Ulster University

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B00825395

PRODUCTION LOG

CONTENTS PAGE

INTRODUCTION

INTRO

This particular module will focus on the skills we have gained so far from our 4 years at University to then put something out there to the community. We will get an opportunity to work alongside a community partner to further broaden our skills to the community partners themselves and the public.

PROJECT SPECS

The project specification for this group project for Action Cancer was to re-create new videos and update them from the current ones. We were to re-create the Action Cancer logo and make a motion graphic for the brand.

SKILLS

MEET THE TEAM

PROJECT SUPERVISOR

ADRIAN HICKEY

DAVID OSULLIVAN
STUDENT

PAWEL ZBIKOWSKI
STUDENT

SAM GIBBONS
STUDENT

CLAIRE MULRONE
PROJECT MANAGER

ABOUT THE PROJECT

Action Cancer

Ulster University

Project Specification:

Action Cancer provides prevention, detection, and support in Northern Ireland. Through health promotion and improvement programmes, digital breast screening, health checks and support and therapeutic services, we help save lives and support people across NI. Through Action Cancers therapeutic services, those living with cancer, can participate in a range of services and can access additional support from video's on the website.

Create new and refresh existing online videos capturing expert advice for a range of therapeutic interventions. Using a variety of creative media to make accessible and engaging content so users can continue to avail of therapeutic support at home. Develop a common theme, template and brand guidelines for future video outputs.

Skills Required:

Premiere/
DSLR skills/Video & Photography/
Photoshop/
Illustrator/
After Effects/
InDesign

When deciding our initial project within Week 1 the Team chose the following options **NI Sports Forum, Action Cancer, and The Daily Mile Network NI.** After going over the projects and seeing the skills that were required we decided those 3 would be the best suitable. We didn't get our initial first or second choice so we got Action Cancer which the group as a whole was happy enough with.

Action Cancer is a Charity Based in Northern Ireland. They provide prevention, detection, and support throughout Northern Ireland. They offer health promotion and improvement programs, digital breast screening, health checks and support, and therapeutic services.

TONE STYLE & MESSAGE

The tone for this project is professional, caring, and accessible. Our goal is to make sure the motion graphics and videos are useful for the audience and easy to navigate through a coherent visual identity.

We will focus on support and therapeutic services, developing content and an accompanying visual identity manual to ensure future video work is developed in the same style.

The three categories of tone, style, and message have to fit with the existing Action Cancer branding. We will make sure it is targeted to our audience.

THE BUDGET FOR ACTION CANCER

When starting this Project we were told in the Module Brief about a budget. This is for anything that we may need to fork out the costs on i.e: website payments, stock footage, etc.

For our Action Cancer Project we were quite lucky as we didn't primarily have to have a Budget throughout, we were just creating a Motion Graphic using existing footage that they have, and then using Adobe Creative Cloud which comes free with being a Student.

FORMS OF COMMUNICATION

Basecamp was the main form of Communication between the Group along with Adrian and Claire. Throughout Basecamp we discussed the ins and outs of the project how everyone was doing with it and if they needed any help / advice throughout. We also had a 'To-do' list set up therefore everyone was on track with what we were doing and who knew what they were doing.

MODULE AIMS

- An opportunity to work as a team

- To showcase our skills to the community partner and the Public.

- To develop high end quality motion graphics for Action cancer.

INITIAL MEETING
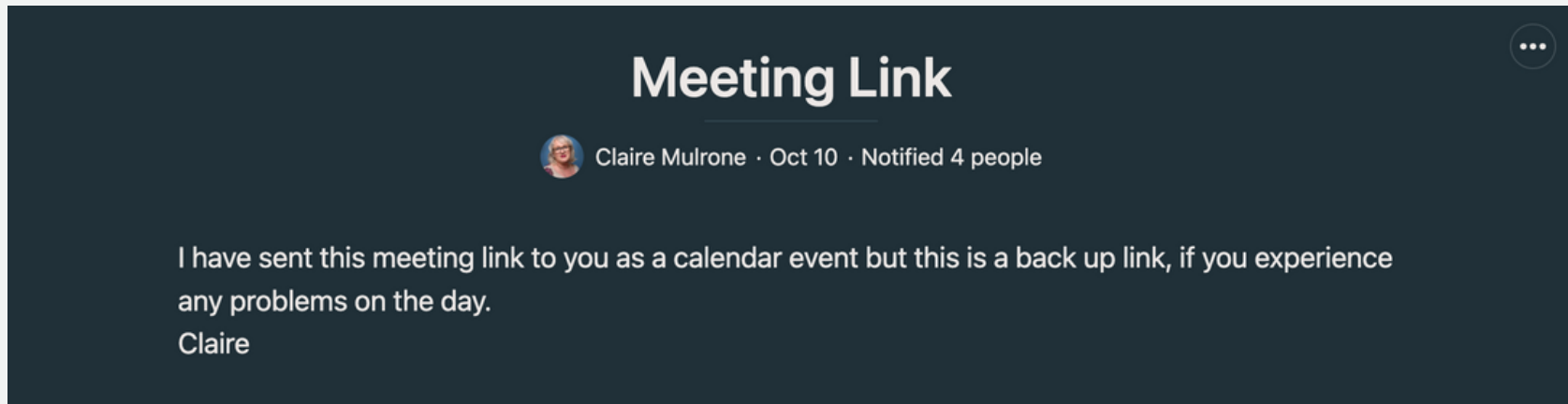
For our Meeting with Action Cancer, we got confirmation it would be happening on 10/10/2023 from Claire Mulrone. Our meeting would be with Caroline Hughes

from action cancer, as well as with the group members and Claire via Zoom.

The first meeting went well with Caroline. We got to understand more about Action Cancer and what they stand for and what they do as a company. We then got to know what Caroline herself was looking from us and what their aims of this project were.

INITIAL MEETING: NOTES

These are the notes that I jotted down during the first meeting with Action Cancer. And then asked what they would want us to specifically do.

NOTES FROM MEETING

- **Action Cancer Provide Suport**
- **Action Cancer 50 Years**
- **They have fundraising Events**
- **Big bus for appoitments**
- **They have Footage already on Topics but want to shorter.**
- **it.**

- **Fatigue Management**
- **Relaxation Techniques**
- **Bach Flower Remedies**
- **Reframing your Thoughts**
- **Emotional Freedom Techniques**

CAROLINES AIM'S

- **To have up-to-date Current/Modern Motion Graphics for Action Cancer**
- **To Produce a motion graphic for the Logo.**
- **They are looking Re-done videos from existing Media**

THE BRIEF

Our first meeting with the Action Cancer team was 11/10/2023 at 2 pm. Our meeting was via Teams with the Group, Claire, and Caroline Hughes from Action Cancer. In the meeting itself, we got to know more about the Action Cancer Team what they are looking for from us as a group, and what they are about as well. We got to discuss and ask questions about them which was insightful and beneficial for all.

The questions that we asked were the following:
- What is AC looking for us to deliver?
- Do you need any footage shot?
- Do you have a specific video length?
- What can / can't we do?

The meeting helped set things in stone and gave us a better idea of what Caroline is looking from the Group.

PROJECT TIMELINE

These are the notes that I jotted down during the first meeting with Action Cancer. And then asked what they would want us to specifically do.

Wk 1

Project Choices

The first week is when we as a group picked our project choices. We didn't get our first two choices and Action Cancer was our third which we were happy enough with.

Wk 3

First meeting with AC

This was the week we had our first meeting with Action Cancer. We got a better understanding of what they were looking for us to deliver as a Group.

Wk 4

Development of Brief

After the first meeting with Action Cancer we then as a Team Developed the Brief. We got a better understanding of what we needed to do. We decided to keep it in with the action cancer's colours.

Wk 5

Brief Sign Off

This was the week we presented the Brief to Adrian and Claire to see their thoughts and to see if any changes were to be made and if Caroline was happy enough with it.

Wk 6

Pitch Development

After getting the a-okay with our Brief the group then developed our Pitch to present to Caroline and the Action Cancer team.

Wk 7

Delivering the Pitch

This was the week we delievered the Pitch to Caroline via zoom with the team and Claire present.

Wk 8-11

Development of Project

Between weeks 8-11 the Team Worked on the Project. We communicated via Basecamp with one another and Claire / Adrian if any issues needed to be changed or if we were unsure of something.

Week 12 Submission

Week 12 we submitted the Videos via basecamp. This was when we heard if there was any feedback from the Action Cancer Team.

January: Handover

January is when we will hand over all our work to action cancer team.

BENCHMARKING

For the Brief the team carried out benchmarking to establish similar charities throughout NI. For the research we specified it to Northern Ireland Cancer Charties.

Cancer Focus

Cancer Focus is another similar charity in Northern Ireland. When doing the benchmarking processing I looked at the Website and the performance of their Website as well. Going through what was essentially good and bad about it. I stated how the website was modern and I liked the use of the banner they used for their website.

Connect NI.

Connect NI is another cancer charity in NI. When I was doing the benchmarking process I was noting down their website. I mainly talked about how the Website was outdated. Images were stretched on the banner and throughout as well.

OGcancer NI

OGcancer NI is another cancer charity in NI. When I was doing the benchmarking process I was noting down their website. I mainly talked about how I liked their Website and how they had great use of Imagery throughout. I also stated I liked the Logo they are using too.

BENCHMARKING

Category	Feature	Cancer Focus
First Impressions	Layout	Layout is using current modern style with the use of banner and news section underneath. Images are in high quality.
	Thumbnail	Basic PowerPoint slide
	Sound	Working with both speakers. No external videos on Website

CANCER FOCUS BENCHMARK

This is the Benchmarking for Cancer Focus. I was researching similar cancer companies within Northern Ireland and Cancer Focus was one I knew as well.

Within the Cancer Focus website, I scanned the website to see what was good and essentially bad about it. I jotted notes about my first impressions and how I liked it. I then mentioned the use of Sound, Imagery, and Video content as well.

BENCHMARKING

OGcancer NI

Category	Feature	Cancer Focus	Cancer Connect NI	OG
First Impressions	Layout	Layout is using current modern style with the use of banner and news section underneath. Images are in high quality.	Boring out of date layout. Use of slideshow for Images / no main Graphic tone.	Layout of website is current and modern. Use of imagery / graphics throughout
	Thumbnail	Basic PowerPoint slide	No thumbnail throughout.	Logo at the top.
	Sound	Working with both speakers. No external videos on Website linked to Youtube.	No videos throughout.	N/A as no videos.
	Visuals	High quality images used throughout it. Graphics as well.	No visuals throughout only use of Imagery and logo.	Stills used throughout and a good use of graphic.
	Use of Text	Short text description on feature linking to indepth info when clicked	Only use of text on website.	Short text used throughout and then once clicked on link goes

This is the Benchmarking for OG Cancer NI. Much like Cancer Focus and Cancer Connect NI, I researched similar Cancer Charities within Northern Ireland.

For OG Cancer NI, I noted down what I liked/didn't like about the Website without being too critical. I noted about the First Impressions and how they looked, I then noted about the use of their Logo and if they used Videos/sound. I mentioned the Visuals and the use of text as well.

For the Pitch, each of the Group proposed ideas of what they would like to do for the Project.


This is the first pitch I went with in my Brief. I stated that the first slide would have the Action Cancer logo which then fades into the first slide.

This is then the second slide of my Pitch which it transitions into a Slide talking about: What Fatigue is".

For my next slide in the pitch I was talking about how I would have backround music and then a voice over of myself with Discussing about What Fatigue is.
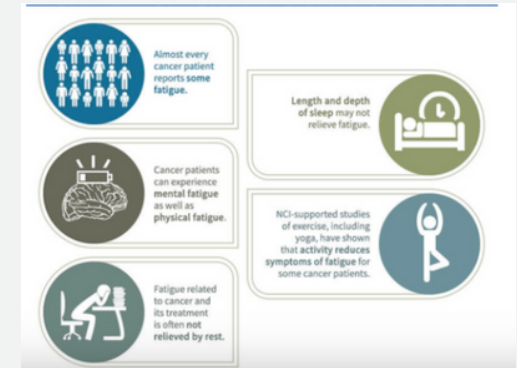
for my fourth slide I was discussing how I would use these Images as a reference and then showcase the Impact of Fatigue.

For my fifth slide I proposed to have a slide with the tips to manage cancer related fatigue. Images / text will have a transition on them

My final slide I proposed it ends with the Animation and then Background music as well.
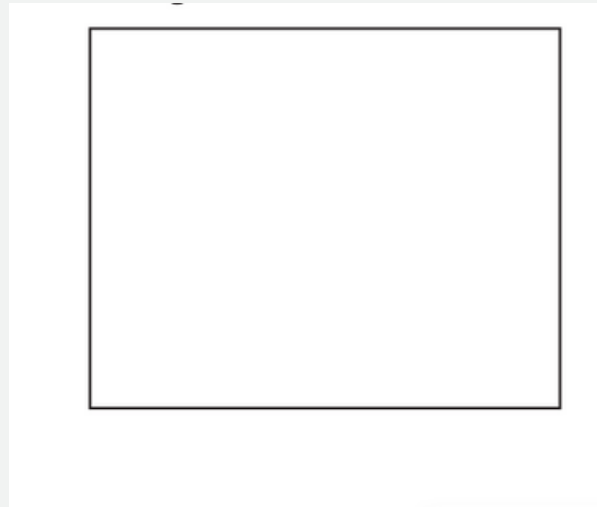
The logo will be using Action Cancer's Colours the Red & Black. It will have text popping up on screen and 3 circles at the bottom. This will be used at the top corner of the screen.
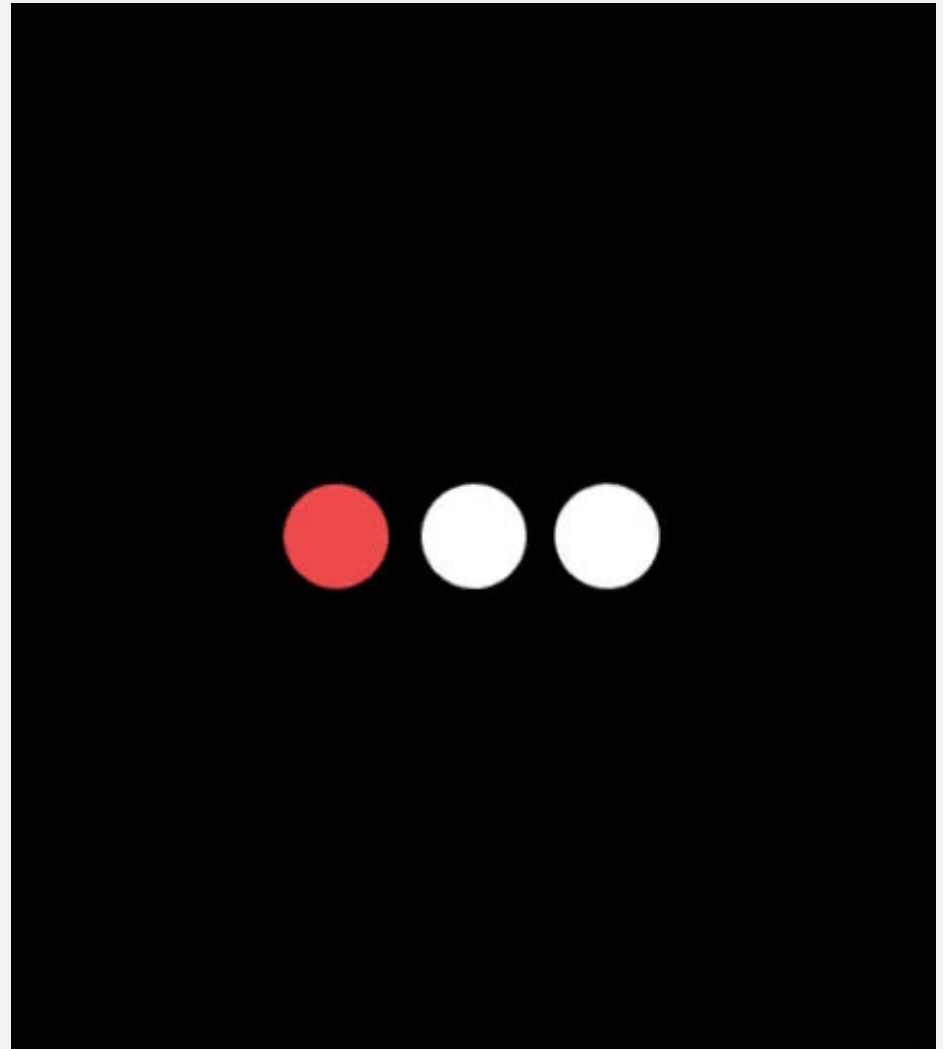
Video introduction. Simple transition Graphic with Title and box.
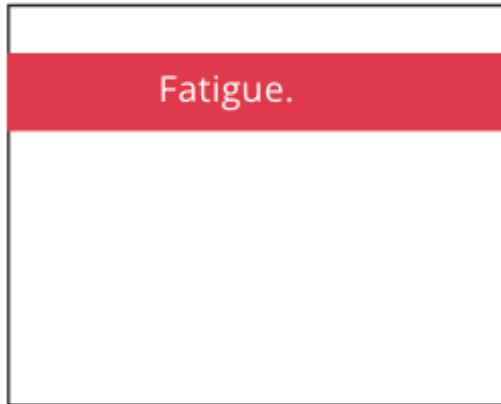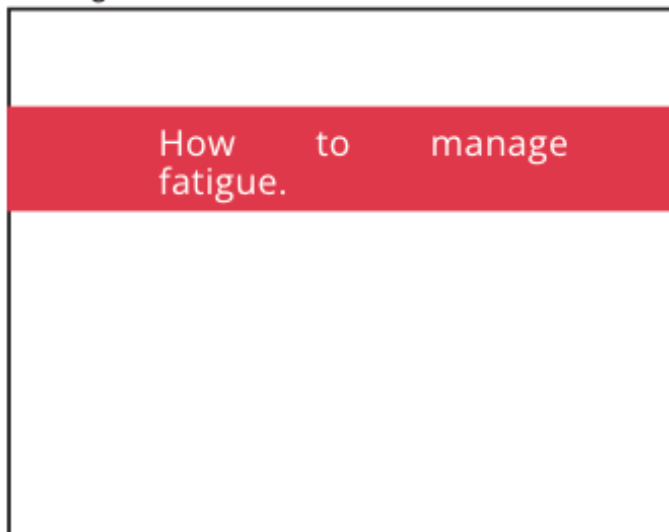
Fatigue.

Video of myself discussing what Fatigue management with Cancer is.

Next title slide: going over the treatements and how we can help. Slide will have Animation and Graphics

TREATMENT & HOW WE CAN HELP

Screen showcasing the longterm effects and how to manage it.

How to manage fatigue.

Background music, action cancer logo. Ending slide

Action cancer
Saving Lives Supporting People

The Logo will have animation throughout it. Appearing on screen as a still Image and then with the red circle "o" for Action cancer will be roating.

CONCEPT 3 - MOTION GRAPHIC STORYBOARDS

Introduction to video (Title screen Animation)

What is Fatigue Management?
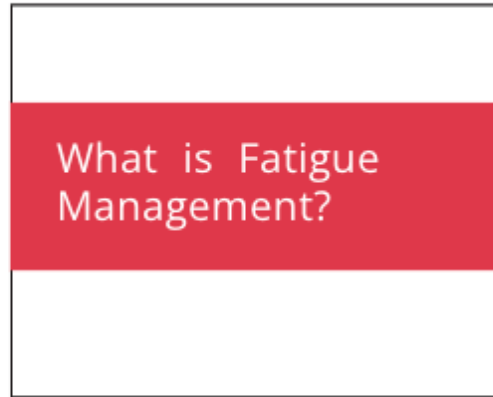
Video of myself talking about Fatigue management with background music and discussing how to live with it. Video will have Images appear and jumpcuts.
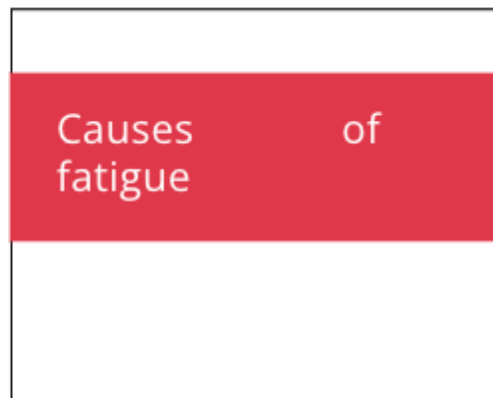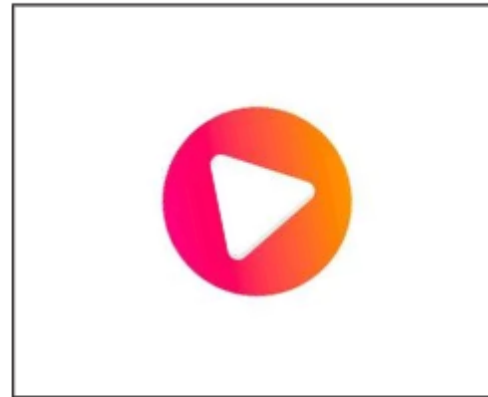
Causes of fatigue

Video of myself talking about the causes of cancer fatigue. Video will have Images and text along with background music.

Action cancer
Saving Lives Supporting People

End slate with Animation appearing of Action cancer logo.

Action Cancer

Action
cancer
Saving
Lives
Supporting
People
Action
cancer

Animated Logo

Logo Flips

Example

Mock-Up-

Concept

Concept 1 Action Cancer Motion Graphics

Intro- Symptoms of Stress

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

Why is it Self-Care so important?

- Bullet Point 1 • Bullet Point 4
- Bullet Point 2 • Bullet Point 5
- Bullet Point 3 • Bullet Point 6

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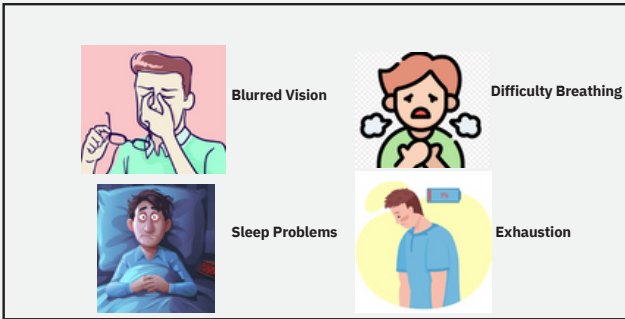
Images that come in one after the other along with the name of the problem.
Audio- Narration over the points and further expanding on them
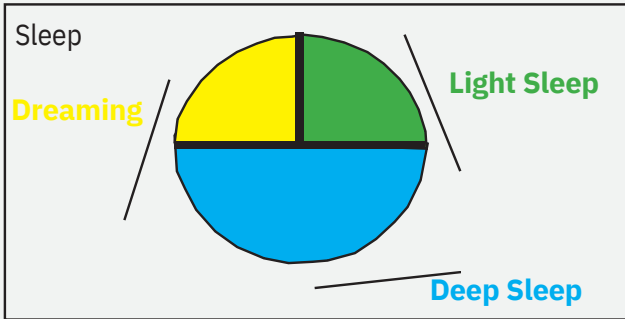
Sleep

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

Gratitude

- Bullet Point 1 • Bullet Point 4
- Bullet Point 2 • Bullet Point 5
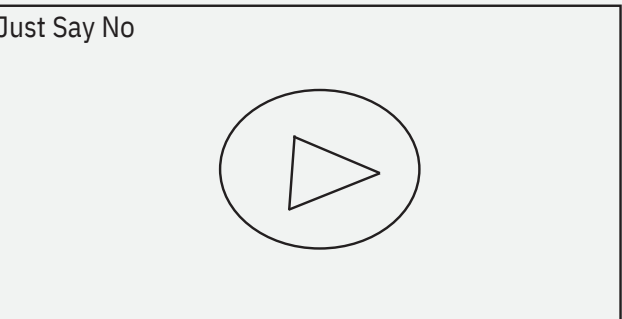- Bullet Point 3 • Bullet Point 6

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

Nutrition
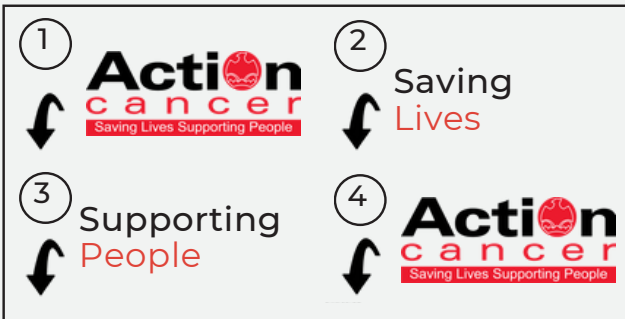

Fats- 15%
Protein- 30%
Carbohydrates- 55%
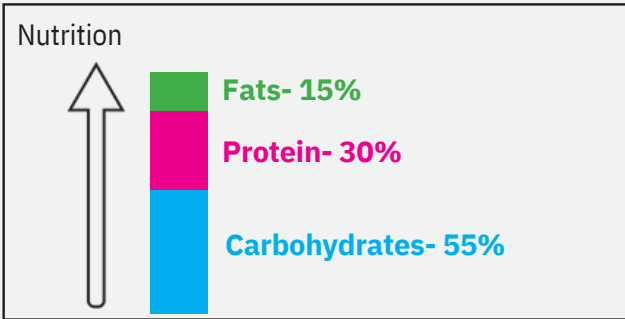
Bar Fades in from bottom upwards showing what your diet should contain. Other key nutritional information can also be told. Audio- Accompanying Waves Background Audio

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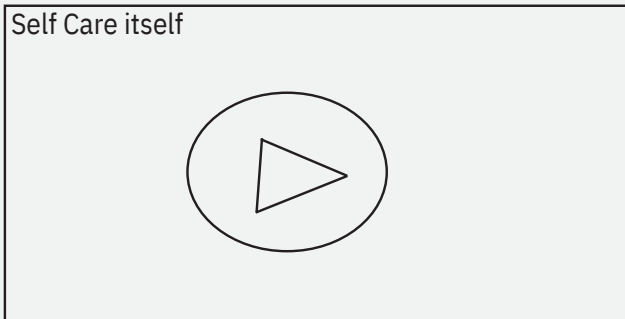
Face to face video talking to camera on Self Care. Audio- Relaxing tone audio

Just Say No

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

① Action cancer Saving Lives Supporting People
② Saving Lives
③ Supporting People
④ Action cancer Saving Lives Supporting People

Animated Logo Outro

= Logo Flips

Concept 2
Action Cancer

Animated Logo

Action
Word Action Appears from bottom

——————

Cancer
Red Box Appears with word Cancer inside

Logo then fades out the way it appeared.

Example
Mock-Up-

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

SAM'S IDEA: 2 STORYBOARDS

Intro-

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

Why is it Self-Care so important?

- Set Goals
- Focus on Positivity
- Eat Healthy
- Get Regular Exercise

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

- Blurred Eyes
- Sleep Problems
- Exhaustion
- Difficulty Breathing
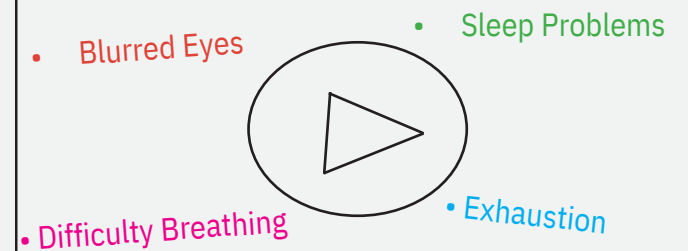
Visual Facts on Stress fade in as the narrator talks on them.
Audio- Narration with a light upbeat background song

Sleep
- Deep Sleep - 4Hours
- Light Sleep - 2Hours
- Vivid Dreaming - 2Hours

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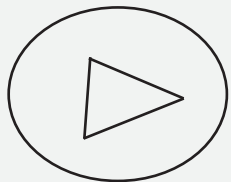Audio- Narration with light upbeat background song

Gratitude
- Improve Sleep
- Improve Mood
- Improve Immunity

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

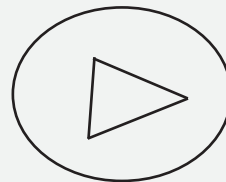Nutrition
- Carbohydrates- 55%
- Protein- 30%
- Fats- 15%
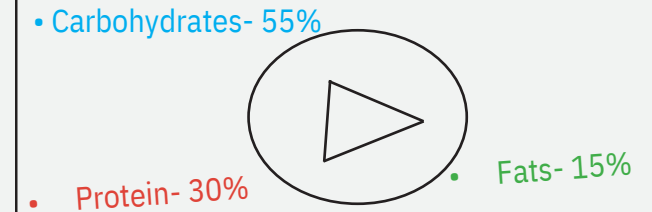
Visual Facts on your Nutrtion while figures appear.
Audio- Narration with light upbeat background song

Self Care itself

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

Just Say No

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

Action ——— Cancer

Word Action Red box appears from Appears from bottom with word bottom of the screenCancer inside

Logo then fades out the way it appeared.

Concept 3
Action Cancer

Animated Logo

ACTION
CANCER

Example
Mock-Up-
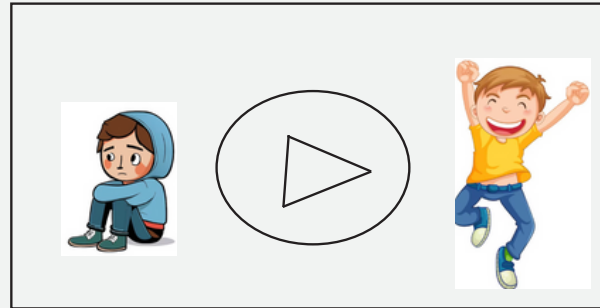
https://vimeo.com/884415506?share=copy

Text and Explanation mark Fade In
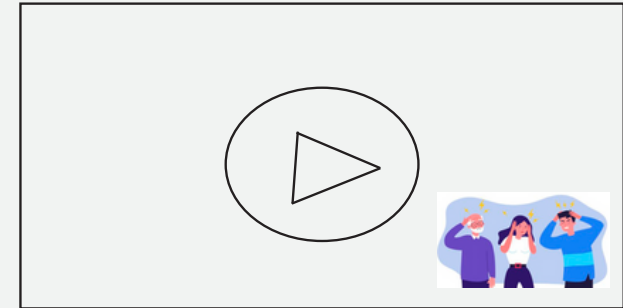
Concept 3 Action Cancer Video- Refilming

Intro- Why is it Self-Care so important?Symptoms of Stress

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

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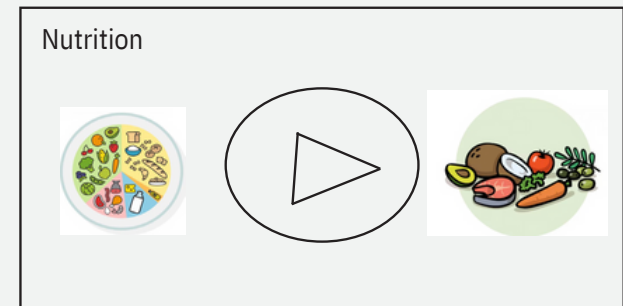Audio- Narration with a light upbeat background song

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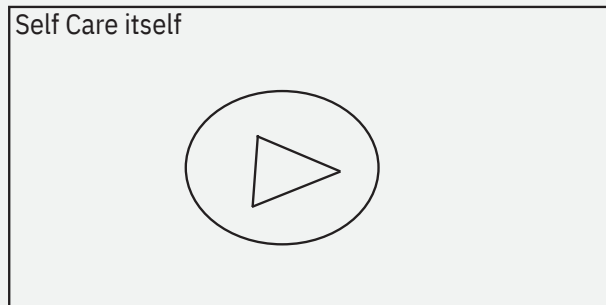Audio- Narration with a light upbeat background song
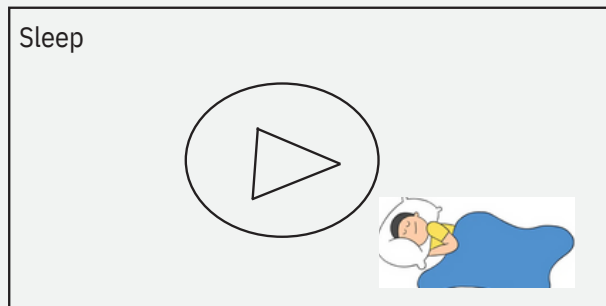
Sleep

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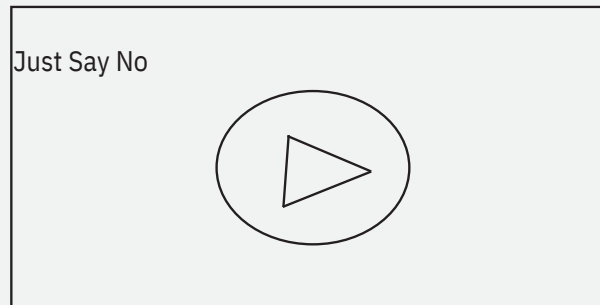Audio- Narration with relaxing background song
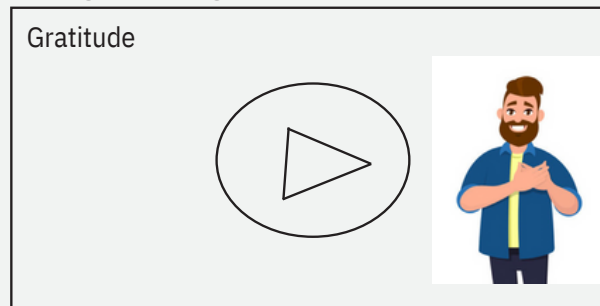
Gratitude

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

Nutrition

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

Self Care itself

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

Just Say No

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

The logo will protrude and turn 3D

PAWELS IDEA:1 STORYBOARD

Introduction to video
(Title screen, Action Cancer logo
animation)

Calming ocean background
sounds, voice over (panoramic
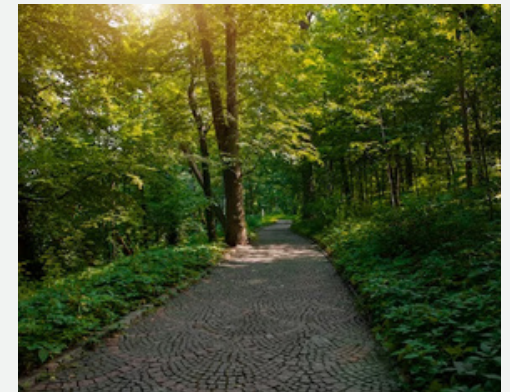shot)

Background music, voice over

Background music, voice over

Background music, voice over
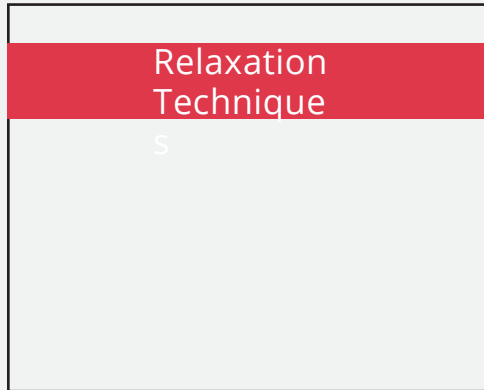

Background music, voice over

The logo will appear on screen with just the Action part showing then the rest of the logo will slide down from beneath the letters to reveal full logo
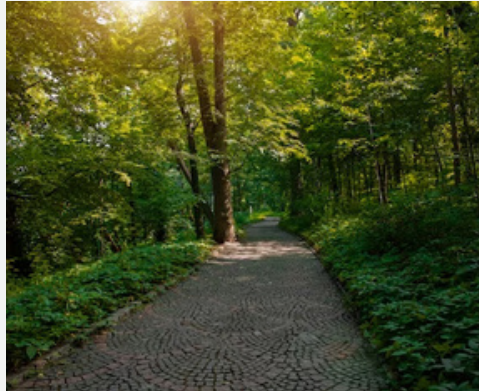
PAWELS IDEA 2 STORYBOARD

Introduction to video (Title screen)

Relaxation
Technique
s

Walk through the forest (Point of view shot) trees blowing SFX

Background music, leaves blowing SFX, voice over

Background music, walking on snow SFX, voice over
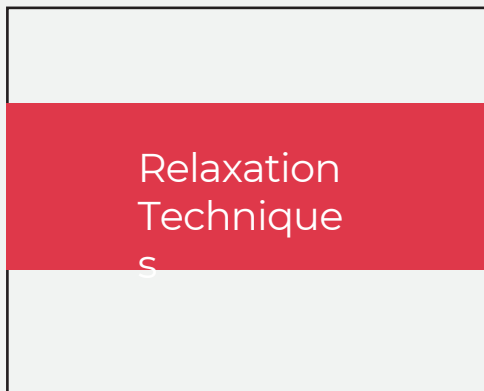

Background music, waterfall SFX, voice over

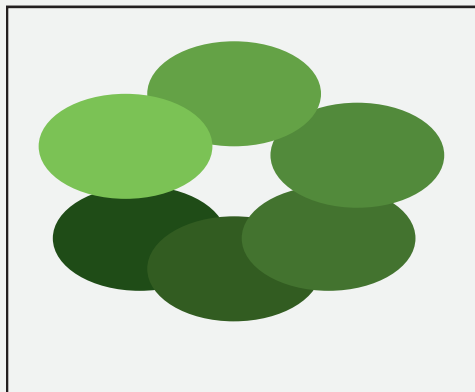Background music (Action Cancer logo animation)
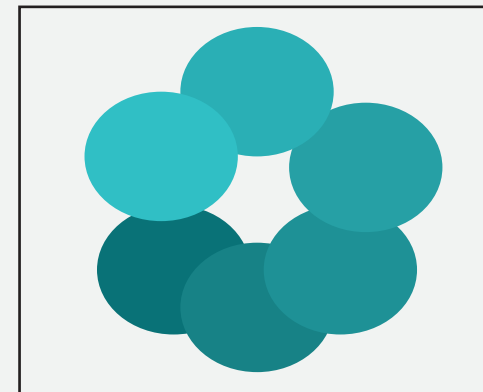
PAWELS IDEA: CONCEPT 3 MOTION GRAPHICS

Introduction to video (Title screen Animation)

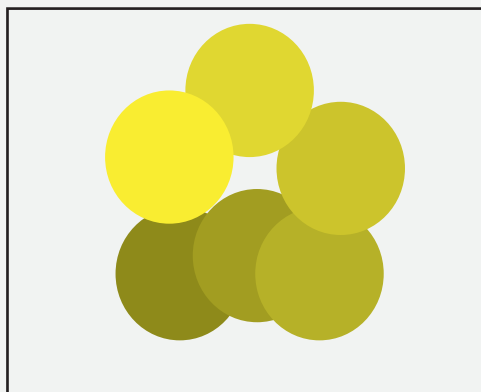Hand drawn animation with relaxing colours and patterns

Hand drawn animation with relaxing colours and patterns

Relaxation Techniques

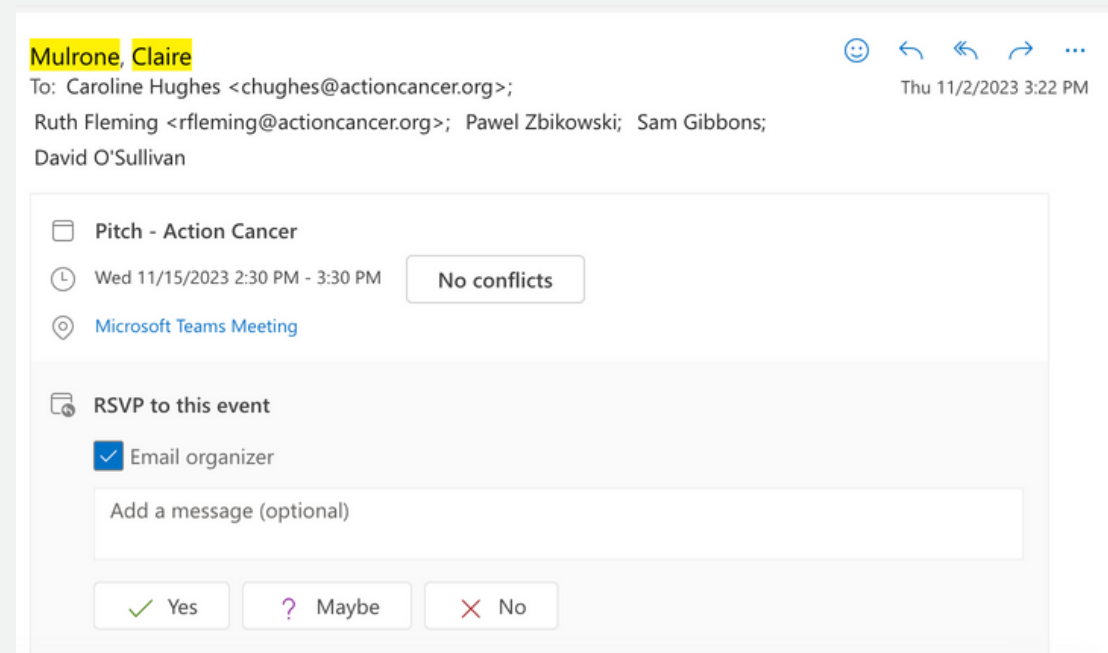Hand drawn animation with relaxing colours and patterns

Background music (Action Cancer logo animation)

THE PITCH

As a team we decided the Pitch document should have some sort of Branding throughout it therefore it was consistent. We went with the Action Cancer's colors of Red / Black to fit in well with the Group Project.

Our pitch for Action Cancer was on November 15th. Claire gave us this confirmation via Email therefore everyone was in line with it. Attending the Pitch were, Claire Mulrone, Pawel, and Sam. Ruth and Caroline from Action Cancer. I was absent from the Pitch due to Illness and Pawel read the part of my pitch to the Team.

Mulrone, Claire
To: Caroline Hughes <chughes@actioncancer.org>;
Ruth Fleming <rfleming@actioncancer.org>; Pawel Zbikowski; Sam Gibbons;
David O'Sullivan

Thu 11/2/2023 3:22 PM

📅 Pitch - Action Cancer
🕐 Wed 11/15/2023 2:30 PM - 3:30 PM   No conflicts
📍 Microsoft Teams Meeting

RSVP to this event
☑ Email organizer

Add a message (optional)

✓ Yes   ? Maybe   ✕ No

THE PITCH

From the Feedback from Claire and the Rest of the Group the Pitch went well. It gave us a clearer vision of what the team from Action Cancer were looking and it gave them a better insight into our Skills and Ideas too.

After the pitch, Sam was to take lead for developing a Motion Graphic for Self Care and to create Content similar to my second concept. Pawel's role was to develop a video for nature walks with Photographs and Sound.

We then were told as well that The Therapeutic team will provide us with the content for the self care motion graphic.

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 creat 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

After submitting my Draft Video of the Fatigue Management to Basecamp I got reflection notes back from Adrian and Claire as well. My first draft video wasn't a Motion Graphic it was just more of an Informative Video.

After going over the Video itself and the Notes from the Pitch meeting with Action Cancer, I decided to completely change the Video to fit the Client brief therefore to make it more Motion Graphic Based.

I was still keeping it within the theme of Action Cancer using their Logo, using their Colours to fit in with the branding as well.


Causes of cancer fatigue:

- Tests and investigations
- The treatments for cancer include- chemotherapy, radiotherapy, hormone therapy and surgery.
- The emotional effects of cancer can be anxiety or depression.
- Symptoms can include pain, breathlessness, fluid retention.
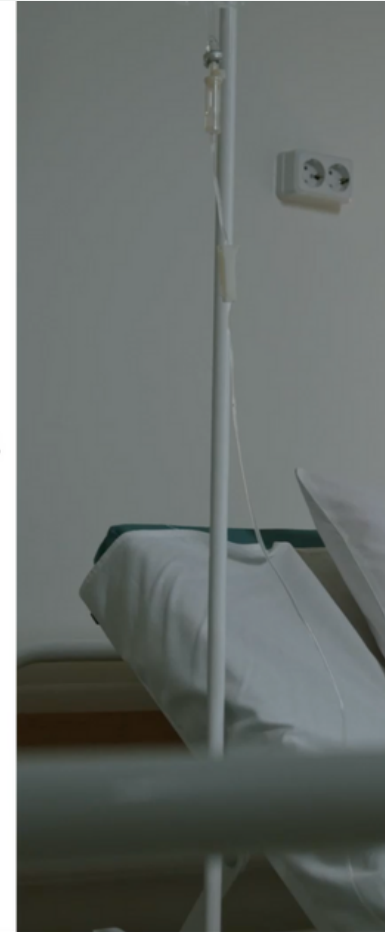
I decided to have a slide with the 'Symptoms' of Fatigue, therefore making it fit the brief and making it more Motion Graphic style and with Animation throughout it. I didn't have this within my first draft video and then after hearing the Feedback and having another look I decided to change the second slide completely.
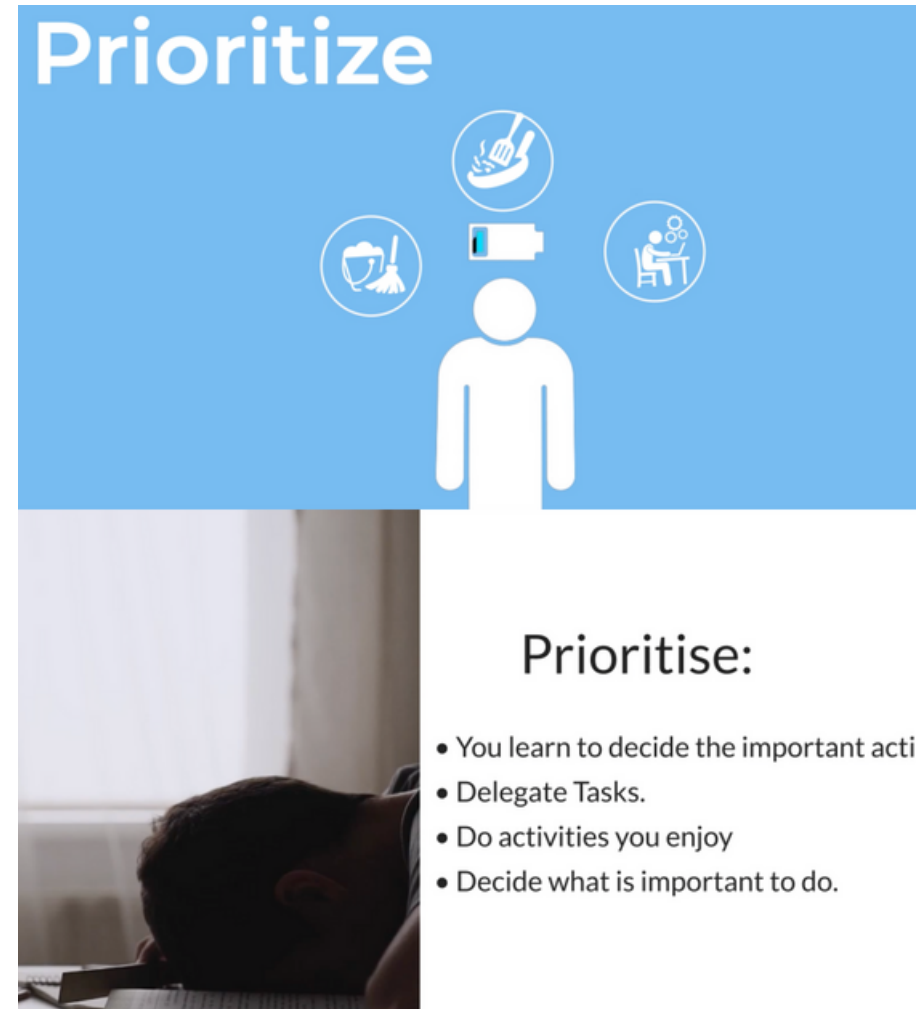
My first Video didn't have the Action Cancer logo at the start which we proposed to do in the Brief meeting. so I added the Logo in
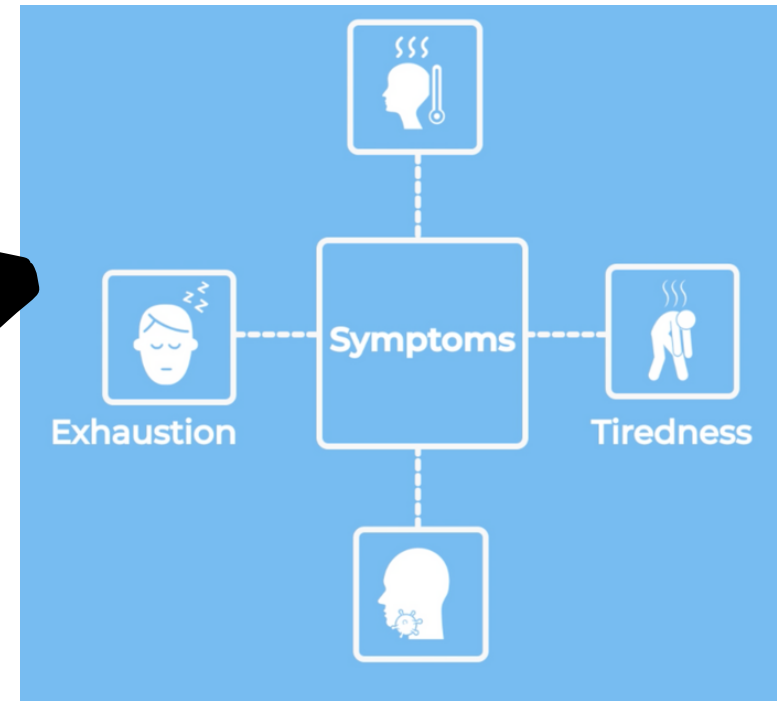
The next big change was the "Prioritize" Tasks slide. My first one I just had a clip of someone being exhausted and then the text sliding out with giving the information.

From changing my work and reflecting on it I decided to completely change it and make it more Motion Graphic to fit the Brief. I animated a character in Adobe Premiere Pro, and then had circles of the Tasks to Prioritize and have them moving in an Animation type form.


Prioritise:
• You learn to decide the important acti
• Delegate Tasks.
• Do activities you enjoy
• Decide what is important to do.

PROJECT REFLECTION

Going into this module I was a bit angsty because I've always preffered working by myself and I knew this module would entail group work. Reflecting on the last 12 weeks I have enjoyed it. It has brought me out of my comfort shell and I've gotten closer to Sam and Pawel as well through the Groupwork.

Communicating via Basecamp made things 100% easier for us instead of using Snapchat or Whatsapp. We were able to keep track of our Messages and keep up-to date with everything we needed to do for the project.

Looking back I wish there was more communication with Action Cancer. We have only communicated via Zoom for our Pitch and then the Brief and lastly the Team sending us Graphics.
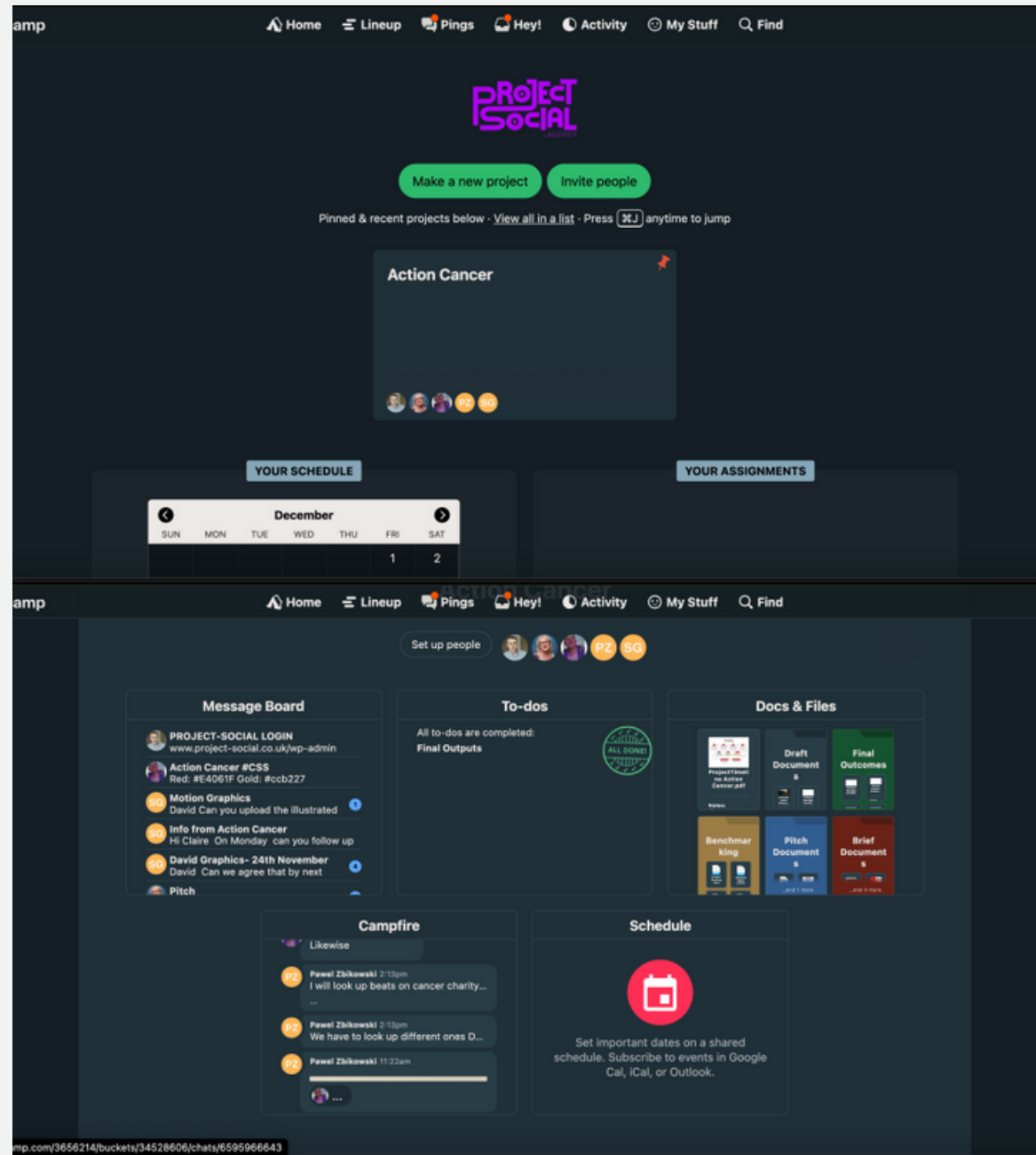
PROJECT CONTRIBUTON

Sam Gibbons

Student

- *Creating an Animated Logo*
- *Motion Graphic for Self Care Tips*

David O'sullivan

Student

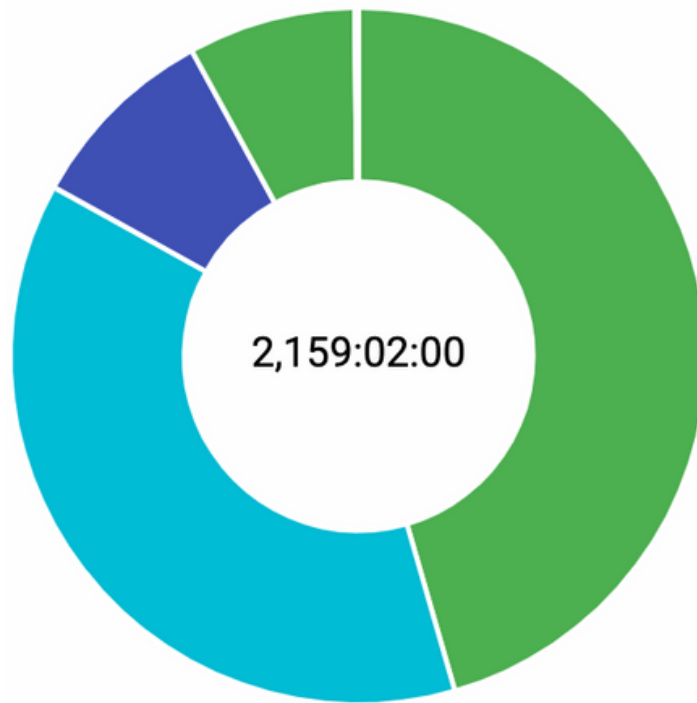- *Creating a Motion Graphic for Fatigue Management*

Pawel Zbikowski

Student

- *Creating a Relaxtion Tips video*

TIME LOGGING

RESEARCHING	3 HOURS
BENCH MARKING	4 HOURS
CLASS TIME	41 HOURS
MEETINGS	4 HOURS
BRIEF	10 HOURS 13 MINS
MOTION GRAPH WORK	30 HOURS. 3 MINS
PROJECT PITCH	22 HOURS
PRODUCTION LOG	60 HOURS

TIME LOGGING

Creating our Motion Graphics - A...	983:17:00
Action Cancer Brief Changes - Ac...	810:00:00
Designing the Brief - Action Cancer	194:00:00
Project Changes - Action Cancer	168:00:00
Deciding the group project	02:45:00
Action Cancer Meeting - Action C...	01:00:00

2,159:02:00

Clockify was used for the time logging of this project. I know clock isn't accurate as our time is 2,159:02:00 hours. I added in everything as accurately as possible as I know myself I didn't always use the timer when working on my Project and for meetings its self it was estimated for my Production Log accurately the best I could.

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DAVID O'SULLIVAN
B00825395
PRODUCTION LOG