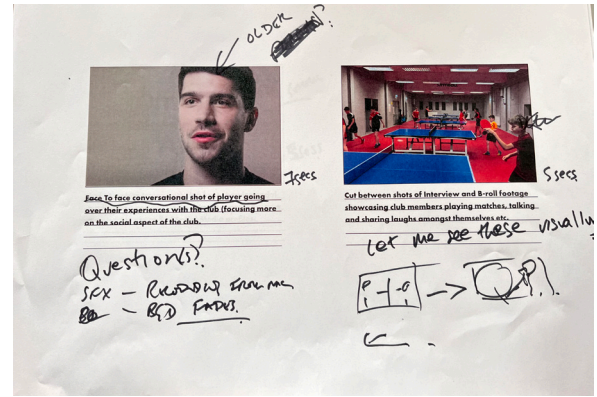
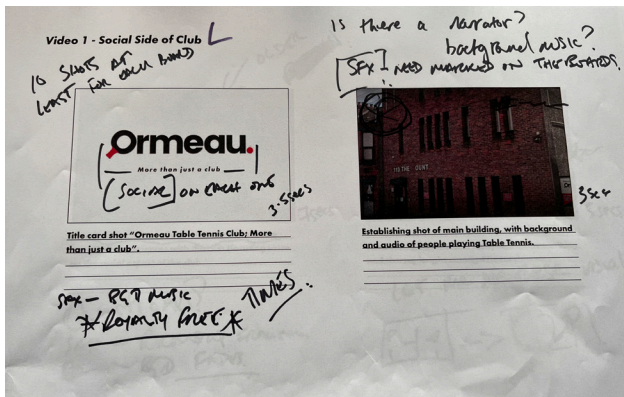


ormeau.

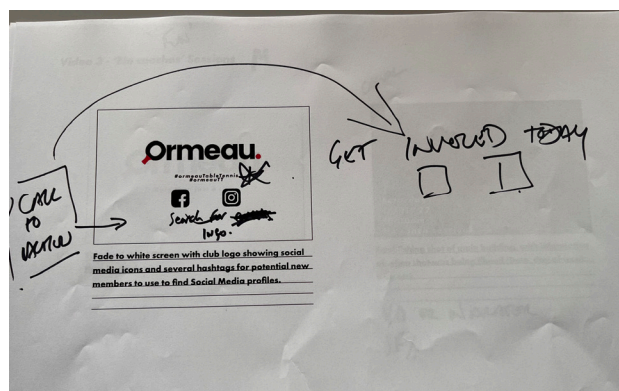
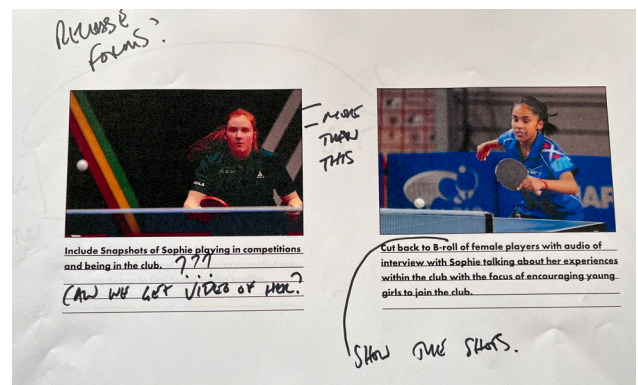
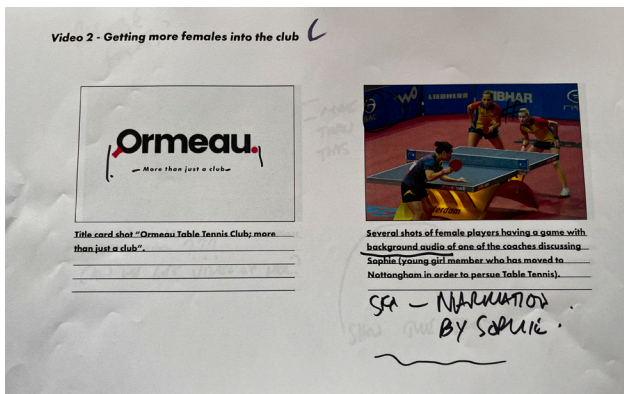
Shot of female players having a game with dialogue of a coach talking about Sophie (moved to Nottingham)

After showing the drawings of my storyboards, I made them using Indesign

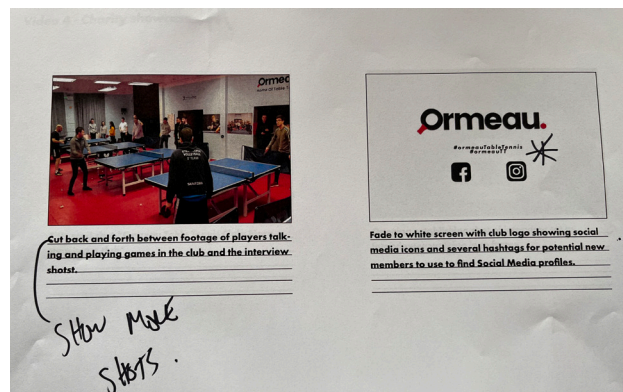
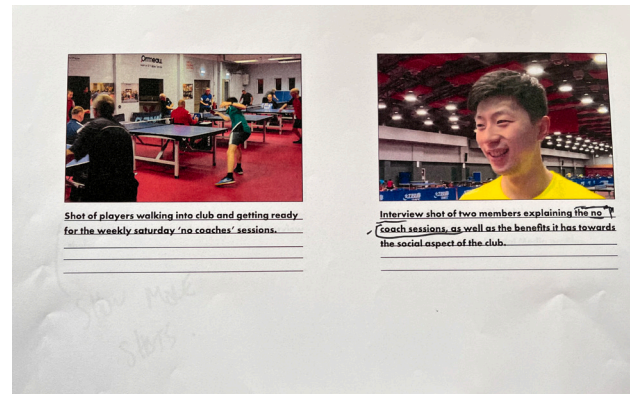
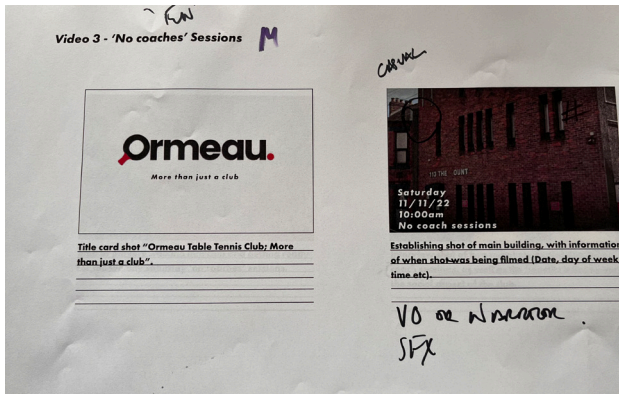
## Social video



## Social video



## Social video



Once I had all of the storyboards converted into InDesign PDF's, I went through all of them with Adrien and decided that the descriptions should be more in depth with time stamps and audio effects. I was also informed that there should be a lot more frames in one storyboard. So I went back to InDesign to add more to the storyboards with the feedback from Adrien in mind.

# Completed Storyboards

## Video 1 - Social Side of Club



Title card shot of club logo with the title of the video underneath in brand font and style.

- 3-5 seconds
- Royalty free music



Establishing shot of main building, with background and audio of people playing Table Tennis.

- 3 Seconds
- SFX of Royalty free music in the background, mixed with interview audio.



Face To face conversational shot of player going over their experiences with the club, (focusing more on the social aspect of the club).

- Leading questions about social aspect of the club.
- Background SFX of royalty free music.
- 7 seconds



Cut between shots of Interview and B-roll footage showcasing club members playing matches, talking and sharing laughs amongst themselves etc.

- 5 seconds
- Background of Interview audio and royalty free music



Wide open shot of players walking into club, getting ready to play Table Tennis.

- 5 seconds
- Background of Interview audio and royalty free music



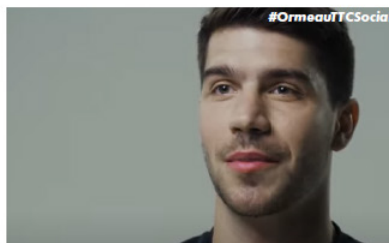
Cut back to interview footage of player talking about the social benefits of being a part of the club.

- 5 seconds
- Background of Interview audio and royalty free music



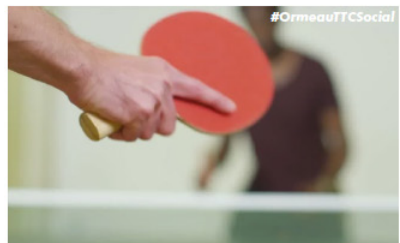
Cut back to close up shot of players in a game against one another.

- 5 seconds
- Background of Interview audio and royalty free music



Cut back to interview shot of player talking about the social aspect of the club and how friendly everyone there is.

- 5 seconds
- Raw audio of interview playing over shot



Cut back to close up, slow motion shots of player hitting a shot.

- 3 seconds
- Raw audio of interview playing over shot



Shot of same player gaining a score on opponent and celebrating.

- 3 seconds
- Interview audio fades as it turns to raw footage audio where you can hear the player celebrating.



Ends to white screen with club logo showing social media icons and several hashtags for potential new members to use to find Social Media profiles.

- 3-5 seconds

## Video 2 - Getting more female players in the club



Title card shot of club logo with the title of the video underneath in brand font and style.

- 3-5 seconds

- SFX of Royalty free music



Wide angle shot of female players having a game of table tennis with a narration given by one of the coaches talking about Sophie, a young club member who has moved to Nottingham to play Table Tennis.

- 5 seconds

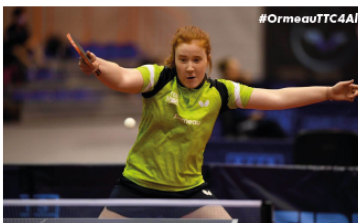
- Royalty free music overlapped by interview audio of a club coach



Cut to clips of Sophie playing Table Tennis whilst having a narration from her explaining how she got involved in the club and going over her experiences, both socially and competitively.

- 5 seconds

- Royalty free music overlapped by interview audio



Cut to clips of Sophie playing Table Tennis whilst having a narration from her explaining how she got involved in the club and going over her experiences, both socially and competitively.

- 5 seconds

- Royalty free music overlapped by interview audio



Cut back to wide shot of female club players having a friendly game with interview audio from a coach elaborating on the impact of female players after hearing of Sophie's achievements.

- 10 seconds

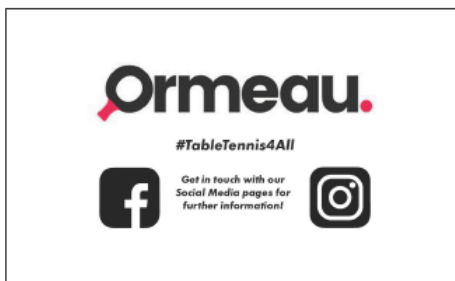
- Royalty free music with overlapping interview audio



Cut back footage of Sophie playing competitively with a voice over from her giving an encouraging message to young girls to get involved with the club.

- 10 seconds

- Very faint background music with interview audio given by Sophie



Fade to white screen with club logo showing social media icons and several hashtags for potential new members to use to find Social Media profiles.

- 3-5 seconds

### Video 3 - Corporate League



Title card shot of club logo with the title of the video underneath in brand font and style.

- 3-5 seconds
- Royalty free music



Montage style introduction shots of Corporate teams taking part in the league, with a motion graphic edit of their respective logo.

- 3 seconds
- Royalty free music in the background.



Montage style introduction shots of Corporate teams taking part in the league, with a motion graphic edit of their respective logo.

- 3 seconds
- Royalty free music in the background.



Montage style introduction shots of Corporate teams taking part in the league, with a motion graphic edit of their respective logo.

- 3 seconds
- Royalty free music in the background.



Fast paced back and forth shots from corporate games being played.

- 3 seconds
- Royalty free music in the background



Fast paced back and forth shots from corporate games being played.

- 3 seconds
- Royalty free music in the background



Fast paced back and forth shots from corporate games being played.

- 3 seconds
- Royalty free music in the background



Shots of Corporate players engaging with coaches during breaks.

- 5 seconds
- Royalty free music in background



Fast paced back and forth shots from corporate games being played.

- 3 seconds
- Royalty free music in the background



Close up, celebratory shot of winning team after an intense game

- 5 seconds
- Royalty free music in the background



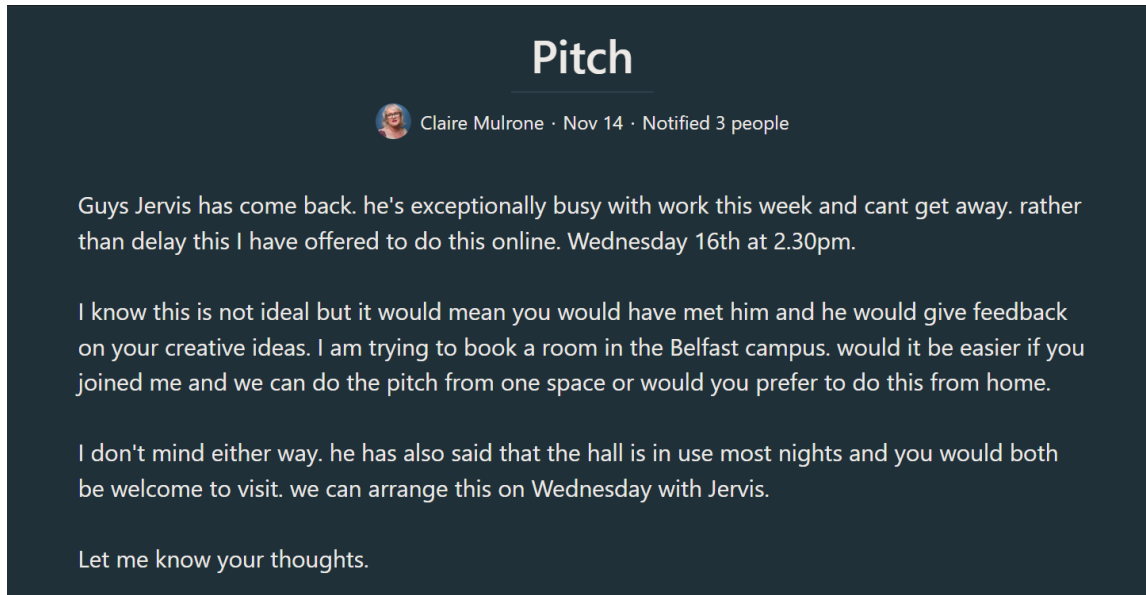
Fade to white screen with club logo showing social media icons and several hashtags for potential new members to use to find Social Media profiles.

- 3-5 seconds

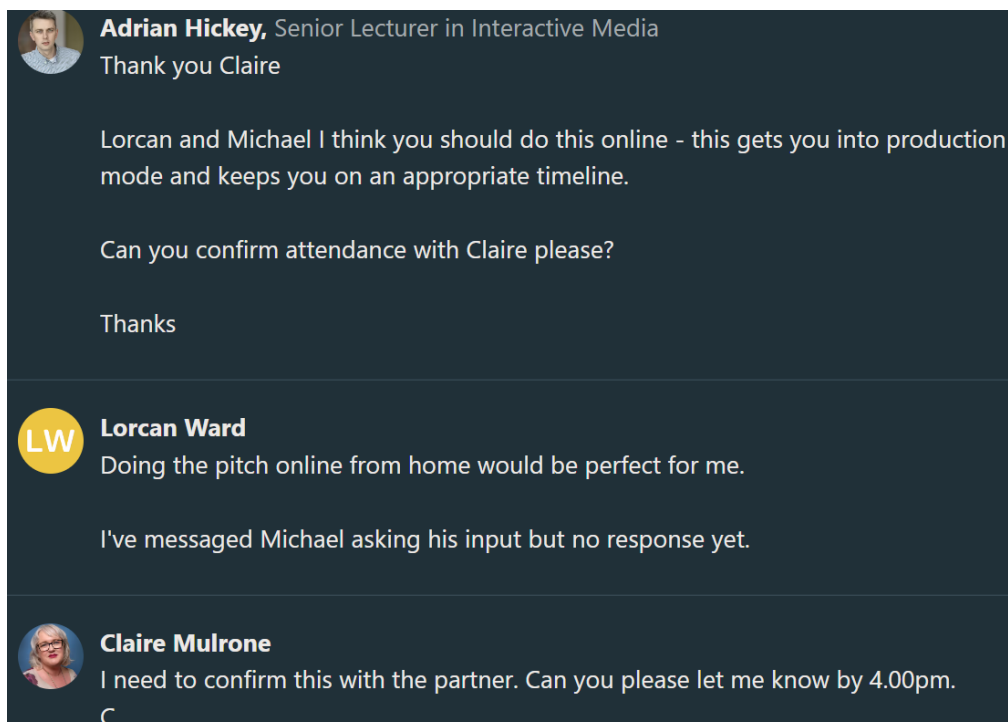


# Pitch delivery and notes

Once our storyboards were completed and we were ready to deliver our pitch to Jervis we had to plan it. Claire sent Jervis an email asking when suited him best to do the pitch

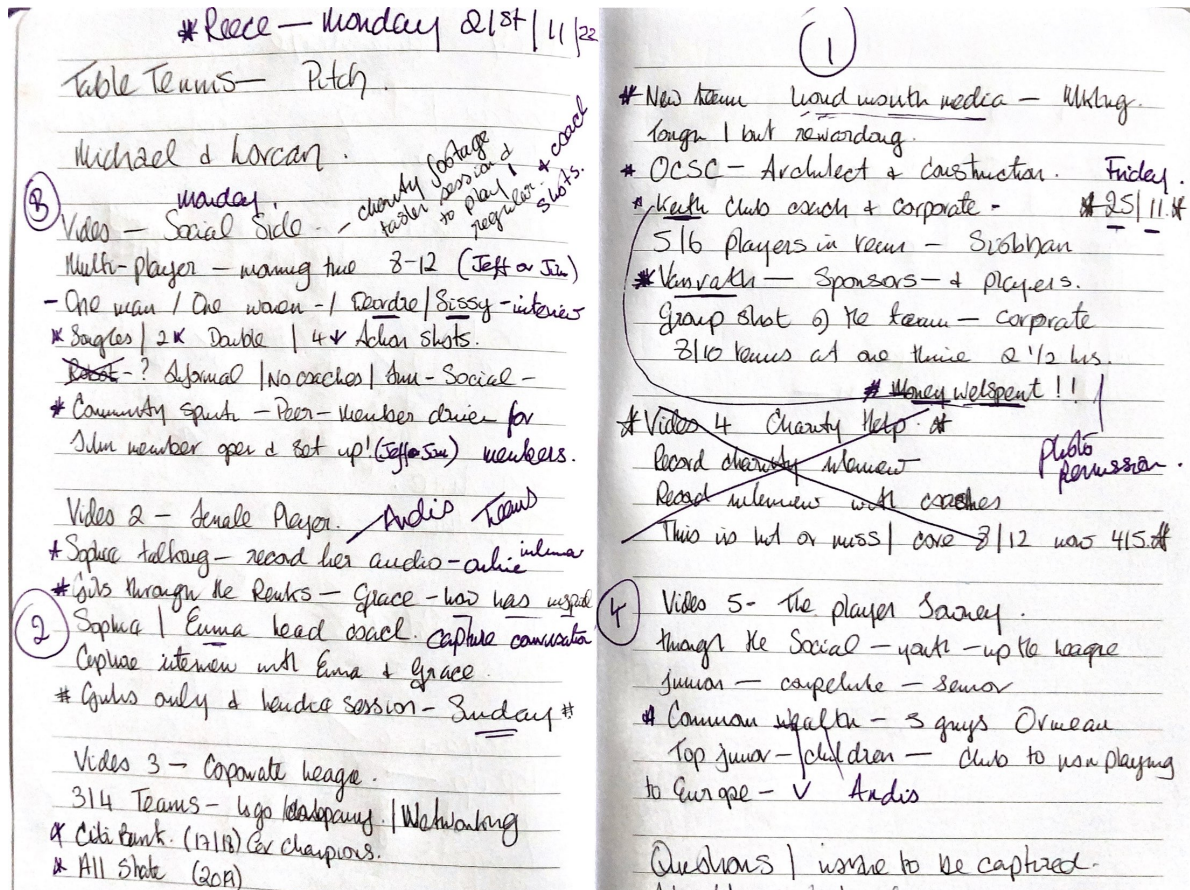


We decided that having the pitch online would mean that we we would be in production mode right after the pitch was delivered so we chose to have it over a teams meeting.



# Pitch delivery and notes

The pitch was delivered on Wednesday 16th November, with there being changes made to the suggested videos after hearing Jervis's thoughts on them.



After discussing our ideas and hearing what Jervis had to say, we agreed on the core ideas of what we think the videos should contain. Jervis helped highlight the specific shots of what he wanted to be recorded (for the social have footage of people interacting with coaches, people playing doubles, singles and have shots of people talking amongst themselves.

For the Corporate League video, he was keen on hearing someone from Vanrath stating how the League has been 'money well spent' and wanted that in the video.

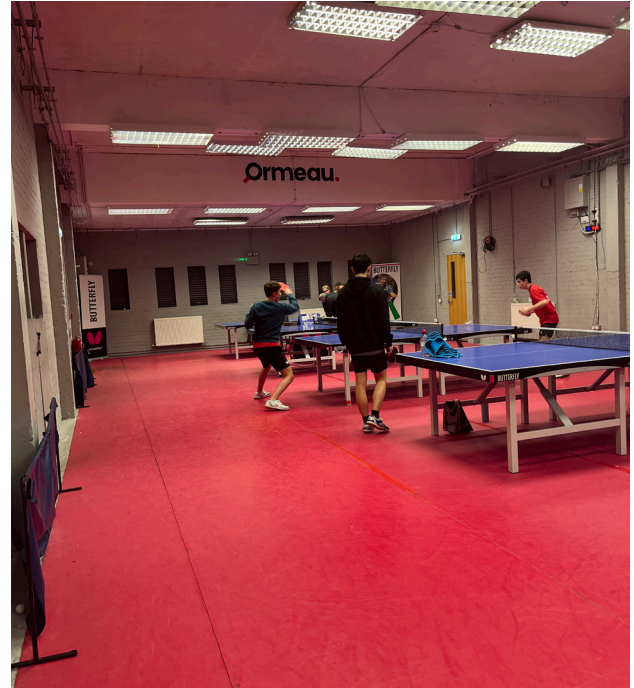
In the female video he focused on the main coaches Emma and Lucy who hold the womens only sessions on a Sunday morning which we should capitalise on.

We pitched 5 videos to Jervis and decided to scrap the video showcasing the charity work they do, but to try and include it in a small part of the social video instead.

charity Now that the pitch was delivered and we came too an agreement of what should be in each video, it was now production mode.

# Production

On the 21st September, we went down to Ormeau Table Tennis Club to carry out the recce, getting a feel for the location, coming up with ideas how to execute the desired shots and taking photos of the club.



During the recce, we spoke to Jervis about the different days in which we would be able to come down and record footage for the project in which he would later send us a timetable of the upcoming sessions.

*During this conversation, we decided to change scrap the online interview with Sophie and rather focus on Emma and Lucy, the current womens session coaches and have them mention the impact of Sophie instead.*

# Filming

The first day of filming was on the 25th November, for the Corporate League video. Jervis told us tonight would be a great opportunity to start gathering footage for the Corporate League video.

## Shooting Corporate League video

MH Michael Hitchen · Nov 25 · Notified 3 people

Got in touch with Gervis, arranged to shoot the corporate league video tonight at 5.30pm. As matches take place at 6.30, gives us time to get set up and get some shots before the matches start. Good to go Lorcan?

The first day of filming was on the 25th November, for the Corporate League video. Jervis told us tonight would be a great opportunity to start gathering footage for the Corporate League video.

Got to club for 5:30 and spent until 9:00 gathering footage and interview answers for the video. I was in charge of setting up the camera on the tripod and filming steady B-roll as well as setting up the audio equipment for the interviews.



Upon review of the interview footage we noticed there was an issue with the audio, there was too much background noise of people playing and talking.

We went down again on the December 9th, the next time there is a Corporate League event on to reshoot the interviews in a disclosed room to prevent any background noise.

In an email Jervis sent out after the first night of filming, he gave us the days and times for the next weeks upcoming sessions to which myself and Michael were able to attend 2 out of 3 possible days for filming.

Hey Michael,

Hope all well?

How was the footage from Friday?

This week as follows :

**Thursday 6-9pm** you can get footage of Junior & Senior Performance groups + interviews

**Friday 10.30-12 pm** Social Table Tennis

**Sunday 11.30-1.30pm** Women's / Girls session

Let me know which you will attend so we can prepare the players and groups.

Regards

Gervis

### [Ormeau Table Tennis Club](#)

*Table Tennis For All In The Heart Of Belfast*



**Lorcan Ward**

Thursday after class and Sunday suit me. Working all day Friday so I'll be unavailable for that day



**Michael Hitchen**

Sound, i'll let him know we're good to film on thursday and sunday. I'm near sure he said the social sessions usually run most days during the week so if we can't make friday we can try and rearrange something when we're there on thursday.

On the next Thursday (1<sup>st</sup> December) we got down to the club to film for the junior and senior performance video.

Getting there at 5:30 and filming right up to 9:00, I gathered still long shots of coaches interacting with players and mentoring them, shots of junior and senior players playing as well as the interviews recorded.

This filming session turned out great as there was absolutely no issue with any of the interview footage gathered as we spent time in the university earlier that day making sure we knew exactly how to set up the microphones.

On the Sunday 4<sup>th</sup> December, we recorded footage for the female video. I was responsible again for setting up microphone and interview areas as well as gathering B-roll footage to be used in the video.

Being in the club from 11:00-1:30, we had more than enough time to gather as much footage as possible in order to have full creative freedom when in the editing process.

The final day of filming was the 11<sup>th</sup> December when we recorded footage of the club's more senior players who like to get down and have a good time with others and stay fit while doing so.

Once again I gathered B-roll footage and was responsible with setting up the audio equipment and setting up the interviews.

We were there from 11:00-1:00 as we gathered enough footage before the session ended.

# Editing Process

I was in charge with editing the footage for the Corporate League and the Social video. and creating the motion graphics outro to be used in all of the videos.

The biggest challenge I faced when editing the footage was making sure the colour correction was perfect, due to using footage from two different cameras. The camera we borrowed from the University was a lot warmer and more organe, whereas the footage filmed on Michaels camera was more cold with a blue tint to it.



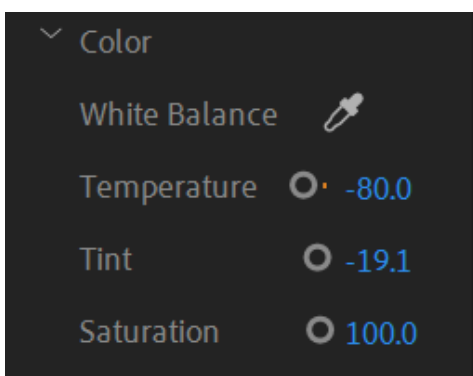
warm



cold



*When I completed the editing process for the corporate video and exported it, I realised the colour w=correction was way too warm and this would not be acceptable, so I went back to Premier to correct this*



*I placed the white balance marker on the grey wall in the background of all the shots then changed the temperature and tint to the values on the left in order for the shots to look the same*





*This is how the final product looked whenever I applied the corrections to the colour.*

Apart from the colour correction the longest process of editing this video was choosing the best B-roll footage to use in the background of the Interview audio due to there being a lot. Due to there being a lot of footage recorded and knowing that the video was supposed to be around 1 minute in length, I had to carefully choose which footage gathered was the best .

After finding the footage and mixing it in with the interview audio, the last step was to find royalty free background music for the video. I found a website called 'pixabay.com' which is filled with royalty free background music. After spending about 2 hours trying to find the perfect song to use in the video, I finally found it. Once I found it, I placed it in the Premier Pro file and lowered the overall volume of it so that it would not be too loud over the interview audio, and made sure to raise the volume in parts of the video where there was only B-roll footage being used so that the viewers would still be interested in watching the video.

Once I had the video near complete the last thing I had to do was place in the motion graphic outro I created and that was the first video finished.

# Editing Process

The Social Video was a lot easier to edit and put together than the Corporate League Video as all of the footage I thought was best for the video was all recorded on the same camera (including the interviews). This meant there was no colour correction needed.

However, the interview audio was difficult to work with as there was people in the background talking and quietly laughing which you could here at certain points of the interview. So in order to go about this issue i haad to choose the interviews where there was little to no background noise and the interviewee was well spoken and viewers would understand them clearly.



Out of three potential interviewees, the two interviews above I thought were the best decision for the video. Both of them were speaking clearly, very well spoken and kept it straight to the point.

Now that I had suitable interviews selected, it was time to select the B-roll footage. The same consideration that was put into the B-roll footage for the Corporate League was applied to this video as well. I wanted the best footage we gathered to be used in this video as the video is only around 1 minute in length.

Once I gethered all the B-roll I needed, I carefully put the two together, keeping a mental note as to not have any B-roll audio interfere with the interview audio. The soution was to turn down the B-roll audio whenever the interview audio was in the timeline.

Once I had carefully put the interviews and the B-roll together, it was time to find a suitable song for the background. Using the same website 'pixabay.com' I listened to a wide range of different songs until I found one I thought would be suitable for the purpose of this video.

Then finally the last thing to do was mix the audio of the background song so it would not overlap the interview audio and where there was no interview audio, increase it in order to keep audience interest.

After that place in the motion graphic outro I put together and export the finished product.

# Project time framing

This is how we managed our time when working through the project and calculated how many hours it took us to complete from the beginning to end.

## Ormeau Table Tennis Time framing.

Thursday 6<sup>th</sup> October – Online meeting (via teams) with Ormeau TTC founder Jervis, gathering information about the club and what it is he wants from the project. (1 hour)

Thursday 13<sup>th</sup> October – Benchmarking of similar projects done for similar sports club's projects compared to Ormeau's in order to see what they are currently doing well and what they need to improve upon which we will include in our project. (research and completion total 13 hours)

Friday 21<sup>st</sup> October – Brief fully completed and sent to the community partner.

Michael's contribution:

- Describing Community partner and project aims – 2 hours
- Summarize project – 1 hour
- Explaining projects objectives - 3 hours
- Outline target audience – 30 minutes
- List the team – 30 minutes
- Presentation - 5 hours.

Lorcan's contribution:

- Identifying top competitors – 3 hours
- Message tone and style – 1 hour
- Project timing – 2 hours
- Specifying budget – 30 minutes
- Presentation – 5 hours

Including feedback from Adrien in class and making changes to brief total production time 30 hours 30 minutes

Wednesday 16<sup>th</sup> November – Online Pitch delivered to Jervis and Jeff through Teams to show our ideas for the project and gather feedback from the community partner. (pre meeting 14:00-14:30, actual pitch delivery 14:30-15:30 with a production time of 15 hours including feedback from Adrien – total 16 hour 30 minutes)

Thursday 17<sup>th</sup> November – coming up with a shot list for each video – production time 2 hours

Friday 25<sup>th</sup> November – Footage filmed for Corporate League Video. (travelling to and from location 1 hour each, time at location filming 5:30-9:00 – 3 hours 30 minutes).

Thursday 1<sup>st</sup> December – Footage filmed for performance video. (travelling to and from location 1 hour each, time at location filming 5:30-9:00 – 3 hours 30 minutes).

Sunday 4<sup>th</sup> December – Footage filmed for Women's and young girl's video. (travelling to and from location 1 hour each, time at location filming 11:00-1:30 – 2 hours 30 minutes).

Friday 9<sup>th</sup> December – Interview reshoot for Corporate League. (travelling to and from location 1 hour each, time at location filming 5:30-8:30 – 3 hours).

Sunday 11<sup>th</sup> December – Social Video footage recorded. (travelling to and from location 1 hour each, time at location filming 11:00-1:00 – 2 hours).

Friday 16<sup>th</sup> December - Videos edited and completed to then be uploaded on BaseCamp. (Each video took 20 hours to edit and export when completed – total 80 hours)

Friday 23<sup>rd</sup> December – Production logs completed with a total of 50 hours individually to make.

**Total hours: 257 hours 30 minutes**