

Ormeau.

Production Log
Michael Hitchen

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Introduction

This production log will showcase the process of research, analysis and production of our completed media package that will be delivered to Ormeau Table Tennis Club through Project Social. This log will contain the work that went into the pre-production and design as well as highlighting each team members contribution to the project. This production log will show how we worked together as a team to create content in the form of four videos that complied with the client's requirements including detailing time management and self-reflection.

Project social introduction

Week one was an introduction into Project Social, it allowed us to gain an understanding of what Project social is about and what the expected outcome should be in the form of a finished interactive media package presented to the community partner. This week also allowed us to choose our team members and as a group discuss which project we feel would suit us best. After reading through all the available project briefs, Me and Lorcan were both in agreement that we would prioritise picking a project that would work to our strengths and seeing as we were a group of 2 it was also important to consider workload when deciding on a project. After reviewing all project briefs, we believed that a project that best suited us was the Ormeau

Table Tennis Club project. The project specification highlighted the skills required for the project which we felt best suited us as a balanced team.

Pre-Production

Our first task in pre-production was meeting the community partner. This meeting took place via Microsoft Teams and was moderated by project manager Claire and allowed us to hear first hand what the community partner expected from us and the kind of things that he wanted us to incorporate into the videos. We took down notes on some Key ideas and got to know more about how the club was run to give us an idea of what to expect. We also had the opportunity to ask questions about other table tennis clubs that compete with Ormeau to research for our benchmarking. All this information helped us to profile not just the club itself but also the demographic of members.

Notes from Meeting

Ormeau Table Tennis meeting notes

- Well Being
- Multiple pro players
- Owner former pro player turned coach
- Trying to compete with other teams
- Started out Free Use
- 150+ members
- Work with primary schools
- Skyway Club
- Former Special Olympics athletes
- Alzheimers Society
- Ages 7-70
- Players in Irish and Team GB squads
- Ranked 22 in the world
- Sophie Early ranked 7 in the world in u15 girls (try and engage in interview)
- 30 senior players, 40 Elite players, 30 Beginners.
- Change in demographic from office workers to retired people
- Corporate league sponsored by Vanrath
- Club funded by Belfast City Council
- Go to offices to encourage people to play during lunchtimes
- £500 per team
- Increase in Adult membership = Increase In corporate funding
- 10+ teams in corporate league
- supports sport in community
- cost of supporting pro player £15-20k

Video

- Show journey of entry level to elite athlete
- Used on Website
- Used on social media
- Short videos (40 seconds long)
- Encourage more female memberships
- Capture snapshots of Coaches/Players

Comptetitors

- Brighton Table Tennis Club (Paralympic players)
- Loops Table Tennis Australia
- 888 Table Tennis
- Samson Dubina Ohio

Project Brief

After we gathered this research, it allowed us to begin creating a project brief to show and get approval from the community partner. The project brief outlined our initial objectives within the project as well as sharing a project summary. We set a primary target audience in who we plan to aim the content towards. In the meeting with Gervis we learned that there was a shift in primary audiences from Office workers and people trying to stay active during lunch times to now having a primary audience of people who are retired. This was important as it allowed us to

create our videos in a way that will be directed to both audiences. We decided that the best way of doing this was by dedicating the social video to the older retired audiences and the corporate league video to the office workers. Then we created a project timeline that matched up with the events taking place at Ormeau Table Tennis Club that Gervis had sent me via email. We then created Benchmarks to help give us a better understanding of how we plan to execute the project. After this was completed we had sent it to the project manager and creative director for approval.

Once I got the comments back and amended all necessary changes the project brief was sent to the community partner, his response as seen showed that he was happy with the brief and sent us some dates that might help us with the filming process.

Re: Project Brief

 Ormeau TTC <ormeautt@live.co.uk>
To: Michael Hitchen

Hi Michael,

Excellent brief and looking forward to the outcome.

Some dates that might help for videoing

Sundays 11:30-1:30 pm Girls & Ladies sessions (Weekly)
Monday & Thurs 8:45-7:15 pm Junior Performance Group
Thurs & Fri 10:30-12pm Social Table Tennis (50+)
Saturday 1-2 pm Session for Chinese kids (Very new session to promote to the Chinese community - very popular)

Corporate League

11th November @ 6pm
25th November @ 6pm
Can organise with offices for a video shoot of a corporate session.

British League

17th December

But give me a call for all options.

[Ormeau Table Tennis Club](#)

Table Tennis For All In The Heart Of Belfast

Address : 113 The Mount, Belfast

Tel: 07791730401 or 07557658610

Website : ormeautttennis.com

Facebook : [facebook.com/ormeautt](https://www.facebook.com/ormeautt)

Benchmarking

As a team we researched competing table tennis clubs and other sports teams to see the types of content that they create to give us direction when creating our own videos. We compiled that research into Benchmarks that allowed us to compare and contrast all the videos, choosing which videos were the most effective in each area. For this we chose three benchmarks each, the sports clubs I found were most successful at creating similar content to us were Ulster Rugby, Brighton Table Tennis Club and 888 Table Tennis Club. We found that when summarising the data collected from the benchmarking, Brighton Table Tennis club, who Gervis also mentioned to be one of their top competitors were creating not only the most similar content

to ours but also scored the top marks in the benchmarking which then set the bar for the content that we were to create.

Category	Feature	Brighton Table Tennis	Ulster Rugby	888 Table Tennis Club	Ormeau Table Tennis
Brand Recognition	Logo	Contained logo within video	Contained logo within video	Did not contain logo in video	Logo used at the end of video
	Social Media	Contained searchable hashtag in video	Contained searchable weblink in video	Did not contain any social media related info in video	No showcasing of their social media pages
	Club Location	Contained establishing shot in video	Contained establishing shot in video	Contained establishing shot in video	No information given on location of the club
Video Content	Video Pacing	Slow paced editing for their video	video featured quick cut montage near end of video	video featured slower editing throughout	Slow paced editing for their video
	Special Technique	Video contained slowmotion editing throughout	video contained black and white shots throughout	video contained drone shots throughout	Use of slow motion editing throughout video
	Tone	Relaxed conversational to video	Video had a corporate style production	Relaxed conversational tone to video	Video had a high tense tone showing players going against each other
Accessibility	Subtitles	Video included subtitles	Video included subtitle	Video did not include subtitles	Video did not include subtitles
	Platform	Vimeo	YouTube	YouTube	YouTube
Score (%)		100%	100%	62.5%	50%

Category	Feature	SBG BELFAST	Headon Boxing Academy	Lisburn Taekwondo Club	Ormeau Table Tennis
Use of advanced editing and filming techniques	transitions	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
	lighting adjustment (shading, vignette, etc.)	No visual editing used throughout video	vignette used throughout video	No visual editing throughout video	No visual editing used throughout video
	Motion graphics	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	Background music	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
	Audio extract from another source	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
	Usage of raw audio recording.	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	Subtitles	No subtitles included	Video had Kinetic Typography	Video did not have subtitles	Video did not have subtitles
	Platform	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%

Storyboards

Our next task was to create storyboards detailing our plans for the video production. We each created 3 storyboards for the chosen topics. I was responsible for creating the performance, Social and charity storyboards. The storyboards detailed each shot including shot duration and audio present as well as a short description of what was going on in each shot. When creating these storyboards there was a few drafts due to some videos being cut for not effectively meeting the brief we also decided

that it was best to merge the “no coaches session” and the social session videos as they were both similar. We received feedback and then made amendments to ensure that the final storyboard was well polished to present to the community partner.

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



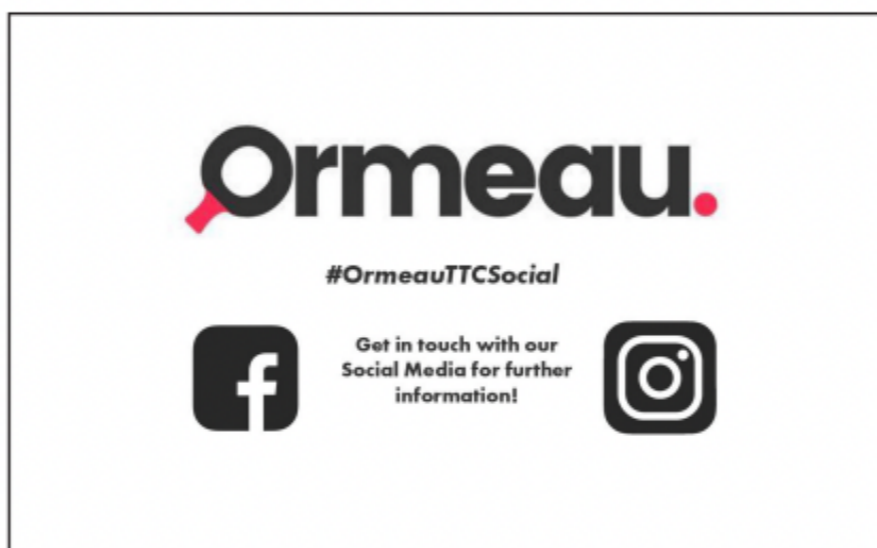
Cut back to close up, slow motion shots of player hitting a shot.

- 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.



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 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



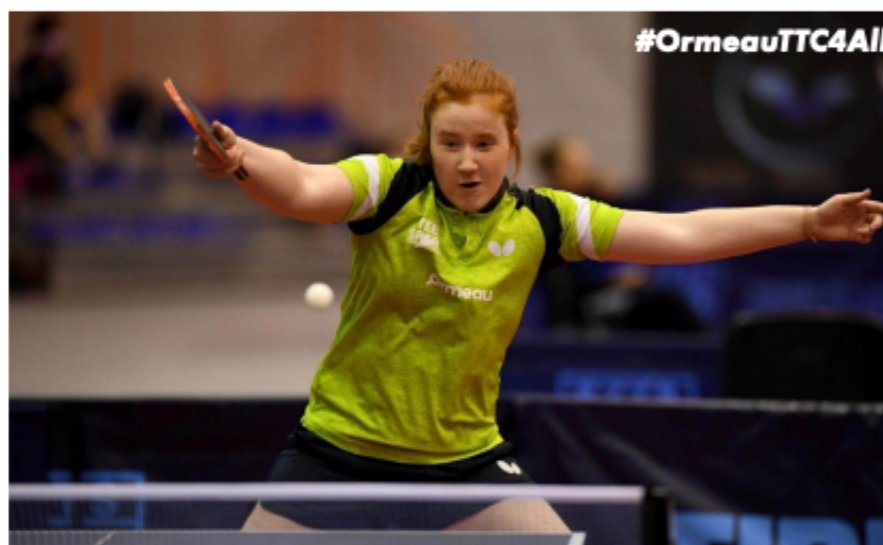
Wide angle shot of female players having a game of table tennis with a narration given by one of the coaches talking about Sophie, a young club member who has moved to Nottingham to play Table Tennis.

- 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 Sophies 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

Ormeau.

#TableTennis4All



*Get in touch with our
Social Media pages for
further information!*



**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

Video 4 - Charity help



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

- 3-5 seconds
- Royalty free music



Opening establishing shot of interview set as Interviewee walking into Frame.

- 2-4 seconds
- Royalty free music in background.



Mid closeup of Charity representative speaking of the impact that Ormeau TT has had on charity.

- 5-10 seconds
- Interview audio overlapping background music.



Montage of coaches interacting with those from charity organisation.

- 3 seconds
- Background Royalty Free music with overlapping raw audio from footage.



Montage of coaches interacting with those from charity organisation.

- 3 seconds
- Background Royalty Free music with overlapping raw audio from footage.



Montage of coaches interacting with those from charity organisation.

- 3 seconds
- Background Royalty Free music with overlapping raw audio from footage.



Mid closeup of Club coach speaking about working with charity.

- 5 seconds
- Royalty free music with overlapping interview audio.



Montage of coaches interacting with those from charity organisation.

- 3 seconds
- Royalty free music in background of shots.



Montage of coaches interacting with those from charity organisation.

- 2 seconds
- Royalty free music in background.



Montage of coaches interacting with those from charity organisation.

- 3 seconds
- Royalty free music in 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

Video 5 - A Players Journey



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

- 3-5 seconds
- Royalty free music



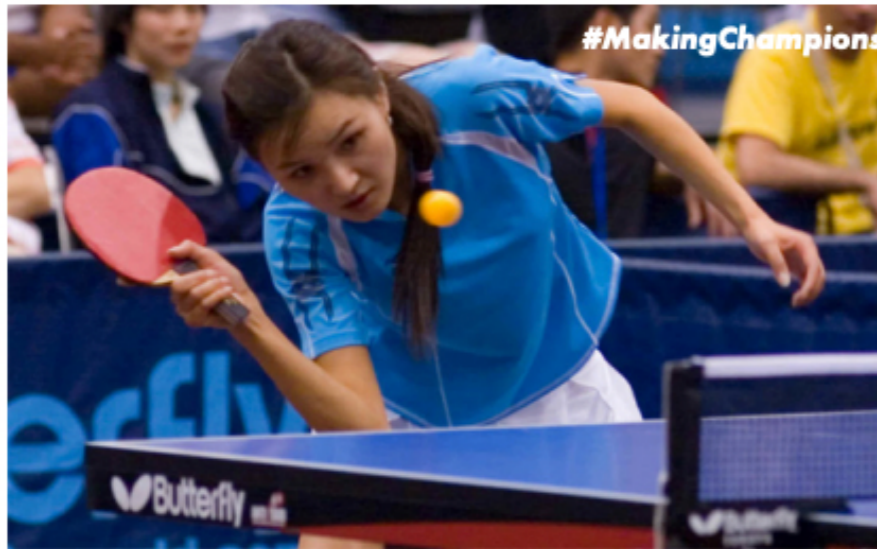
Opening Mid shot of youth players playing table tennis.

- 3 seconds
- Royalty free music in the background.



Close up of youth players facial expression.

- 3 seconds
- Roalty free music in background



Mid shot of more advanced players playing game.

- 3 seconds
- Royalty free music in the background.



Mid shot of club champions playing competitive match.

- 3 seconds
- Royalty free music in the background.



Close up of club accolades.

- 3 seconds
- Roalty free music in background



Mid shot of senior players playing game.

- 3 seconds
- Royalty free music in the background.



Close up capturing senior players facial expression.

- 3 seconds
- Royalty free music in the background.



Close up shot of senior club champion.

- 3 seconds
- Royalty free music in background

Ormeau.

#MakingChampions

Get in touch with our Social Media pages for further information!



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

Once the storyboards were completed and approved from project manager and creative director, it was on us to pitch these ideas to the community partner. The Pitch took place on Microsoft Teams and was supervised by the project manager. Me and Lorcan each pitched two videos and while one person was pitching their video the other was taking notes on the feedback provided by the community partner. The two videos I pitched were the performance and the charity work videos. There was no issues with the performance video pitch however we discovered that during the charity video pitch, Gervis explained that some of the charities no longer visit the club and the other charities have limited attendance meaning it might be difficult to get a representative of the charity to attend the video shoot so rather than dedicate a full video to charity work it might be best to just include a section

of the social video instead. We received feedback from the pitch from the project manager after the pitch which allowed us to use this feedback along with the notes taken during the pitch to restructure our plans for the video shoot.

* Reece - Monday 21st / 11 / 22

Table Tennis - Pitch.

Michael & Horcan.

- ⑧ Monday
- Video - Social Side - *charity footage faster to play regular + coach shots.*
 - Multi-player - morning tue 8-12 (Jeff or Jim)
 - One man / One woman - / Record / Sissy - interviews
 - * Singles / 2* Double / 4* Action shots.
 - ~~Robot~~ - ? A formal / No coaches / Jim - Social -
 - * Community spirit - Peer - Member drive for Jim member open & set up! (Jeff or Jim) members.

Video 2 - Female Player. *Audio team*

* Sophie talking - record her audio - *online interview*

* Girls through the Reuks - Grace - *had had missed*

② Sophie / Emma head coach. *capture conversation*
Capture interview with Emma & Grace.

* Girls only & kendra session - Sunday #

Video 3 - Corporate league.

314 Teams - *logo* / *Wet working*

* Citi Bank. (17/18) *Ex* champions.

* All State (2011)

(1)

* New team word mouth media - *uking*.
tough but rewarding.

* OCSC - Architect & construction. Friday.

* Waltham club coach & corporate - 25/11

516 players in team - Siobhan

* Vincent - Sponsors - & players.

Group shot of the team - corporate

3/10 teams at one time 2 1/2 hrs.

~~* Money well spent !!~~

~~* Video 4 Charity Help.~~

~~Record charity interview~~

~~Record interview with coaches~~

Photo permission.

~~This is not or miss / core 3/12 was 415.~~

④ Video 5 - The player Sarney.

through the Social - youth - up to league
junior - complete - senior

* Common wealth - 3 guys Ormeau

Top junior - children - club to use playing
to Europe - ✓ Andis

Questions | *issue* to be captured.

Shot List

We then created a shot list for each video. The shot list acted as a guide for what exactly we were planning to film and allowed us to check them off as we completed the shots. It ensured that we were well prepared and gave us direction before we went to the venue to shoot the videos.

Ormeau TTC Shot List

Monday, 21st November;

- Go down to Ormeau Table Tennis and Recce.

Friday, 25th November – Corporate League;

- Group shots of several Corporate teams from a wide range of industries (City Bank, Loud Mouth Media, All State).
- Interview shot of All State player – 2019 Champions
- Interview shot of Loud Mouth Media – New comers to the corporate league.
- Interview of OCSC Construction – Corporate and player side.
- Interview shot of Vanrath representative – main sponsor of the corporate league
- Action shots of corporate teams playing one another (single and doubles)
- Victory shot of a winning team.
- Corporate player engaging with coaches.
- Shot of corporate player missing a shot.
- "MONEY WELL SPENT".
- Shot of corporate players engaging with other teams showing social aspect.

Sunday, 27th November – Ladies session;

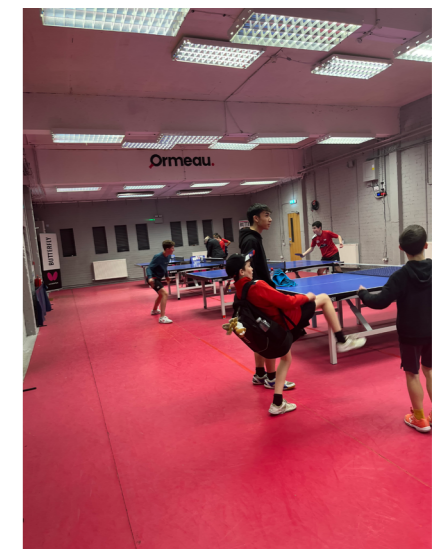
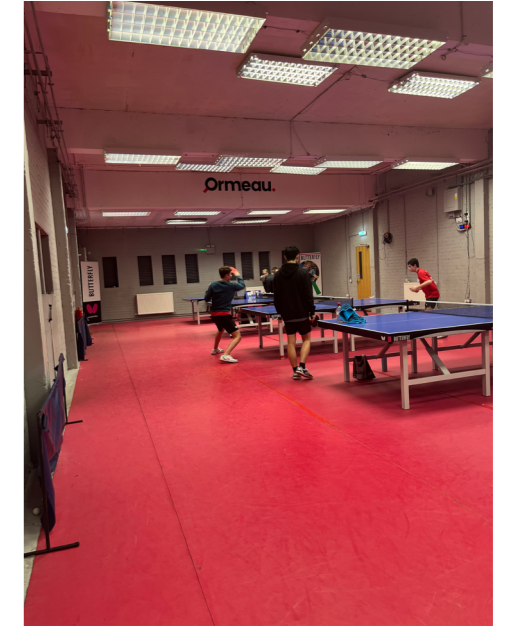
- Shot of female coach opening club on Sunday morning.
- Interview audio from Microsoft Teams with Sophie, female player from club now in Nottingham.
- Interview shot of Main female coach Emma alongside young girl player, Grace (tied back to Sophie).
- B-roll shot of Coach Emma engaging/mentoring female players.
- Action shot of female players (singles and doubles).
- Action shots of different girl players (beginners to experienced)

Monday, 28th November – Social part;

- Establishing shot of main building.
- Mentoring shot of coach with person from local charities (Adults with learning difficulties or Alzheimer's Society).
- Interview shot of a club representative (Jeff or Jim), and a female representative (Deirdre Sissy).
- Action shots of players having games of Table Tennis (singles and doubles).
- Mentoring shot of coach with player.
- Shots of players walking into club talking and laughing.
- Shots of players talking and laughing in between games.

Recce

On our first visit to the club, we met with Gervis who showed us around the club and allowed us to move about freely and get an understanding of the shooting location. This allowed us to get some practice shots using the camera to get a better idea of how the lighting would look on the camera. Another also important task was to undergo a sound test with the mic to see if the acoustics of the room would affect the audio quality along with the background noise of people playing table tennis. We established a suitable area to shoot interviews so that it would be both fit the aesthetic that Gervis was looking for which was to have a relaxed tone with action of tablet tennis going on in the background but also it must ensure that it wouldn't interfere with the other matches happening on the tables around us.



Corporate League

On our first video shooting we captured shots and interviews from the corporate league sessions. For this session we showed up before the matches began to set up and prepare to capture footage of the league matches.

This session posed some challenges Moreso than the social sessions as there were more restrictions as to what was required to be filmed such as company logos and brand sponsors. It was also challenging at times trying to capture footage of the matches without interfering with the players during the matches. For the interview

shots Gervis has asked us to shoot the interviews in a way that still shows action in the background so that it showed the busy nature of the club, however upon reviewing the footage later the noise of the people in the background and the mic picking up on the noise of the table tennis balls made the footage unusable. This was a minor setback and forced us to explain to the community partner that it would be best if we were to reshoot the interviews in a more suitable environment at the next corporate league event. After the corporate league video was fully shot

and both me and Lorcan as well as the community partner were confident with the footage it was brought to Premier Pro for editing.

Performance Group

Our Second video shoot at the club was to capture the Junior and Senior Performance group. In this session we worked with the community partner to make sure we captured all the footage that he wanted as this session was different to the rest of them as it was more training based and the community partner wanted to highlight the coaching and training drills side of the club as well as the different levels in performance. When getting face to camera footage, the community partner explained to us that

he wanted some of the junior performance to say a few words to the camera as well as the senior performance. When recording the interviews with the junior performance members we agreed that it was best to record them in groups of three as opposed to recording one person at a time. The reasoning behind this was because the younger members felt more comfortable speaking to the camera in groups as opposed to speaking on their own it also allowed for the junior members to speak one sentence each allowing more

variety to the interviews. We also captured solo interviews of Keith, one of the coaches at Ormeau as well as some of the senior level performance players which we had to work with Gervis to help script the interviewee responses.

Female Members

Our Third video shoot was the female sessions video. This particular session was only on one day a week unlike the other sessions which meant we were limited for time when it came to shooting the video. This video caused slight problems as compared to the other sessions it was less busy. The community partner had previously mentioned that he wanted to showcase the different age ranges in females at the club however no one turned up to the junior female session. This worked in our favour as it allowed us to capture interview footage with the two female coaches Emma and Lucy before the senior female session began. We captured footage from the senior female session and overcame the problem from the junior session by using footage from the junior performance group

Social Sessions

The final video to shoot was the social video. For this video we had some slight issues with the interviews because some of the senior members after the interview was recorded didn't want to give their consent to be featured in the video, so we had to respect this and delete the footage. The quality of responses from the interviews also left us limited as to what we could keep in the final video as there wasn't much variety in responses however Gervis did say that this would be the shortest video and as he described, should have a more "relaxed" tone.

Editing

As we were set with the task of creating four short videos for Ormeau table Tennis capturing four different motives as opposed to creating one video as a team we both discussed and agreed that the most time efficient and fair way to share the workload was to edit two videos each. I was responsible for editing the performance group video and the female members video while Lorcan was responsible for editing the Corporate league video and the social members video. During the editing process for both of these videos it was important to colour correct

the footage in premier pro. This was because there were multiple cameras being used in the shooting process. Another important task when editing was working with audio. When shooting in a large empty venue there was lots of echoes in the room and for this, I had to take the audio into Adobe Audition which is a software that I wasn't too familiar with at the time to try fix the audio to the best of my ability. It was also difficult trying to control background noise in the interviews particularly in the junior performance videos as it was challenging to prevent some of the younger members from making too

much noise. The idea that we had for all the videos was to keep them quick cut and fast paced to match the speed of the game. We also spoke with the community partner about what kind of tone he wanted the videos to set and we found that the best way we wanted our videos to be described as was "Energetic".

Time and Schedule

Ormeau Table Tennis Time framing.

Thursday 6th 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 13th October – Benchmarking of similar projects done for similar sports club's projects compared to Ormeau's 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 21st 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 16th 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 17th November – coming up with a shot list for each video – production time 2 hours

Friday 25th 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 1st 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 4th 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 9th 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 11th December – Social Video footage recorded. (Travelling to and from location 1 hour each, time at location filming 11:00-1:00 – 2 hours).

Friday 16th 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 23rd December – Production logs completed with a total of 50 hours individually to make.

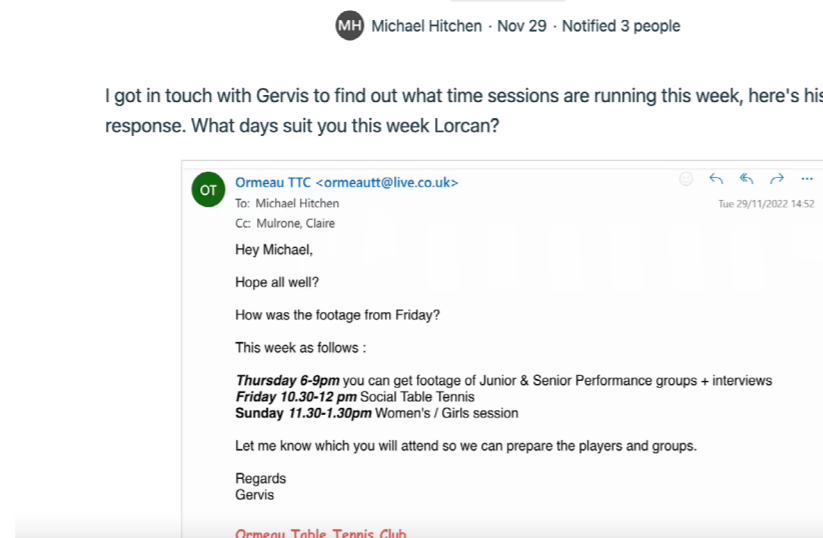
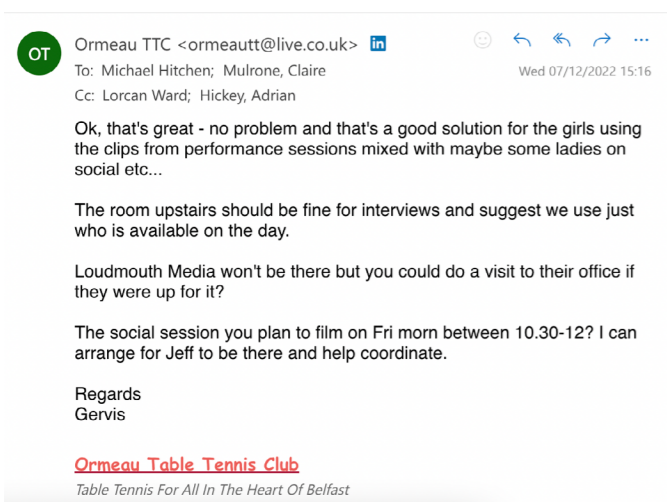
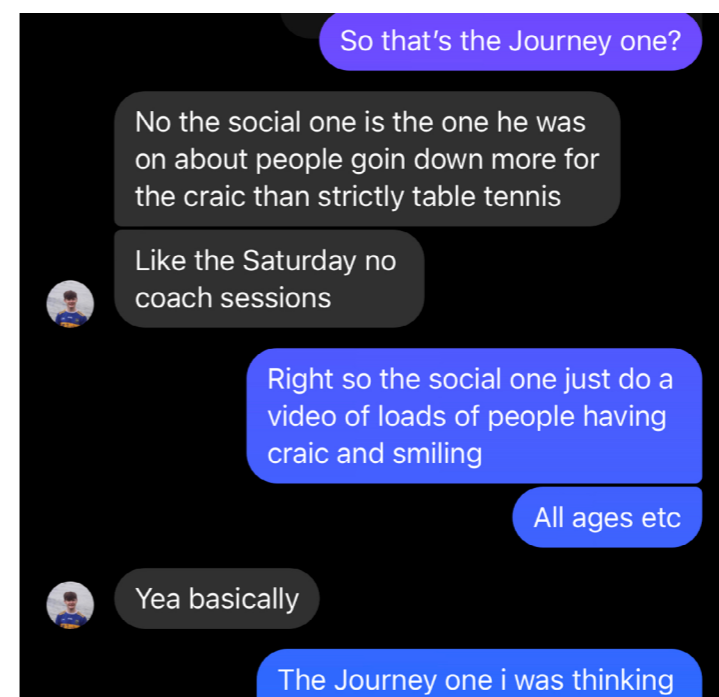
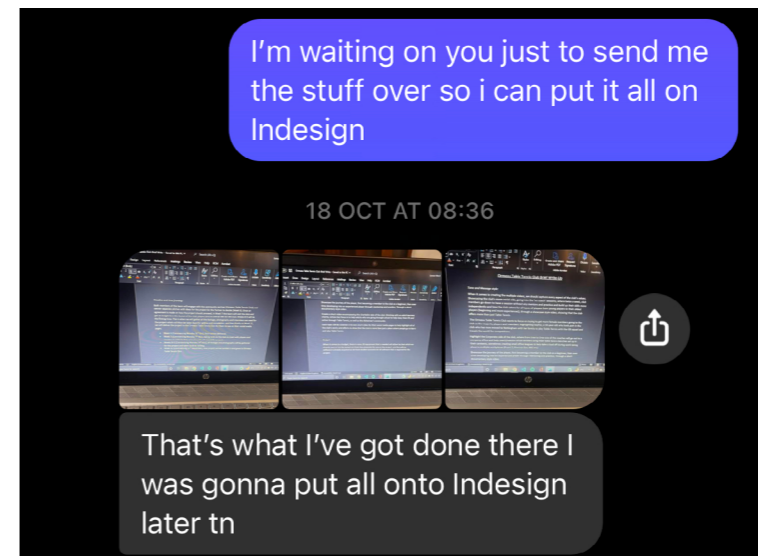
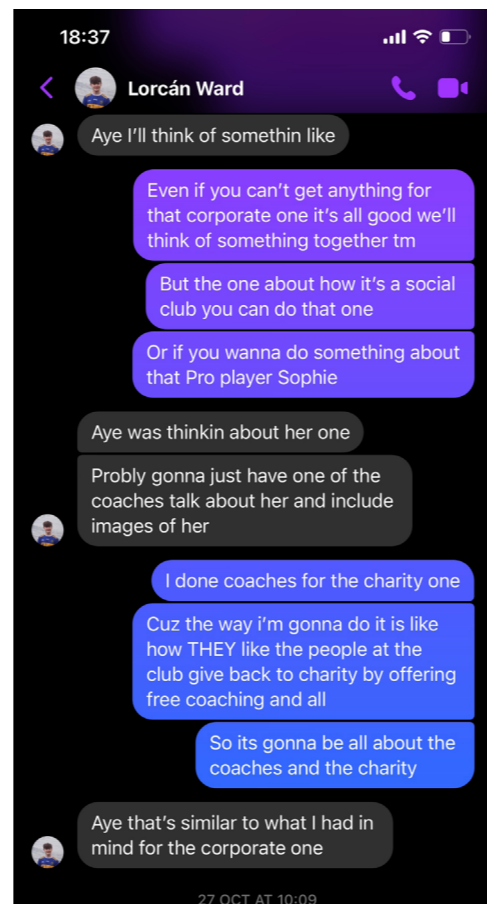
Total hours: 257 hours 30 minutes

In our team, Lorcan was responsible for keeping record of project timing to ensure we stuck to designated timeframes set. This is an accumulation of total hours spent on the project.

Communication

We regularly communicated about the project via basecamp and messenger. This was useful as it allowed the project manager and creative director view our messages and everything we uploaded to basecamp. However, I'd communicate with the community partner via email. I'd send Gervis an email at the start of every week to see what sessions are being held for this week and email him to let him know what sessions we are attending so he can prepare.

If there were any issues, I'd let Gervis know how I intend to make changes to the videos with his approval.



Reflection

Upon reflection of our work, I'm pleased with how the videos turned out and I also believe the community partner will be happy with the delivered media package. I feel that it was important for us to keep referring back to the brief to ensure the content which we created met the expectations which it did. We had asked Gervis to sum up what he wanted from each video in one word and we tried to match that in our videos. The only issues that I could highlight are with the corporate league video and the social video. The corporate league video did feature some shots that were unstable and could be

managed better or replaced with better footage however this is a minor issue. The social video some of the clips should have been cut better however the main issue with this video is with the interviews as the responses given by the interviewees weren't great responses nor was there a good variety of responses however many of the senior members didn't want to feature in the video so we had to work with what we could and these were the responses that the community partner had scripted for the members to say to the camera. Despite all these issues that we had throughout the whole process

we worked together well as a team and showed resilience to adapt and overcome these issues.