

ACTION

CANCER

Sam Gibbons

B00782655

MED526

Production Log

A smiling man with a beard, wearing a red tank top, stands in the foreground of a marathon. He has his arms crossed and is looking towards the camera. The background is a large, blurred crowd of people participating in the race.

**Saving
Lives**

**Supporting
People**

Contents

Introduction

The Module	7
Meet the Team	8
Meeting the Client	9-12
Research	13-15
Project Management	16-17
Time Management	18-19
Brief	
What is a Brief	21
Brief Confusion	22
Brief Feedback	23

Pitch

Initial Designs	25-30
Logo Mock-Ups	31-33
Issues/Hiccups	34
Pitch+Results	35-37
The Script	38-39
Content Creation	
Sourcing Material	41-42
The Process	43-49
Decisions I Made	50

Relaxation Video	51
Animated Logo	52
Evaluation	
Self Review	56
Hand Over/ Reflections	57
Final Thoughts	58
Conclusion	59



Introduction

The Module

MED 526 Interactivity for Social Enterprise

This module itself is all about taking the skills I have been previously developing over the past 2 years of studying Interactive Media and my previous years' placement opportunity working with Ulster University's Global Engagement and Recruitment teams as a Creative Designer and applying them to a project in which we take control and apply the skills to a real world project for another organisation.

Within this Production Log I will showcase all of the stages from the beginning process right through to the completed outcomes, all while reflecting and analysing what went wrong and what went right.

We worked alongside Adrian Hickey, Claire Mulrone and our Social Enterprise to come up with a plan of action that would lead us to a final product using our skill sets.

"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others."
- Parker, 2016.

Targeted Outcomes from the Module

- **Work alongside a real life Client**
- **Work together as a Team**
- **Come up with Solutions to Problems**
- **Be able to Communicate Efficiently and Effectively with both our team and Client**
- **Apply Skills developed from studies**
- **Develop a Live Production from a Brief into an End Product**

Meet the Team



Sam Gibbons (me)
Motion Artist



Pawel Zbikowski
Video Editor

I knew due to the project involving a lot of video and Motion Graphic work, we would need a team strong in these areas, and I felt individually we all had enough skills to produce a high quality project!



David O'Sullivan
Motion Artist

Client Selection

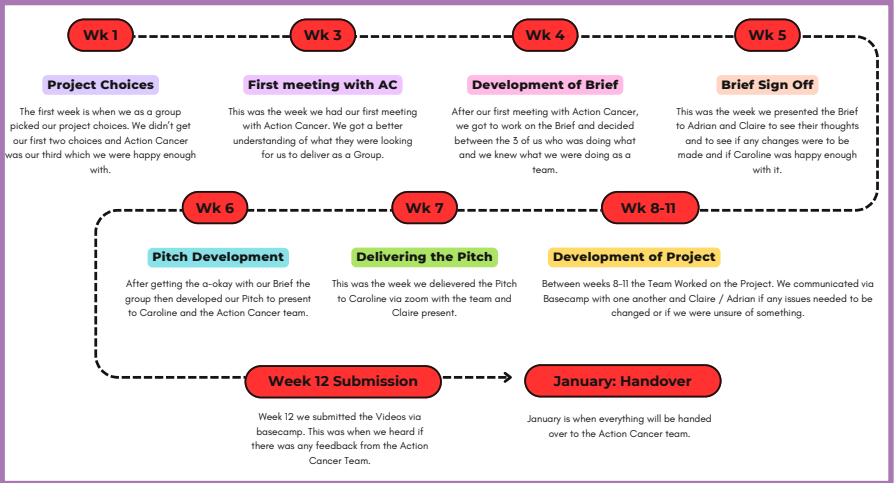
At the beginning of week 1 we were presented with a number of clients and based on their projects and their ideas we were tasked with deciding who we wanted to work with. We were provided a list of 11 organisations and had to narrow it down to our 3 Preferences.

We decided on:

	Preference 1	Preference 2	Preference 3
NI Sports Forum			
Action Cancer			
The Daily Mile Network NI			

There were a large amount of groups that had chosen both the NI Sports Forum and The Daily Mile Network NI projects, so we were left with our 3rd choice of Action Cancer which we were still happy with as we liked the idea behind the project and the thought process of creating ideas that could help people that were going through a difficult time.

Project Timeline set out-



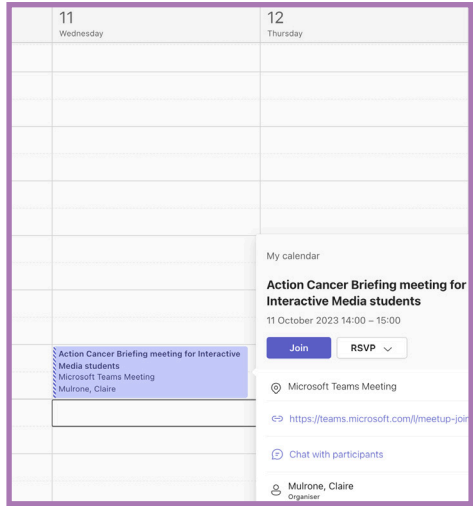
Above is our timeline of when we completed tasks and showcases the time constraints we were under to complete the project for Action Cancer.

Meeting the Client

After benchmarking our clients Website and Social Media pages we then agreed on a number of dates and times that all members of our team were available as well as Claire and gave these to our Client, so that we could communicate via Microsoft Teams to each other.

Tuesday: 9am - 11am
Wednesday: 9am - 6pm
Thursday: 10am - 3pm

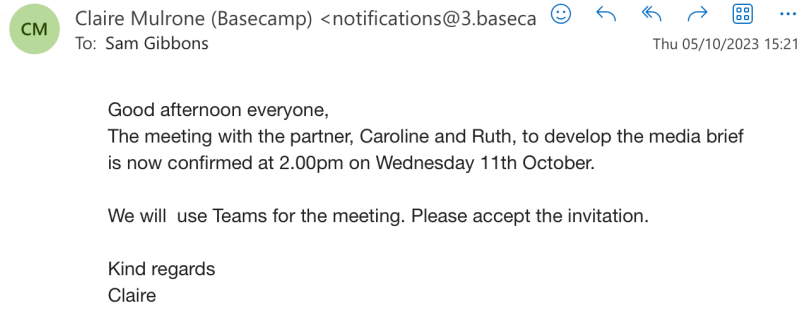
11th October - Meeting with Client



Once this was agreed we could look towards meeting Caroline and Ruth and figuring out in more detail what exactly they were looking for from us.

Once we had the agreed times of availability sent to our Client we heard back from them on the same day, where they proposed a time and day to

5th October - Meeting arranged with Client

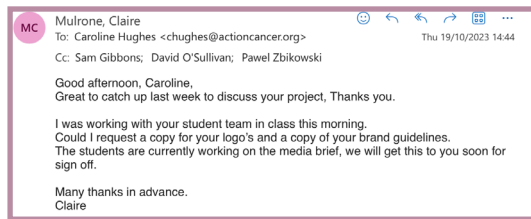


During the meeting we discussed how the client wanted to effectively use our unique skills to their advantage. We agreed on turning their logo into a GIF, as well as creating two unique videos (one filmed, the other motion graphic) that would help showcase their self care videos better and increase their viewer engagement.

We also asked for them to send over any Brand Guidelines they had so we could begin to think about how flexible and creative we could be with our designs.

During the meeting we discussed how the client wanted to effectively use our unique skills to their advantage. We agreed on turning their logo into a GIF, as well as creating two unique videos (one filmed, the other motion graphic) that would help showcase their self care videos better and increase their viewer engagement.

We also asked for them to send over any Brand Guidelines they had so we could begin to think about how flexible and creative we could be with our designs.



Caroline responded with the following:

There are no official brand guidelines in existence for the organisations, so there is a little scope with that for you.

I've attached the organisation logos for you though (a couple of different versions). The specific colour reference numbers for the brand colours are:

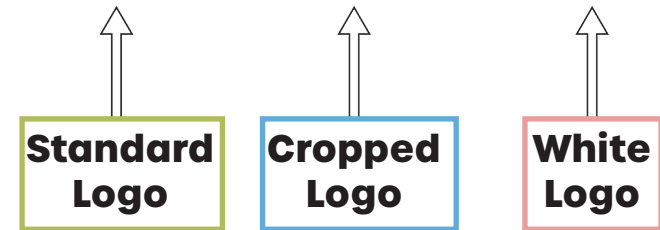
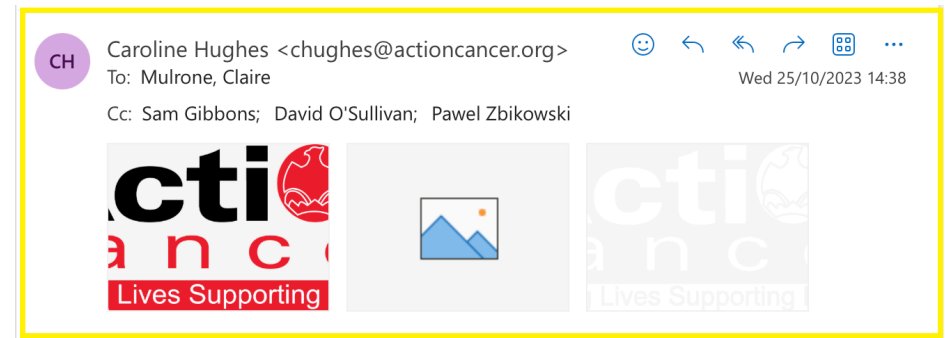
Red: ed1c2e - generic
Green: a6ce39 - health promotion
Purple: b37ab5 - support services

I do have the specific colours for the 'z-cards' we used to have. Each of these colours ties to a specific cancer:

Orange: f58220 - bowel and lung
Pink: f38ab8 - breast
Teal: 00a49a - ovarian
Yellow: fdb913 - skin
Blue: 6dcff6 - testicular

This gave us a large amount of creativity due to their being little brand guidelines we had a lot of freedom with our project.

As well as the available brand guidelines Caroline also sent over 3 unique versions of the Action Cancer logo that would benefit us differently depending on what colours we were going to use in our projects.



With all our Branding Guidelines being kindly provided to us by Caroline and the Action Cancer team we could now begin to think how we could present the best possible brief alongside the already existing Branding.

I carried out extensive research before foretaking on the challenge of producing the Brief for our client Action Cancer. During class we asked Claire if she could follow up regarding a target audience in order to provide us with a better understanding in which Caroline replied to us with:

Hi Claire,
I've also had a little time to check some of the details for the team in relation to who the target audience are. This information is just based on the current users of our services, rather than who specifically we would want to reach, but it's still useful information (I think) that could help them understand the end user of the videos.

- 80% of service users are female. We would like to see more men using services though.
- Average age = 52yrs

By focusing on the target audience provided to us we can make sure to incorporate visuals that are relevant and appealing to those within the demographic.

Action Cancer have had to adapt their services ever since COVID-19 and have since adapted to wanting to produce video content.

When creating designs as a team we collectively researched other concepts from other similar organisations and looked at how we could put our own twist onto them.

We wanted our ideas to match the already existing branding that Action Cancer had, but due to the minimal branding they had, we had a large amount of freedom to work with.

Our end goal was to ensure we delivered the best possible outcome that met the desired goals that Action Cancer were looking for.



Research

After meeting with Caroline and Ruth from the Action Cancer team for the first time, we had a greater understanding of the design concepts they were looking us to come up with to best suit their goals.

We then had the chance to go away as a team and dive into researching similar organisations and figuring out, what they done effectively, what they didn't and most importantly what showcased the best use of media practice.

Pawel and I split ourselves into researching two different organisations each that were also similar to Action Cancer, so we looked at other health organisations and in particular their self-care sections of their websites and social media and evaluated their content based on how it made use of best practice, we then compared this to content Action Cancer already had on their pages.

Cancer Research UK

The first company I decided to research was Cancer Research UK. My first impressions of their videos across their website and social media pages were that they weren't appealing. Most of their content was PowerPoint presentations with a member of their team talking over it. Many still images were used throughout them and over 15/20 minutes this was obviously going to become boring for their audience in a video that is meant to be aimed towards care.

The brand mainly made use of the colours Blue and Purple, which are both similar making it difficult for their content to stand out to the audience. However their brand colours were effective at standing out across still images like their logo and across still images on their social media platforms, however for videos and motion content, I felt like they needed something else to make them stand out more.

From my findings I could identify that Cancer Research UK did not make use of best practice in relation to their self care section.

Macmillan Cancer Support

The second company that I decided to research was Macmillan Cancer Support. My first impressions of their website and social media content was that their content was kept minimalist and simple, which made their content appear clean.

As for their videos they were also clean and consistent with the logo being kept in the top corner the whole time as well as making use of smooth transitions between talking points. A light background audio was used throughout alongside spoken audio which was clear and precise.

However there was no use of motion graphics on their site.

From my findings I could identify that Macmillan Cancer Support did make use of best practice and produced highly captivating and engaging videography that would leave the audience with plenty of help while being keenly engaged.

Action Cancer

The third company that I decided to research was my client Action Cancer. My first impressions of their content, was that likewise to Cancer Research UK, it wasn't appealing. They were consistent with their colour theme and logo, however made use of too many still images across their pages.

When it came to their videos again they made use of Powerpoint slides with a small camera in the top right corner of one of their team members speaking not too enthusiastically about the topic, as well as this the slides themselves within the presentation were too text heavy.

I liked how Action Cancer changed their Brand colours depending on the Cancer awareness month it was. I thought this was a great idea as it added uniqueness to them and was something no similar organisations had done.

From my findings I can identify that Action Cancer did not make use of best practice in relation to their content surrounding their self care section.

Benchmarking

Category	Features	Beatsoncancercharity.org	Europeancancer.org	Cancer Research UK	Macmillan Cancer Support	Action Cancer
First Impressions	Does it visually correlate to the text	No as its mostly videos or short videos with text and background music	Professional, dull	PowerPoint Presentation being cut between both the speaker and the presentation, no background audio	Videos had light background music overlaying audio speaker with great transitions between shots of patients	Voice Overlay, with small image of speaker in one tone, over PowerPoint presentation, no background audio
	Easy to understand	Videos ranging from 30s to 2:30 min. Only a couple motion graphics	Simple, highly worded motion graphics	Basic PowerPoint slide	Great use of video with overlaying text accompanied with Brand Colours	PowerPoint Screenshot no use of motion graphics
Style	Are there similarities throughout each post	The colours, logo, and font are similar	Colour, Same type of animations used in each video	Still images used throughout with no motion	Only made use of video footage no images are motion graphics	Still images used throughout with no motion graphics
Content (Motion Graphic)	Is it Eye catching	Smooth transitions, sans-serif font, good use of main colours	Colours don't stand out, too much text, basic animations	Colours don't stand out and fails to grab my initial attention	Video transitions well and great use of audio	Stuck to colour scheme, which is nice, too text heavy.
	Layout	Disorganised	Simple	Simple	Clean	Too text heavy
Motion Graphics	Visual appeal	High quality, simplistic, good use of transitions between parts	Use of Primary colour throughout, monotonous background music, simple animation, too much text	N/A	Logo kept in top corner throughout, clean transitions	Basic videos talking to camera
Brand Recognition	Logo	Simplistic, modern	Simplistic, Professional, text focused	Clean, Eye Catching and Modern	Basic, Simplistic	Too text heavy, Basic, Good use of Brand Colours
	Colour	Vibrant yellow throughout Facebook page	Primary logo colours used throughout Facebook page	Brand Colours used through social media platforms	Brand Colours used through social media platforms	Brand colours used through social media platforms, good use of change of branding for in particular months/themes.

This is our final benchmarking we looked at the standard of other similar organisations videos and decided what we liked about them and what we didn't. We then thought about how we could implement our ideas to appeal better than other organisations so that we get the best audience retention.

Project Management



Basecamp was the collaborative platform we used to communicate between one another in our group. It was something I had never heard of before but it was recommended to us by both Adrian and Claire who said it had helped previous students to deliver successful projects.

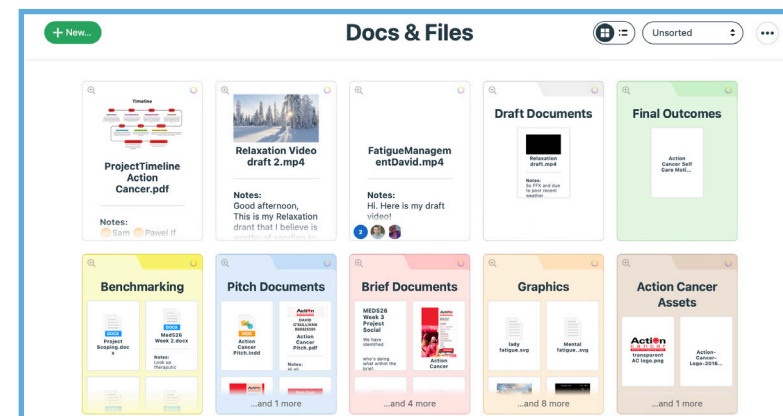
It took some getting us to for us as a group as we would constantly talk to one another in person on ideas or through different social media platforms like Snapchat, however we realised this wouldn't be to helpful as our messages deleted every 24 hours! However after some time we began to navigate our way around Basecamp and get used to the different tabs within it.

Basecamp was divided into 5 tools, Message Board, To-dos, Docs & Files, Campfire and Schedule.

The **Message Board** was a tool mainly used by Claire to alert us of any meeting we had with our Client, but it was also used by Adrian to ping us if he required our urgent attention!

The **To-dos** section was were we discussed in class with Adrian the final outcomes we all individually wanted to achieve and they were posted on it.

The **Docs & Files** area was used by David, Pawel and I to upload all of the work that we had been working on, within this section we sub-divided it into different section as show below:



The **Campfire** section was a tool that we used as a group to fire ideas and suggestions we had with one another, it was a great feature that if we wanted to talk to a specific member of the team we could 'tag' them letting them know we were speaking to them.

Finally the **Schedule** section was an area we didn't make use of as anything we did schedule like meetings, we set up through Microsoft Teams. This is an area of which upon review we could of used more effectively.

At times throughout the project we were "**Pinged**" by either Adrian or Claire, whether that was to alert us individually to a certain task within the project or if they were looking any of our individual attention. We could then reply to them and inform our team if the information needed to be shared.

Overall I found Basecamp to be an effective tool for our project as it allowed for all of us to share our ideas into it and allowed for everything to do with the project to be put in the one place. At first it was confusing to figure you way around it, but after I got more settled with it and understood all of the tools it offered, I feel like it really helped our project management skills and helped the entire project to become a success!

As a group we also made small use of **WhatsApp** which again allowed us to share ideas and give advice on our own individual projects within the major project.



WhatsApp

Time Management

Throughout the project we kept track of how much time we spent on different aspects of it. We made use of **Clockify** in order to track this information.



Initial Research → **4 Hours**

Benchmarking → **2.5 Hours**

Brief → **16 Hours**

Design → **8 Hours**

Pitch → **30 Hours**

Animated Logo → **3 Hours**

Motion Graphic → **33 Hours**

Production Log → **31 Hours**

Class Time → **40 Hours**

**Overall Hours=
167.5 Hours**

Timings from Clockify

Today							Total: 167:30:00	
Add description	• animated logo - Action Cancer		\$	20:00 - 23:00		03:00:00		
Add description	• Class Time - Action Cancer		\$	17:00 - 09:00 +2		40:00:00		
Add description	• Designing the Brief - Action Cancer		\$	17:00 - 09:00 +1		16:00:00		
Add description	• Design Work/Concepts		\$	17:00 - 01:00 +1		08:00:00		
Add description	• pitch		\$	17:00 - 23:00 +1		30:00:00		
Add description	• Creating our Motion Graphics - Action Cancer		\$	17:00 - 02:00 +2		33:00:00		
Add description	• production log		\$	17:00 - 00:00 +2		31:00:00		
Add description	• Initial Research - Action Cancer		\$	15:00 - 19:00		04:00:00		
Add description	• Benchmarking - Action Cancer		\$	10:00 - 12:30		02:30:00		



The Brief

What is a Brief?

The purpose of a brief was for us as a team to work together in order to come up with a number of different ideas that met our **Clients needs!**

The brief can be used as a benchmark for all of us as a team to understand how we will tackle challenges that will come before us, as well as shaping the creative direction that we want our project to go towards. Finally we will use it to assess and reflect ourselves at the end of our project to see whether we achieved our the desired outcomes or not.

The brief itself was a large task that consisted of a number of different sub sections. We split the brief up with each other and began working on it. I worked on **the cover page, target audience, the deliverables, project objective and the timeframe.** The rest of the team then worked on the other aspects of the brief. Once we had all completed this I happily compiled it all into one document, so that it would look great for our community partner.



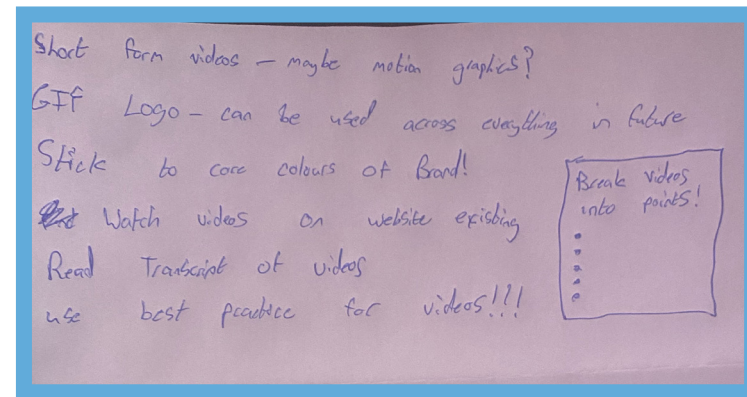
Confusion during the Brief?

During the development of the brief, I had completed (what I had believed to have been) the deliverables section based on our initial meeting with the client. Within the deliverables I had included a Merchandise/ Pop-Up banner section, however this was incorrect and was not needed, which I was so glad was clarified early on before we had gotten to the design stage.

I believed in having in not specifically merchandise/pop-up banners for anyone to buy, but more for the fact of promoting the organisation around big events, to help spread the word around the Charity. So after this we sat down with Adrian and Claire in class who were able to advise us again to stick to the videos, as it was enough work in itself.

After the class I came away and wrote some "very brief" notes on a plan for my individual self.

My very Brief Notes!



After the feedback from Adrian and Claire we were now fully prepared knowing what we needed to include in the brief for sign off and approval from the Action Cancer team!

Brief Feedback

**2nd November -
Email sent to Client**



PZ Pawel Zbikowski
To: chughes@actioncancer.org; rfleming@actioncancer.org Thu 02/11/2023 14:18
Cc: Sam Gibbons; David O'Sullivan; Mulrone, Claire

Hi, Caroline and Ruth
This is our media brief document.
we would really appreciate it if you would review this and lets us know if you are happy to sign this off.
We have been working with Claire, unfortunately next week won't work for us due to work commitments would you and Ruth be available on Wednesday 15th at 2.30pm.

Lets us know
Kind regards

Caroline was ever so quick to respnd to us within the next hour, with little changes. Again as Claire and Adrian had pointed out, Caroline confirmed had no use for Merchandise and Pop-Up Banners, but other than that she was happy with the brief giving us the go ahead we needed to begin working on the creative side!

CH Caroline Hughes <chughes@actioncancer.org> Thu 02/11/2023 15:14
To: Pawel Zbikowski; Ruth Fleming <rfleming@actioncancer.org>
Cc: Sam Gibbons; David O'Sullivan; Mulrone, Claire

You don't often get email from chughes@actioncancer.org. [Learn why this is important](#)

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected
Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi Pawel,

Thanks for sending that through. I think it looks great. The only point I'd query is the need for merchandise. That may mean something different from your perspective, but we wouldn't really need any merchandise. Same with Pop-up banners etc., but this may just be a suggestion to include in relation to the brand themes you are planning on designing. Other than that, think it covered everything we talked about.

Wed the 15th at 2.30pm suits Ruth and I, so we can get that in the calendar.

Thanks.



**2nd November -
Email received from Client**

As well as Caroline and Ruth being happy with the Brief they also confirmed the meeting we had proposed for our pitch meeting. This gave us 13 days to put our creative ideas together into a pitch document and showcase them to the both of them.

3

**The
Pitch**

For our pitch the three of us came up with individual and unique ideas. We created three unique concepts for, an animated logo, a video/ motion graphic idea/ a set of guidelines for the video.

Before getting into designing however, I went back and read over some of the initial research I had done and looked into the ways in which I can most effectively and efficiently produce the best ideas possible, based on what I had seen and liked before.

For ideas I went on YouTube, Twitter and similar organisations sites to see what I could become inspired by.

Initial Designs- Logo

Concept 1 Action **Cancer**

Animated Logo

Action
c a n c e r



**Logo
Flips**

Saving
L i v e s



**Example
Mock-Up-**

Supporting
P e o p l e



<https://vimeo.com/883961453?share=copy>

Action
c a n c e r



Concept 3 Action **Cancer**

Animated Logo

ACTION
CANCER !

**Example
Mock-Up-**

<https://vimeo.com/884415506?share=copy>

Text and Explanation mark Fade In

Concept 2 Action **Cancer**

Animated Logo

Action ————— **Cancer**

Word Action Appears from bottom

Red Box Appears with word Cancer inside

Logo then fades out the way it appeared.

**Example
Mock-Up-**

<https://vimeo.com/884188544?share=copy>

Meaning Behind Initial Designs

Animated Logos

Logo 1

The first concept I came up with was the idea of the logo flipping every couple of seconds to show their slogan- “Saving Lives, Supporting People” I based this idea off of having the idea of incorporating all aspects of their logo into one while finishing on the logo in the last segment. I stuck to the Black and Red colours, the two main colours used within the Action Cancer logo , and upon showing Adrian and Claire they liked the idea of incorporating the slogan, however Claire did point out about slowing the flip down so it didn’t transition as quick as on the example mock-up I produced and uploaded onto Vimeo.

Logo 2

The second concept I came up with was the idea of the logo fading up from the bottom of the screen one word at a time. I had the word **Action** appear followed by **Cancer** which then had a red box appear around it making both words in the logo stand out. Again I stuck with the logos colours of Black and Red, the main colours within the logo. Upon showing Adrian and Claire, they both didn’t feel like it appeared as cleanly as concept 1 did. I also uploaded an example of it onto Vimeo.

Logo 3

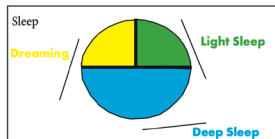
The third concept I came up with was the idea of the logo fading into the screen with the word **Action** appearing in a smaller font above the word **Cancer** I then had the idea of adding an explanation mark in behind it as I wanted the logo to stand out and if you are writing an essay and want to emphasize of makew something stand out you add an “!” to it. Again I created a mock-up on Vimeo and asked Claire for feedback who said she felt the “!” was too different from the original logo and wouldn’t fit the brand.

Initial Designs- Video

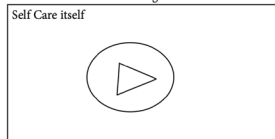
Concept 1 Action Cancer Motion Graphics



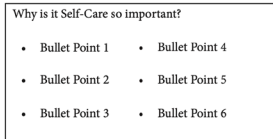
Intro- Explaining the topic and the video with the logo front and center with accompanying audio



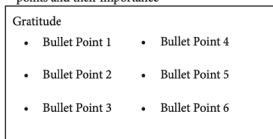
A circle that rotates around showing the different ways you sleep every night.
Audio- Calm Waves as background music.



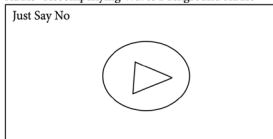
Face to face video talking to camera on Self Care.
Audio- Relaxing tone audio



Bullet Points that come in one after the other outlining the importance of Self Care.
Audio- Narration further expanding on the points and their importance



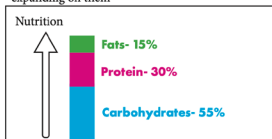
Bullet Points coming in one after the other listing reasons to have gratitude.
Audio- Accompanying Waves Background Audio



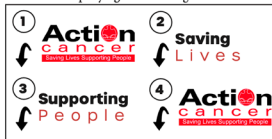
Face to face video talking to camera on just being able to say no.
Audio- Relaxing tone audio



Images that come in one after the other along with the name of the problem.
Audio- Narration over the points and further expanding on them



Bar Fades in from bottom upwards showing what your diet should contain. Other key nutritional information can also be told.
Audio- Accompanying Waves Background Audio



Animated Logo Outro
Logo Flips

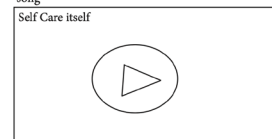
Concept 2 Action Cancer Edited Video



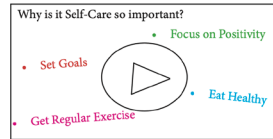
Intro- Explaining the topic and the video with the logo front and center with accompanying audio



Visual Facts on your actual Sleep appear.
Audio- Narration with light upbeat background song



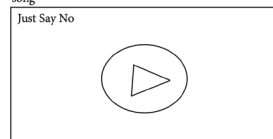
Face to face video talking to camera on Self Care.
Audio- Narration with light upbeat background song



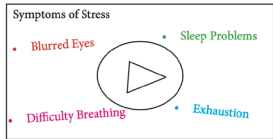
Visual Facts on Self Care fade in as the narrator talks on them.
Audio- Narration with a light upbeat background song



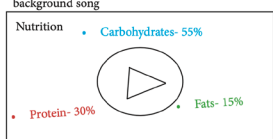
Visual Facts on the benefits of gratitude appear.
Audio- Narration with light upbeat background song



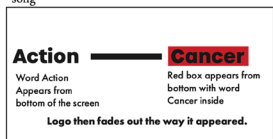
Face to face video talking to camera on just being able to say no.
Audio- Narration with light upbeat background song



Visual Facts on Stress fade in as the narrator talks on them.
Audio- Narration with a light upbeat background song



Visual Facts on your Nutrition while figures appear.
Audio- Narration with light upbeat background song



Logo then fades out the way it appeared.

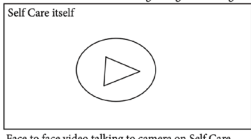
Concept 3 Action Cancer Video- Refilming



Intro- Explaining the topic and the video with the logo front and center with accompanying audio



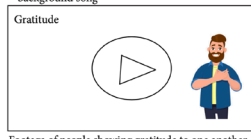
Footage of someone doing the correct things before they sleep.
Audio- Narration with relaxing background song



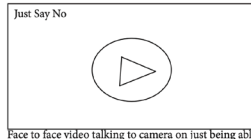
Face to face video talking to camera on Self Care.
Audio- Narration with light upbeat background song



Filming of people looking down and cuts to the opposite of people looking happy.
Audio- Narration with a light upbeat background song



Footage of people showing gratitude to one another
Audio- Narration with relaxing background song



Face to face video talking to camera on just being able to say no.
Audio- Narration with light upbeat background song



Footage of people looking stressed.
Audio- Narration with a light upbeat background song



Multiple Shots of plates of balanced diets
Audio- Narration with relaxing background song



Within each concept I added the corresponding Animated logo to the end of it.

Meaning Behind Initial Designs

Video Content

Motion Graphic

For the first concept I came up with I initially went onto the self care video and broke down the 1 hour video into sub-sections! From here I then could base my storyboards around the key points I believed where to be covered. The motion graphic piece was my favourite idea as I believed it was something different that no similar organisations had done, which would give Action Cancer a chance to stand out. I had the idea of animated characters and charts making motions to showcase the facts and figures around self care. I also had light and peaceful music in the background that would help to set the tone for the video.

I wanted to come up with three unique concepts instead of basing them off of one idea, I wanted to be as flexible and open to how Action Cancer wanted to move forward!

Editing Original Footage

For the second concept I came up with I again went onto the self care video and broke down the 1 hour video into sub-sections! From here however I had the idea of editing original footage that had already been shot of the therapists talking. My idea behind this was that this is something they could do after we completed the project as it is something that is simple to do and could excite and engage the audience more by adding in a couple of images or bullet points around the therapist speaking. Again I also would add a light background music to the videos

Re-Filming

For the third concept my idea was to re-film in and around Action Cancer centers and use the footage of how they treat their audience in real-life to help spread their positivity on video. My idea behind this was to help make the audience relate to others going through a similar situation and make them understand that through Action Cancer they are not alone and there is plenty of help out there.

Initial Designs- Guidelines

The guidelines that I came up with were very similar for each idea due to them all being forms of video content they all go by similar forms of best practice.

Concept 1 Action Cancer

Guidelines

Video Recording Guide	Background Music Guide	Voice Over Guide
<p>Each Section of a video should exceed no more than 30 Seconds.</p> <p>Target Video duration Should be between 2-5 minutes.</p> <p>Video Quality must be a minimum of 720p or HD</p> <p>Appropriate software should be used to export and edit video e.g. Adobe</p> <p>When recording make sure the full screen is captured as this can always be edited down to capture smaller parts within it.</p>	<p>Background Music should be kept at a level and easy to listen to tone.</p> <p>Music should not be overpowering so that the key information can be heard.</p> <p>Relaxing music should be added to every video to help keep viewer engagement.</p> <p>If music is on for longer than 2-3 minutes change it for another relaxing track to help maintain focus on video.</p>	<p>Audio should be recorded in a microphone that can pick up words clearly.</p> <p>Words should be softly spoken but also must be able to clearly make out what is said.</p> <p>Voice must be engaging and sound exciting.</p> <p>Voice over should be able to expand on the points within the video with good knowledge.</p>

Concept 2 Action Cancer

Guidelines

Video Recording Guide	Background Music Guide	Voice Over Guide
<p>Each Section of a video should exceed no more than 30 Seconds.</p> <p>Target Video duration Should be between 5-10 minutes.</p> <p>Video Quality must be a minimum of 720p or HD</p> <p>Appropriate software should be used to export and edit video e.g. Adobe</p> <p>When recording make sure the full screen is captured as this can always be edited down to capture smaller parts within it.</p> <p>High Quality Camera should be used.</p> <p>Visual Gestures should be used on Camera to help further explain points and to help keep audience retention.</p>	<p>Background Music should be kept at a level and easy to listen to tone.</p> <p>Music should not be overpowering so that the key information can be heard.</p> <p>Upbeat music should be added to every video to help keep viewer engagement.</p> <p>Music should be engaging and interesting so that it can be listened to a couple of times.</p>	<p>Audio should be recorded in a microphone that can pick up words clearly.</p> <p>Words should be softly spoken but also must be able to clearly make out what is said.</p> <p>Voice must be engaging and sound exciting.</p> <p>Voice over should be able to expand on the points within the video with good knowledge.</p>

Concept 3 Action Cancer

Guidelines

Camera/Recording Guide	Background Music Guide	Voice Over Guide
<p>Each Section of a video should exceed no more than 45 Seconds.</p> <p>Target Video duration Should be between 5-10 minutes.</p> <p>Video Quality must be a minimum of 720p or HD</p> <p>Appropriate software should be used to export and edit video e.g. Adobe</p> <p>Camera should have appropriate equipment so best shots are captured e.g. lighting, tripod, microphone</p> <p>High Quality Camera should be used.</p> <p>Visual Gestures should be used on Camera to help further explain points and to help keep audience retention.</p>	<p>Background Music should be kept at a level and easy to listen to tone.</p> <p>Music should not be overpowering so that the key information can be heard.</p> <p>Upbeat music should be added to every video to help keep viewer engagement.</p> <p>Music should be changed every 2-3 minutes so it doesn't turn into a PowerPoint slide</p> <p>Music should be engaging and interesting</p>	<p>Audio should be recorded in a microphone that can pick up words clearly.</p> <p>Words should be softly spoken but also must be able to clearly make out what is said.</p> <p>Voice must be engaging and sound exciting.</p> <p>Voice over should be able to expand on what is shown on the camera.</p>

Meaning Behind Initial Designs

Guidelines

Concept 1

For the first concept I came up with I wanted to make sure that the motion graphic was no longer than 5 minutes! As from anytime afterwards the audience would lose interest and this wouldn't be best practice. I also thought from reviewing the self care video their would be 8-10 sub sections of the video therefore a section shouldn't take any longer than 30 seconds. Then the basic video guidelines should be applied through the highest video output quality and making sure the full screen is recorded. The voice over should also overpower an background audio to make sure the words spoken are clearly heard.

Concept 2

For the second concept I thought due to the original videos being 1 hour+, I believed they could not be cut down to as small as 5 minutes, therefore I decided 10 minutes was an adequate amount of time for adding in effects over the original footage to hold the audiences attention. Due to involving Camera work a high quality camera should be used for all videos as well as the therapist looking engaged and using hand gestures. As well as this all the basic video procedures should be put in place, with the therapists' voice being louder than the background music.

Concept 3

For the third concept I believed re-shooting again due to being camera work should be no shorter than 5 minutes but longer than 10 minutes. As well as this when shooting any shots with the camera, correct equipment should be brought, like a good camera, tripod, microphone and lighting. Finally as this is all the similar procedures as concept 2, they should still be followed.

Logo Mock- Ups

As well as having still mock-ups, I wanted to provide the team at Action Cancer with a better visual representation for what their logo could look like. I decided to create motion mock-ups so they could gather a better understanding of how it would actually appear in real time. I created these and uploaded them onto Vimeo, before attaching the link to each one within my section of the pitch deck. (I wanted to do this as it is so hard to know what a motion graphic should look like from still images!)

Logo 1

Action Cancer

Began with words Action Cancer

Link to live mock-up:
<https://vimeo.com/883961453?share=-copy>

Saving Lives



Flipped to show Saving Lives

Supporting People



Flipped to show Supporting People

Action Cancer



Flipped to show Action Cancer 31 again, then zoomed in

Logo 2



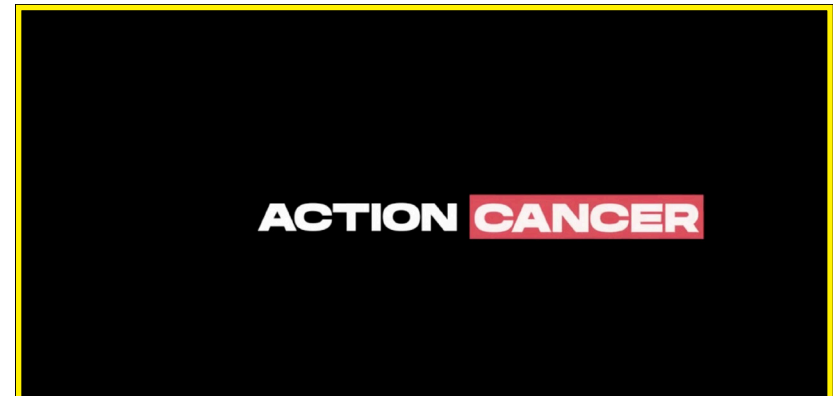
Word **ACTION** would appear, one letter at a time, fading up as if you were typing on a keyboard



Showcasing the completing of the word **ACTION**



A **RED BOX** would then fade in beside the word **ACTION**



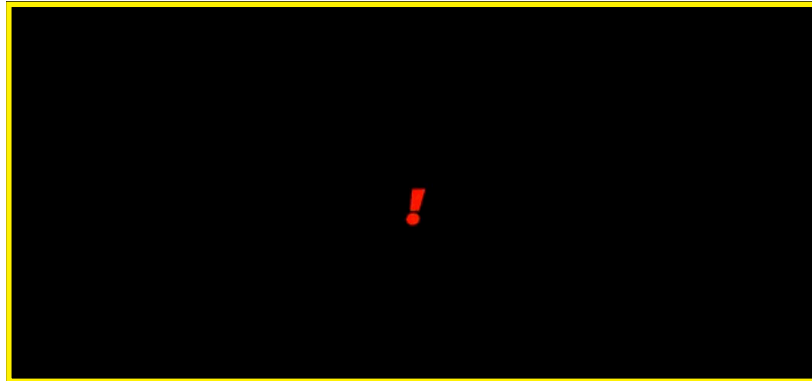
The word **CANCER** would then fade in on top of the **RED BOX**

The logo would then fade out from the end of it back to the beginning!

Link to live mock-up:

<https://vimeo.com/884188544?share=-copy>

Logo 3



An **EXPLANATION MARK** would appear, in the center of the screen and gradually scale up in size



As the **EXPLANATION MARK** scales up the words **ACTION** and **CANCER** would transition in.



The logo would then scale up to full size with the **EXPLANATION MARK** appearing behind the letter **C+E** in the word **CANCER**

The logo would then fade out from the end of it back to the beginning!

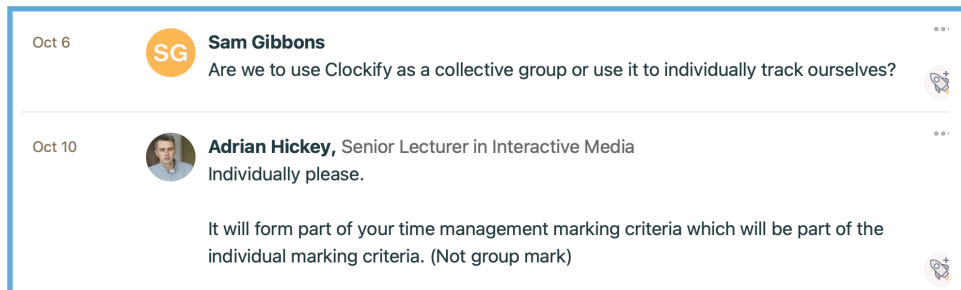
Link to live mock-up:

<https://vimeo.com/884816459?share=-copy>

The Pitch Deck and Clockify Hiccups!

During the process I ran into a number of bumps and hiccups along the way!

2 weeks into the project, I had not been keeping track of my time spent on the project as I had believed Pawel had been doing so for the group, however I messaged on Basecamp asking whether we were to track this individually or as a group, to which Adrian responded telling me it was an individual process!



During the Pitch Deck, as a group we also ran into a major problem, we had begun working on mock-ups for merchandies which obviously was not needed! So we had to scrap what we had done and move on!

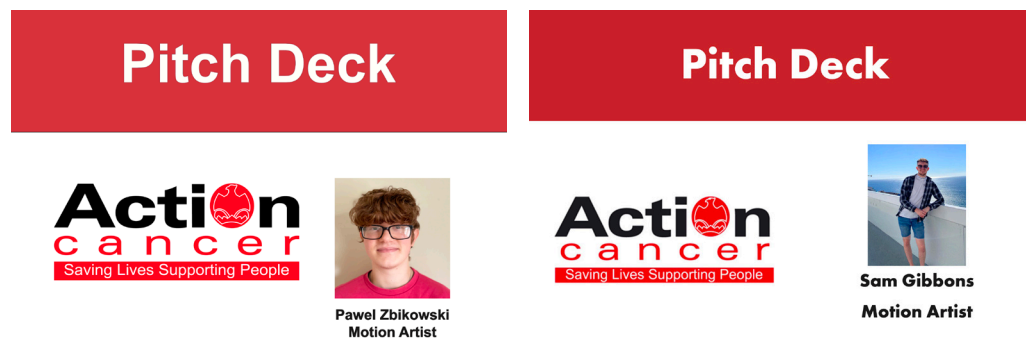


Some of the mock-ups I had created!

Pitch Deck

For our Pitch Deck we wanted all three of ours to look and feel as similar as possible so when we combined them into one document it would look clean and professional!

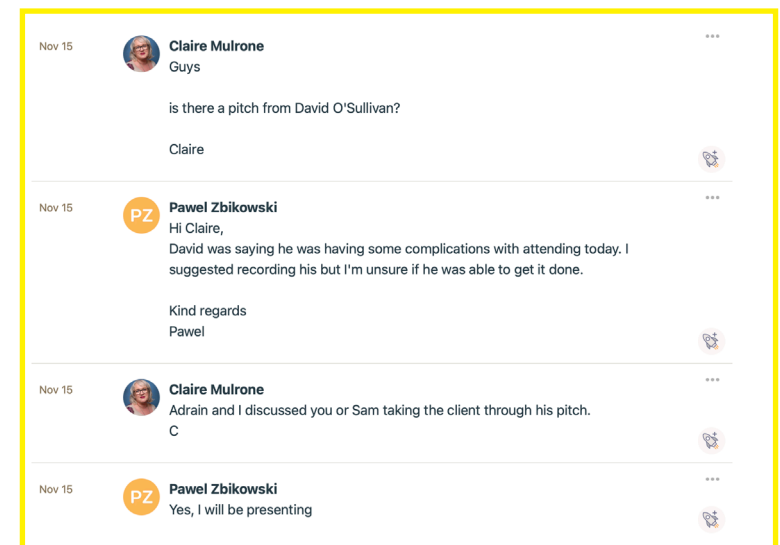
We firstly made sure we all followed the same format for our introduction pages:



We also all made sure to use the same three tables for our guidelines as these all needed to be similar to one another due to creating similar content.

We then decided on an order of who was going to pitch when. Pawel decided to go first, followed by myself, with David going last.

On the day of the pitch David could not attend it which Pawel and I only found out on the day, so we decided that Pawel would explain David's ideas to Caroline and Ruth, as we still needed this pitch to go ahead!



“The Pitch went very well. It was great to get clear feedback from the partner.

-Claire

Results from the Pitch

After the pitch we came away knowing the informed decisions that Caroline and Ruth had made.

For the Motion Graphic they wanted to make use of my **Concept 1** and combined it with more of the animation that David had shown in his **Concept 2**.

For the relaxation video they were looking to make use of Pawel's **Concept 2** to produce a nature walk with photography and sound.

For the animated logo they liked my **Concept 1**, however they felt it was too different to the logo they already have. So this would need a rethink!

Pitch



Claire Mulrone · Nov 16 · Notified 4 people

THanks for attending yesterday. The pitch went very well. It was great to get clear feedback form the partner.

Sam - you are to take the lead developing a motion graphic for self care. Concept 1 Sam you need to create graphic content similar to what David had in his second concept.

Pawel - can you develop a relaxation video for a nature walk with photographs and sounds.
Concept 2

It was agreed to create the videos adhering to the good practice you referred too in the pitch.

It was then agreed that Pawel would produce the nature walk video with myself producing the animated logo and motion graphic. This was a lot of work and Adrian, asked David if he could catch up with us due to not being in class.

Nov 16



Adrian Hickey, Senior Lecturer in Interactive Media

David

Can you catch up with your team on an animated logo?

The others have taken on much of the work already.

They would like you to lead on this part of the project

Thanks

Adrian

The Script

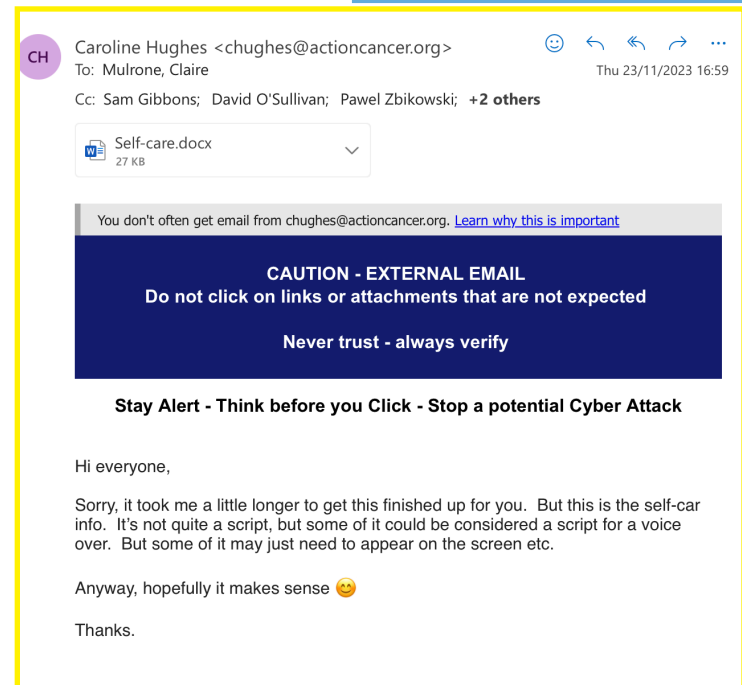
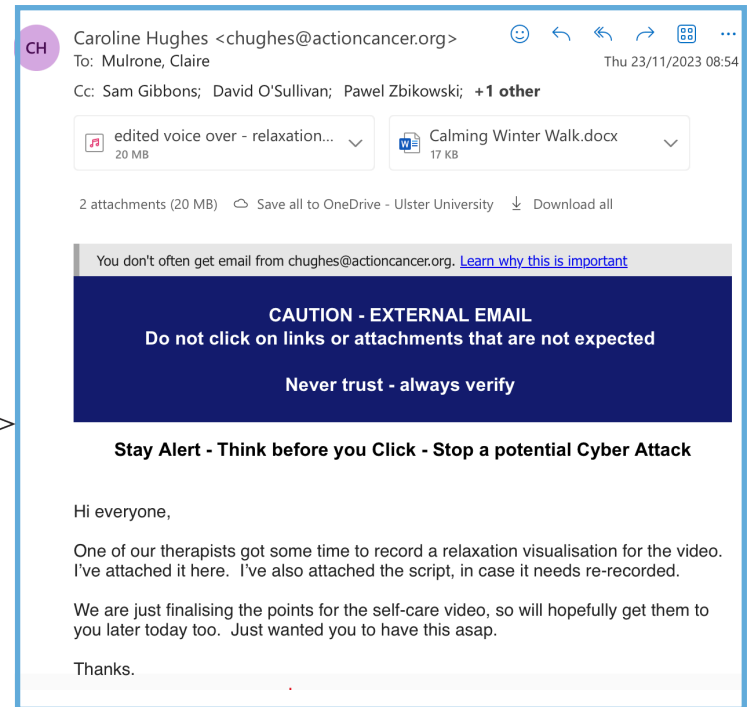
After the pitch Pawel and I got in contact with Caroline to ask for two things:

- A theme behind the relaxation video Pawel was producing . (Winter/Summer/Forest/Beach)
- A script of information that Action Cancer wanted to be put across within the Self Care video. (for myself)

This information would be pivotal for shaping the direction in which Pawel and I's mini projects would go!

Caroline was super helpful and got us the information back to us a week later.

23rd November-Relaxation information received



23rd November-Self Care information received

Breaking Down the Script

After receiving the Script from Caroline, I had to break it down into the information that I believed would be useful for the Motion Graphic.

Due to the amount of information in the script I broke it down into 6 sub-parts (pillars).

- Positive Emotions
- Health
- Engagement
- Positive Relationships
- Meaning & Purpose
- Accomplishment & Achievement

These would all then take a colour from the colour palette to divide them up into different Pillars.

Intro- Action Cancer Logo comes in (10 Seconds)

6 Pillars of Self Care- (10 Seconds)

Positive Emotions

Health

Engagement

Positive Relationships

Meaning and Purpose

Accomplishment and Achievement

Final Script

Positive Emotions (30 seconds)

- notice what went well/being grateful – reflect on the day and either write down what went well or note the things you are grateful for. Sometimes this can be hard, but it can be as simple as being grateful for a roof over your head, the clothes you are wearing or the food you have eaten.
- increase contact with nature – spend time in the garden or have a walk or sit in a park.
- increase acts of kindness – do something kind for someone else, hold the door open, or let that car out in front of you.
- cultivate self-compassion – How do you talk to yourself in your own head? Would you say the same things to your best friend? show yourself some compassion!

Health (30 Seconds)

Ways to improve your health include:

- increase physical activity - Including normal activities in our daily life, things like taking the stairs, walking, cleaning and gardening as well as planned exercise like gym classes, running, walking etc. are all ways to increase physical activity.
- get good nutrition - Eating a healthy, balanced, whole foods diet is an integral part of maintaining good health. Food is not just about managing hunger, or keeping us going, it is about *nourishment*.
No one food contains all the nutrients or nourishment we need, so it's important to get a variety of different foods in the right proportions, from all the different food groups:
- get better sleep - Like eating, drinking, and breathing - Sleep is a basic human need. When you sleep your body undergoes a series of changes that enable rest, which is vital for overall health and wellbeing.
- practice mindfulness/relaxation – these tools can help reduce stress, anxiety and depression.

Engagement (15 Seconds)

- play a team sport.
- watch less TV/spend less time on screens.
- take on a challenge.
- do voluntary work.

Positive Relationships: (15 Seconds)

Improving our connection with others can be achieved by:

- having increased contact with friends/family – spend dedicated time with people.
- putting the phone away when with people – remove the distraction and fully engage with other people.
- join a group – this could be a class, or a walking group, or another hobby group.

Meaning & Purpose (15 Seconds)

Having a sense of purpose can help with our sense of self, and ways to improve this can include:

- understanding what matters to you,
- helping others more,
- setting yourself goals.

Accomplishment & Achievement (15 Seconds)

The final pillar is about feeling a sense of achievement, which can be gained by:

- improving or repairing something,
- helping others do things they can't do on their own,
- setting yourself a goal and make progress on it – this could be as simple as going to bed or getting up at a set time.
- learning something new – sign up to a class, learn a new language or skill.

4

**Content
Creation**
(the fun part!)

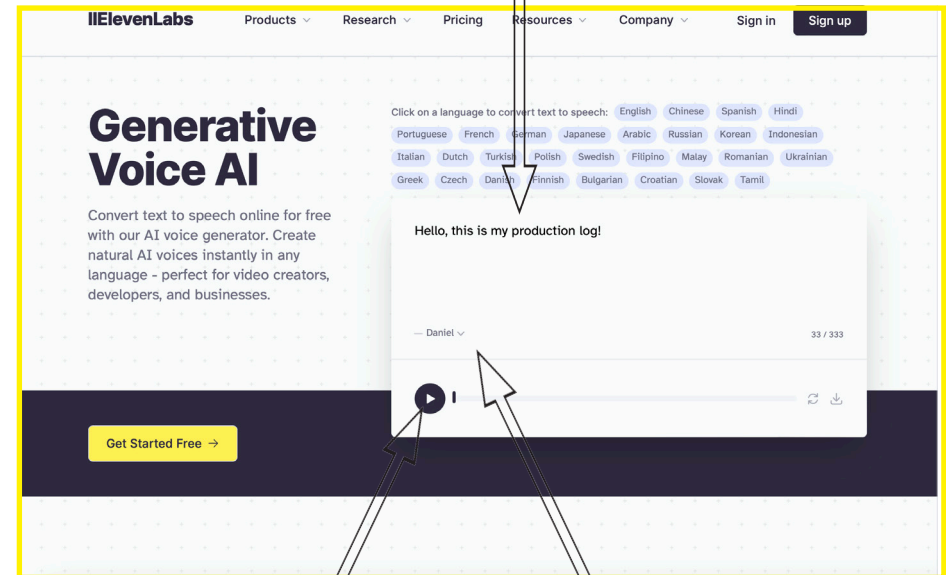
The Motion Graphic

AI Voice Over

The first major thing I had to do with the Motion Graphic was to make use of Artificial Intelligence (AI). I wanted to do this so when it came to recording videos in the future Action Cancer would not need to chase up a therapist to add a voice over. (Something some of them didn't seem to keen on!)

For this I went to **Elevenlabs** as I believed it had the best range of choices for their voices, as well as it being so accessible. Meaning it would be easy for Action Cancer to use after the project.

It was as simple as typing into the box the audio you wanted to use!



Listen back to check your happy!

Selecting the voice you wanted to use!

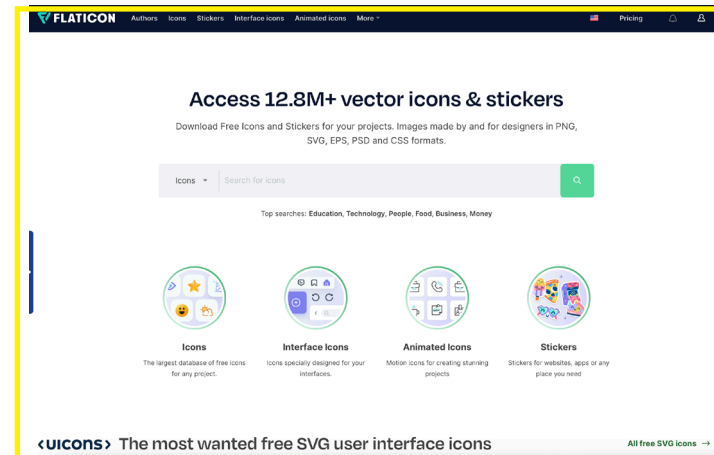
This kept the project as simple as possible so, that they could easily follow this in the future guidelines!

The Motion Graphic

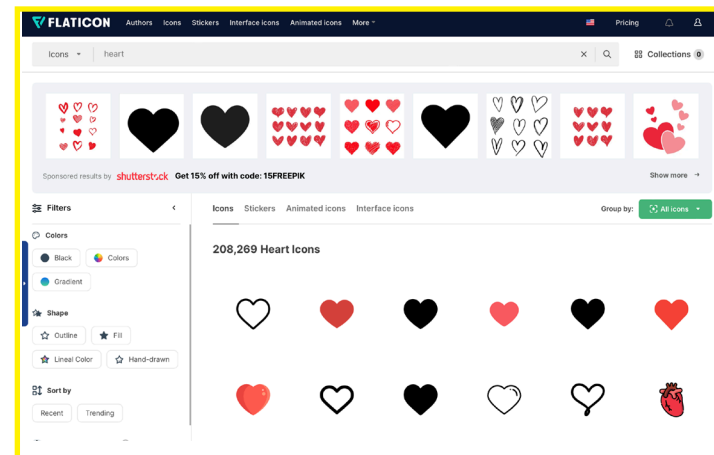
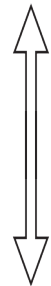
Icons

The second major thing that I needed was a place where I could access a range of different icons. (As it would not be possible in the timeframe to create every single one!)

For this again I was looking for somewhere easy to use that Action Cancer could also make use of in future. I found **Flaticon** to be extremely useful as it had a number of free SVG icons that I could use and they were easy to access.

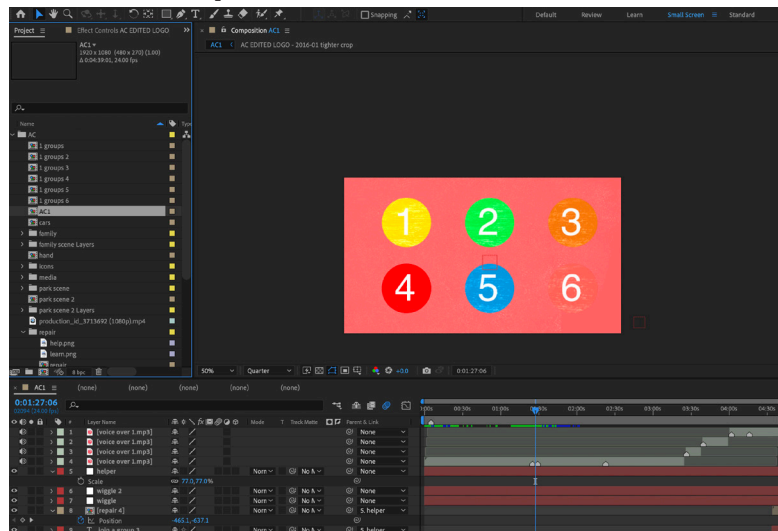


The site allowed for you to search for any icon and always had a number of options available!



The Motion Graphic

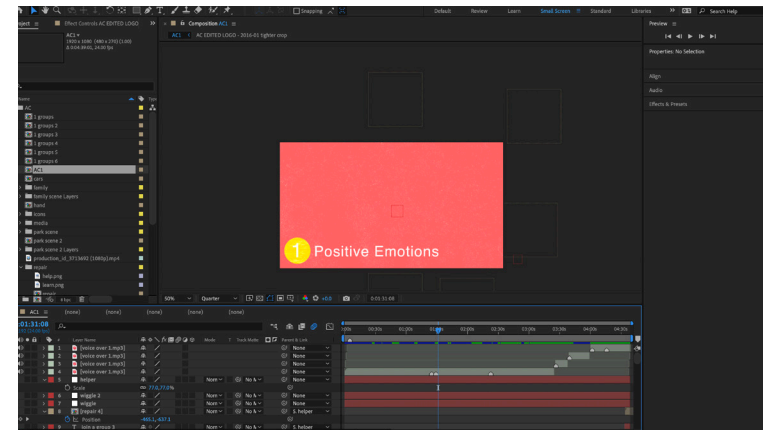
Within the Motion Graphic I would of had the animated logo first, however David was still working on this, so I began by showcasing the 6 Pillars that I had created from breaking down the script.



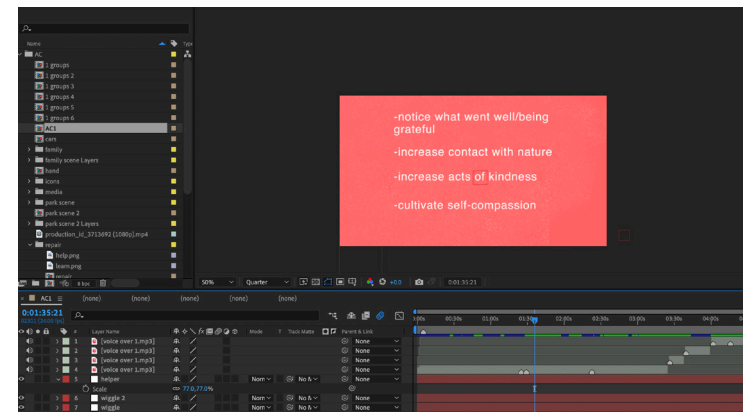
I created them with the corresponding colour behind them and added a texturised effect behind each object/number.

After the creation of the 6 Pillars section, I then transitioned into showcasing them one at a time.

And explained what each number represented.



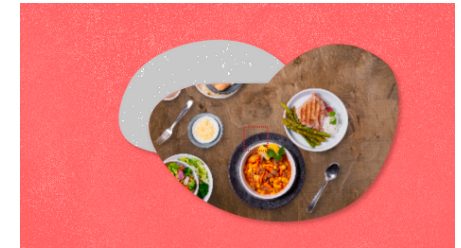
I then outlined the 4 main points that were to be showcased for the **Positive Emotions** section.



The Motion Graphic

After showcasing the main points for the Positive Emotions topic, I then created a unique motion for each individual point.

The first point was notice what went well/being grateful and the first point I picked out of that was the word 'notice', which I decided to showcase writing in a journal as an representation of something people doing to notice themselves taking these actions.



I then decided to add a **Rock** and **Love Heart** within my next transitions as these two things represent stability and gratefulness. I then added in one after the other visual representations of things we can be grateful for.

I then went on to further explain the second point of the first pillar. →



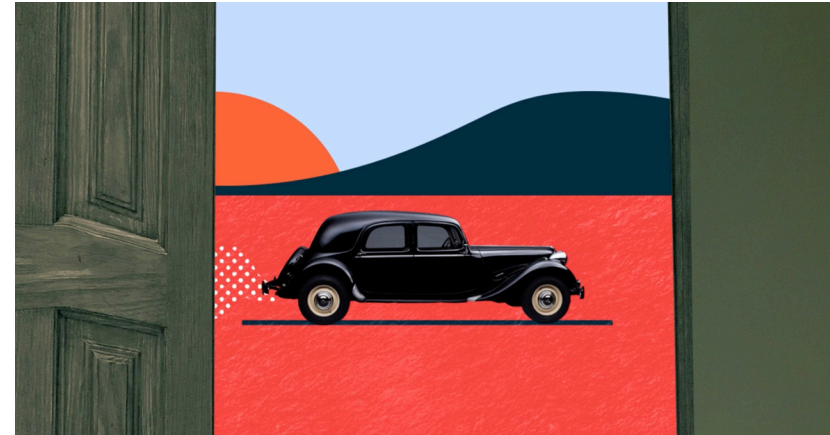
The Motion Graphic



For increasing contact with nature I added a couple sat on a bench with **nature** in front of them and zoomed in through it.



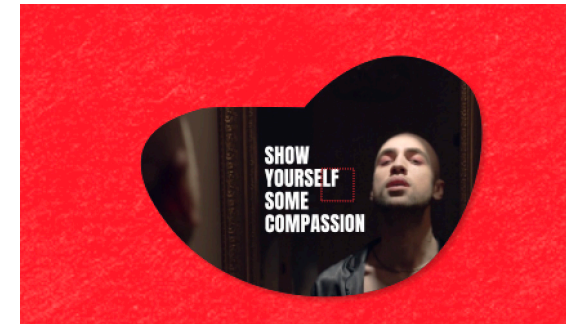
I then went on to further explain the third point of the first pillar.



For this I showcased a car driving off in the sunset and letting another car drive by it.



I then went on to further explain the final point of the first pillar.



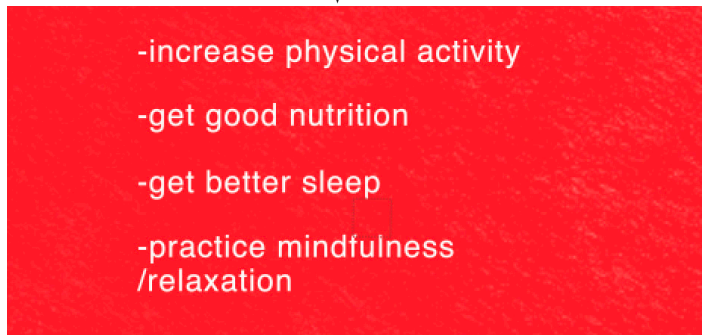
For this I re-used the heart shape I had and added in a stock video of someone showing themselves **45** compassion.

The Motion Graphic

I then moved onto the second pillar which was **Health**.



Again I outlined the key points I had condensed the health section of the script to.



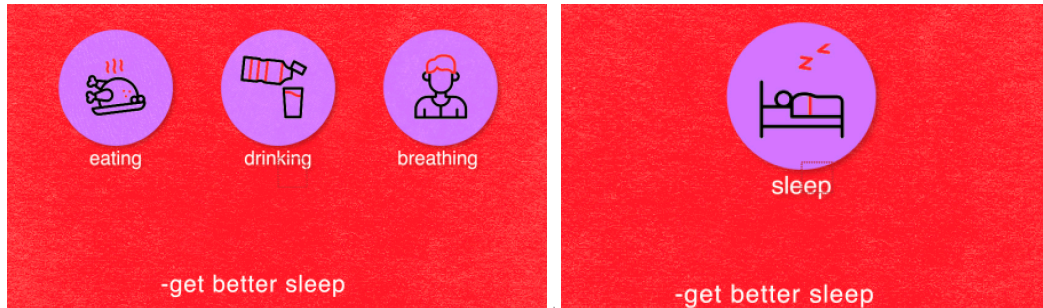
For the first section of the second pillar I added in 6 ways in which a person can increase their physical activity and had them performing a similar motion to the phrase below it.



For good nutrition I followed a similar process with the circle spinning and breaking out to show different ways of good nutrition.



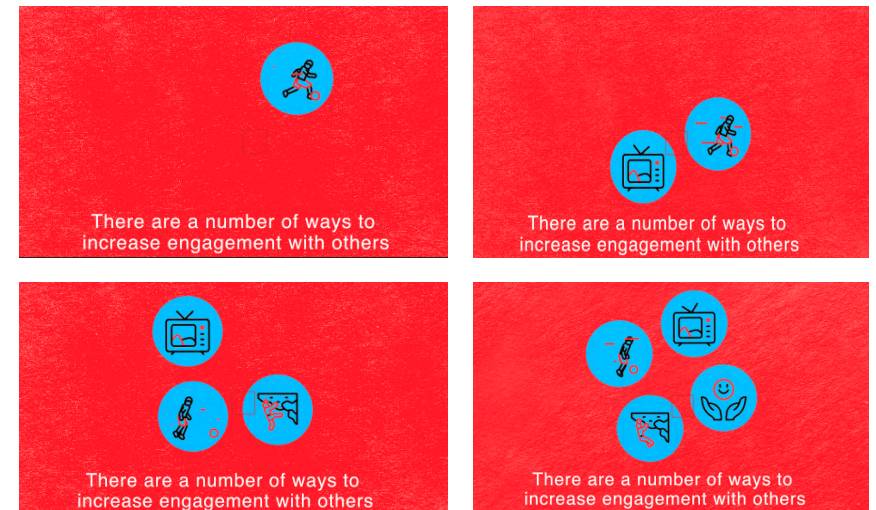
The Motion Graphic



I kept with the same theme throughout of showcasing different motions that represent the bullet point.



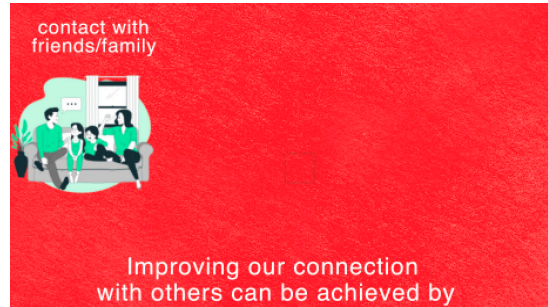
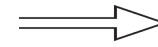
I then moved onto the third pillar which was **Engagement**.



Again likewise I kept with the circle with icons creating motion to represent the text. I also had the them appear one after the other and rotate around in a circle further showcasing and representing the third pillar of pengagement

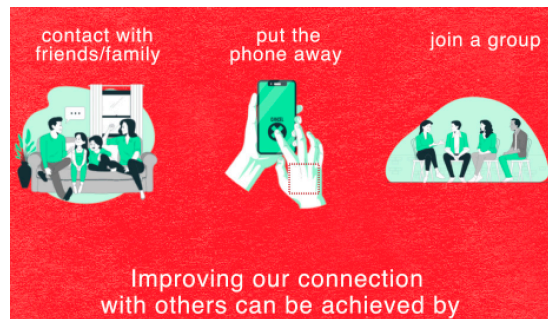
The Motion Graphic

I then moved onto the fourth pillar which was **Positive Relationships**.



For the fourth pillar I added in images relating to the points I had previously made and colour corrected the images to the same **green** colour.

The images transitioned in one after the other like shown:



The Motion Graphic

I then moved onto the fifth pillar which was **Meaning & Purpose**. →

For the fifth pillar, again I reverted back to animating images that represented the text and points from the script.

5
MEANING & PURPOSE

what matters to you
Having a sense of purpose can help with our sense of self

what matters to you helping others
Having a sense of purpose can help with our sense of self

what matters to you helping others setting yourself goals
Having a sense of purpose can help with our sense of self

repair something
The final pillar is about feeling a sense of achievement

repair something helping others setting yourself a goal
The final pillar is about feeling a sense of achievement

← I then moved onto the sixth pillar which was **Accomplishment & Achievement**.

repair something helping others
The final pillar is about feeling a sense of achievement

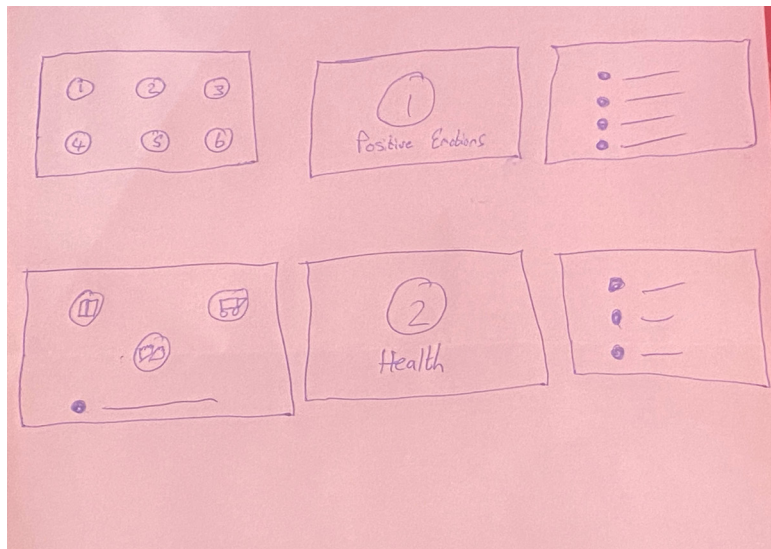
repair something helping others setting yourself a goal join a group
The final pillar is about feeling a sense of achievement

6
ACCOMPLISHMENT & ACHIEVEMENT

The Motion Graphic

For the sixth pillar I once again added in images relating to the points I had previously made and colour corrected the images to the same green colour.

Very first plan/sketch of my Motion Graphic!



Decisions I Made

My contribution for the final project was the Self Care Motion Graphic, I was worried about having to use After Effects as I hadn't used much of it on my Placement or over the past 2 years.

I had asked David for some graphics to be used within the motion graphic, however this was before I had a script from the Action Cancer team, and I made the decision to go against them as it I felt they struggled to fit them theme of self care and were better suited to his fatigue management video.

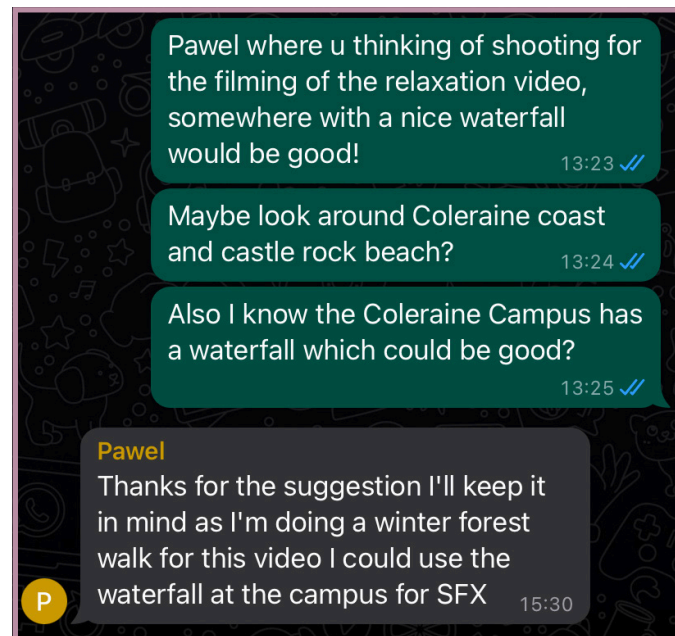


Graphics provided by David



Relaxation Video

As well as working on my own project I tried to contribute as much as I could to Pawel and David's projects. I openly discussed to Pawel and suggested to him a number of locations that I thought would be beneficial for his video.

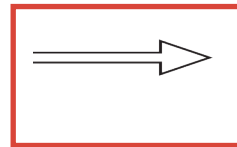


Animated Logo

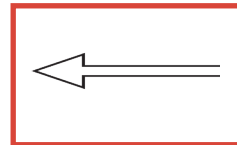
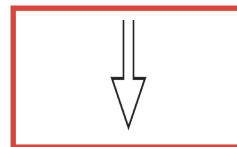
The animated logo was something that had been originally assigned for David to complete, however I could see he was struggling for time, so I took it upon myself to work on it.

Due to this being worked on very late within the project I had to make the animation simpler.

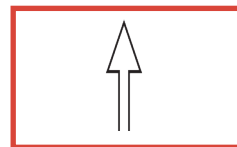
I remembered from the Pitch that Caroline and Ruth told us they wanted the animation 'to look very similar to the actual logo', so I kept it simple and decided to just transition in the different elements of it.



Action



cancer



Saving Lives Supporting People

Each arrow shows the direction in which that section of the logo transitioned.

Link to Logo: <https://public.3.basecamp.com/p/4eqMyQ1GZ5eEZ7MR9PFz3ohA>

SUSAN G. Komen



Every Step is a Story
2022
NEW ENGLAND
CHICAGO
DALLAS/FORT WORTH
SAN DIEGO

Every Step is a Story
2022
NEW ENGLAND
CHICAGO
DALLAS/FORT WORTH
SAN DIEGO

Every Step is a Story
2022
NEW ENGLAND
CHICAGO
DALLAS/FORT WORTH
SAN DIEGO

Every Step is a Story
2022
NEW ENGLAND
CHICAGO
DALLAS/FORT WORTH
SAN DIEGO

Every Step is a Story
2022
NEW ENGLAND
CHICAGO
DALLAS/FORT WORTH
SAN DIEGO

Betsy

“Design is
intelligence
made visible

. -Wheeler, Alina., 2018.

5

Evaluation

Self Review of Motion Graphic + Logo

Upon reviewing my final outcome of the Motion Graphic, on the whole I am extremely happy with how it turned out as I feel like it was to a high standard and met the needs of Action Cancer. It incorporated me working with them and breaking down the script (a large document) into smaller points that I know I could portray visually, and I think I done this well.

However I do think I ran out of time with it as with the firts point i spend most of the time creating the most for it, that I ended up not putting as much detail in the other points moving forward, this is something that I definitely could work on and with another week feel like I could created something even better!

With the logo it was only produced within 2 days as, this was something that hadn't been completed at the time of submission. I kept it simple which is something that they had asked for and overall feel like the animated logo came out with a clean looking finish, for the short amount of time

Handover

In terms of a handover, everything that we have completed will be uploaded into the **Final Outcomes** section on Basecamp. Once this has been looked at and graded by Adrian, it will then be available for Claire to download off of Basecamp and forward it on to the Action Cancer team at the beginning of January.

Reflections

Working as a Team

After completing my placement year, I was reluctant to come back into final year. However one thing I was looking forward to was using the teamwork and communication skills I had improved upon over Placement and taking these into this module. Pawel and I have always been close friends, so I was confident that together with both of our skills we could create a creative piece of work. David was someone I didn't know too well from previous years, but working alongside him was great and it was amazing to see all of our ideas coming together!

Working with a Client

I knew I had the skills to work alongside a client. From my placement year to [MED330 Placement and Professional Contexts](#) and [MED334 Preparations for Placement and Work-Based Learning](#), I also knew it would take a lot of work and patience to reach the client's desired outcome! (Something I had learned through Placement!) Caroline, Ruth and the whole Action Cancer team were brilliant to work with and provided us with any support and information we needed super fast, it was a pleasure to work with them!

Applying my Knowledge & Skills

There were many skills that I had to use from being taught at my time within the University that came in extremely useful during the project. The main one was the module on **Motion Graphics** were to be honest I don't know where I would of been without it! (And thanks to Adrian's Youtube tutorial!) **Designing with Data** gave me the understanding of how important a set of Brand Guidelines were. (Basically a designer's Bible) **The Fundamentals of Digital Design** also strengthened my core design skills, giving me the ability to use the Adobe software. On the whole I have had to make use of all the skills that I have learnt over the past 2/3 years on the course.

Final Thoughts

Looking back at Week 1, I was quite worried about how we were going to get this project over the line in such a short timeframe. However thanks to the brilliant guidance of Claire and Adrian, both keeping us on the correct path, we were able to come away with results that I am proud of and is something I will definitely add to my portfolio.

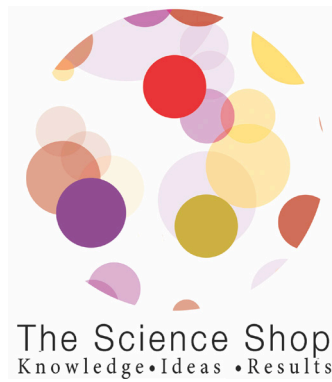


Conclusion

I have thoroughly enjoyed my time working with the Action Cancer team, I have found the project to be beneficial in many ways including both my Design skills but also in my personal skills, through the likes of communication and team work. After coming away from my Placement last summer, I came away wanting to continue developing the skills I had developed, and I feel during this project I was able to apply them to a high level and more! I really enjoyed the aspect of knowing that the Motion Graphic I produce could help someone every so slightly, when they are going through and extremely tough time.

One thing I should work on in the future is definitely my time-management skills! (I'm late for everything!) The timescale of 12 weeks for the project was more than enough time to develop and create a project like this, however I found myself individually and as a team running out of time due to not spreading the work load out over the number of weeks, leaving ourselves short in the end!

However in the end I believe the end goals that we came out with as a team were of a high standard and I believe I contributed greatly to the team.



Action

c a n c e r



Saving Lives Supporting People