Kyle Cochrane - B00811580

Production Log

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INTRODUCTION

THE MODULE

MED 526 Interactivity for Social Enterprise

This module is all about creating content to a brief of our own making and using skills gained throughout my university journey so far

In addition to reflecting on and reviewing the process of creating the assets, this production log will highlight the ideas and concepts that were developed while working on the creative brief.

With the help of Adrian Hickey and Claire Mulrone, our team was paired with a charity to collaborate on a creative brief. This will allow us to work as a team, apply our knowledge and skills to the project, and create an interactive production.

Aims of the Module

- An opportunity to work as a team
- an opportunity to apply previously acquired knowledge and abilities to a significant project by pulling them together from earlier modules.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.

THE TEAM

Darragh McNamee

Darragh spent the last year in Placement primarily focusing on Videography and is currently employed as a videograpgher for a local gym, He will be primarily focusing on Videography as well as motion Graphic

Kyle Cochrane

I believe I am most proficient in the web design/coding aspect of Interactive media as well as photography/videography, I believe I am at my best when behind a camera,

Jamie Stewart

Jamie is our graphic design man as well as motion graphic design. He is the one with the most skills in this area and has the chance to create the best work.

THE PROJECT

Our Community partner is the 'Daily Mile Network NI', a worldwide charity that is hoping to further its reach in Northern Ireland. The Daily Mile aims to improve the physical, social, emotional and mental health and wellbeing of our children. Barbara and Brenda from the Daily Mile and Eimear from the Belfast Marathon, wanted us to create a social media campaign that challenged schools and their pupils to walk the length of the Belfast Marathon, using their daily mile. They also hope that his will encourage more schools to participate with the charity in the future.

Belfast Marathon - The Belfast Marathon is Northern Ireland's biggest foot race and begins 5th May 2023. The community parnters are aiming for the social media campaign to take place 8-10 weeks before this event giving schools and participants of the daily mile to complete the mile a day up to 26, the length od a marathon

This campaign will take place on the three major social media platforms: Facebook, Twitter and Instagram, with more focus on Instagram as it is the platform of which the Daily Mile has the least visabilty on.

Furthermore, we will be producing a social media calendar and all essential social media-related documents (captions, hashtags, etc.) so The Daily Mile won't need to worry about what to say and when to post the content.

The Daily Mile Network NI

Project Specification:

The aim of THE DAILY MILE is to improve the physical, social, emotional and mental health and wellbeing of our children – regardless of age, ability or personal circumstances. The Daily Mile is a social activity, wherein the children run or jog – at their own pace – in the fresh air with friends. Children can occasionally walk to catch their breath, if necessary, but should aim to run or jog for the full 15 minutes.

Using a range of digital media create a suite of outputs to support the campaign; including social media content to encourage schools to update the Network on their marathon journey and their fundraising achievements.

PROJECT SOCIAL

Ulster University

Skills Required:

Social Media skills/
DSLR skills/Video & Photography
Premiere/
Photoshop/
InDesign/

THE CLIENT

The Daily Mile was founded in 2012 by Elaine Wyllie MBE. It is a UK-based charity with a global reach, with 19092 schools in 98 Countries participating.
The Daily Mile aims to improve the physical and mental well-being of children by getting schools to participate in the 'Daily Mile'. This involves the children going outside and run, jog, walk, or wheel for one mile, this is done at each child's own pace. This usually only takes 15 minutes out of the school schedule. The Daily Mile has extensively researched the benefits of the effects of daily exercise on young people and concluded that exercise has a wide range of values for young people. This includes things outside of physical health such as improving children's social skills, reducing anxiety and improving their concentration in class, and setting great habits for them when they grow up.

Students of any age can participate in The Daily Mile, which is a free programme that schools can join in with a simple online registration process. Students in secondary schools are also welcome to participate; they don't even have to be just in primary school.

The Daily Mile seeks to maximise the health and educational benefits for the next generation by encouraging children and schools around the world to engage in the 15-minute activity every day.

PROJECT MANAGEMENT

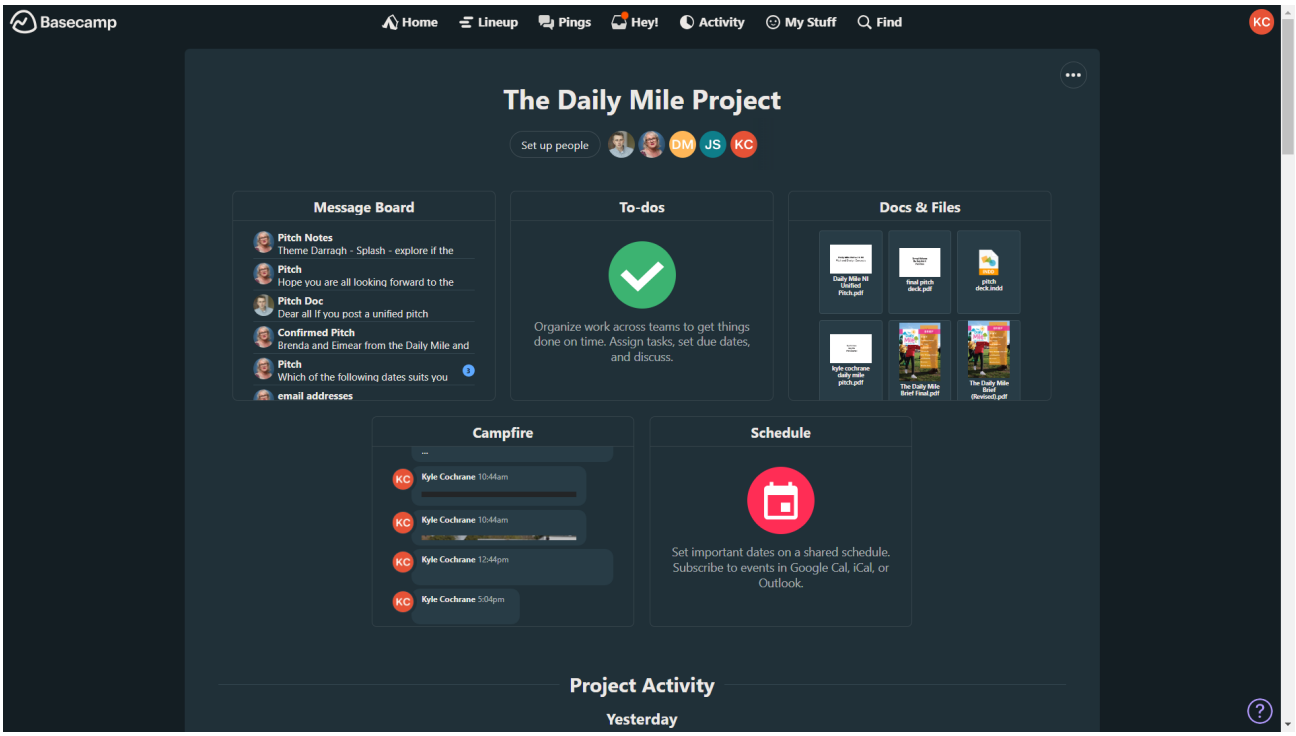
To track and organise this project we mostly used Basecamp to do this. This was recomended to us by out teachers, Adrain and Claire and has proven to be a valuable tool for the project. It has given us valuable experience for future workplace's as we now have the experience of working as a team on a collaborative platform.

Basecamp allowed us to organise our files and our work under a single banner giving our project managers and the rest of the team to see and give near instant feedback towards the work done.

However, we did not use the 'to-dos' or the 'schedule' tools with the project until near the end of the project. All scheduled work was done through word of mouth or on another platform.

Just for Darragh, Jamie and I, we used Snapchat text to communicate with just the team. Although, this would not be the platform of choice it is the one that everyone is most familiar with and that everyone already has.

This allowed a more informal chat with the team members and allowed us to schedule what work needs to be done and help clear up any misunderstandings that could have popped up with the meetings with the community partners or any design feedback.



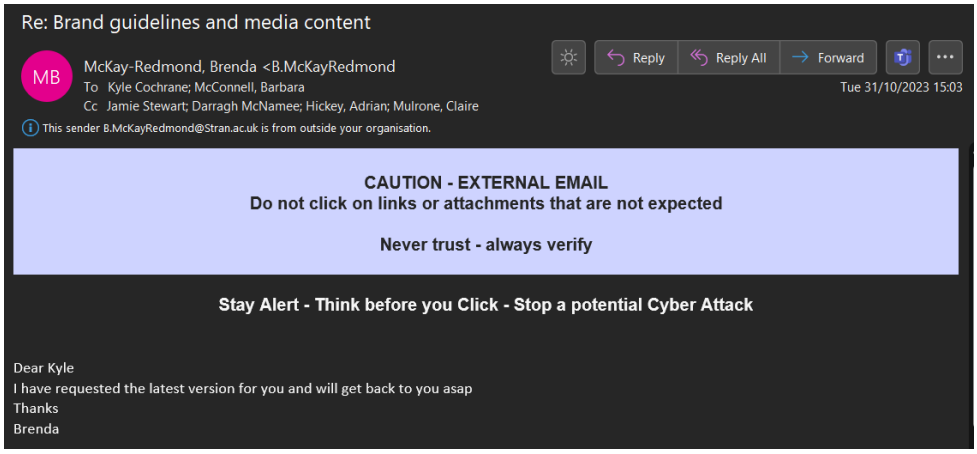
From: Kyle Cochrane <Cochrane-K6@ulster.ac.uk>
Sent: Tuesday, October 31, 2023 1:50:23 PM
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>
Cc: Jamie Stewart <Stewart-J55@ulster.ac.uk>; Darragh McNamee <McNamee-D9@ulster.ac.uk>; Hickey, Adrian <a.hickey@ulster.ac.uk>; Mulrone, Claire <cm.mulrone@ulster.ac.uk>
Subject: Brand guidelines and media content

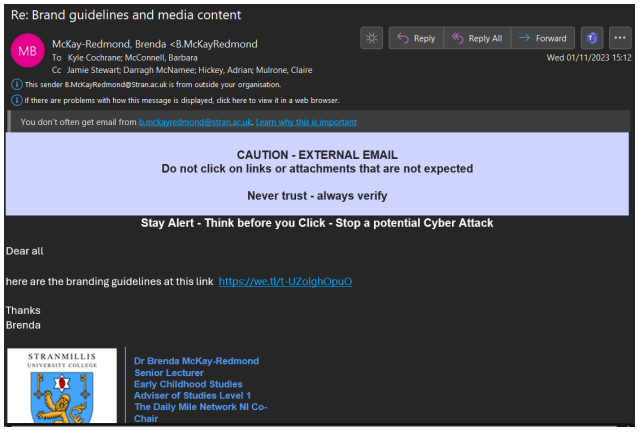
Hi all,

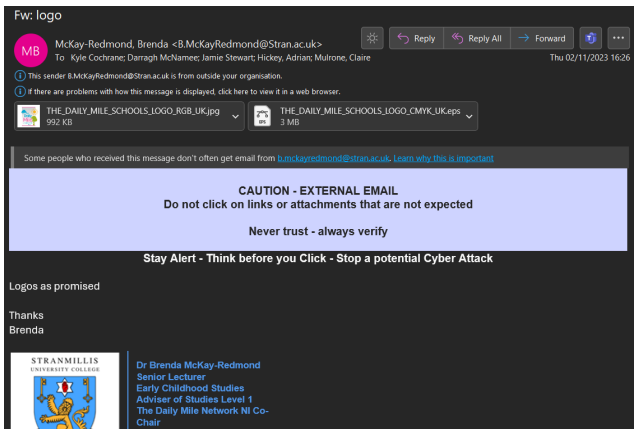
I am just emailing wondering if you would be able to send across the brand guidelines for the Daily Mile and any media content that would be useful to reference in the pitch.

Kind regards,
Kyle Cochrane
Darragh McNamee
Jamie Stewart

I had to email our community partners to ask if they would be able to provide any media content that could be used as a placeholder to create contnet for the pitch. Also, I asked if they could send over their logos or brand guidelines.



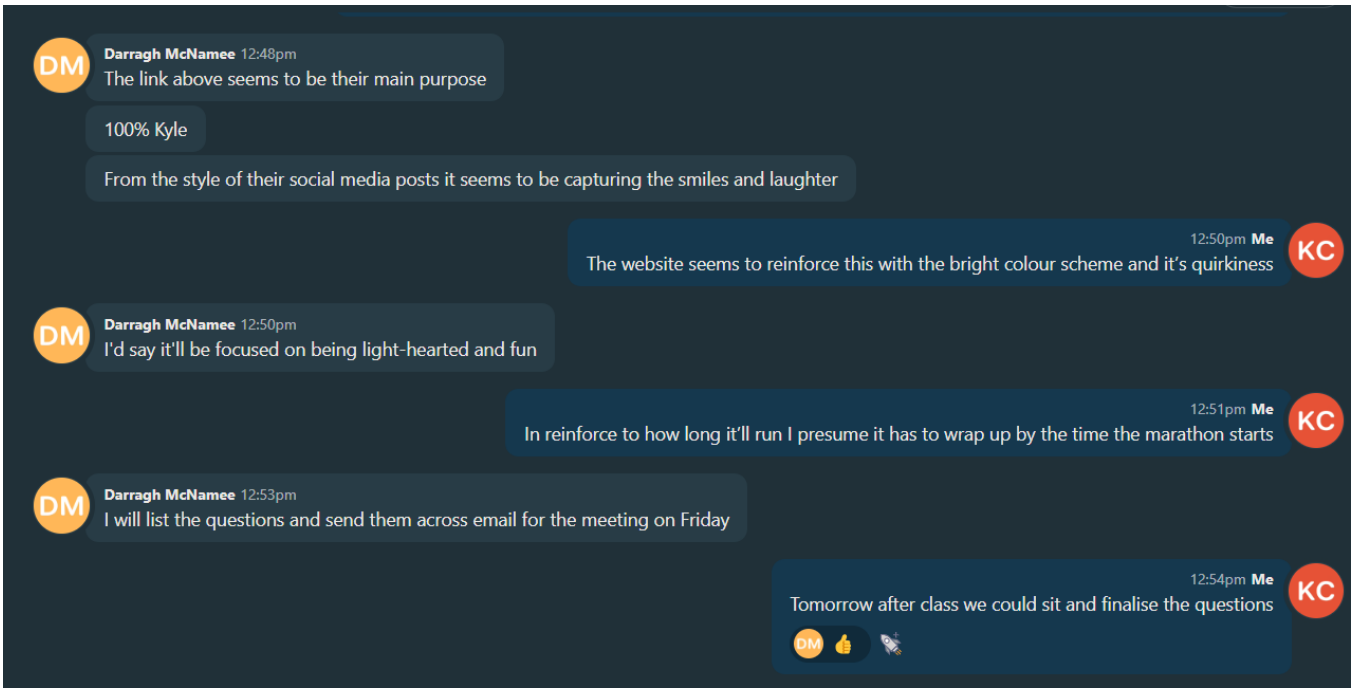


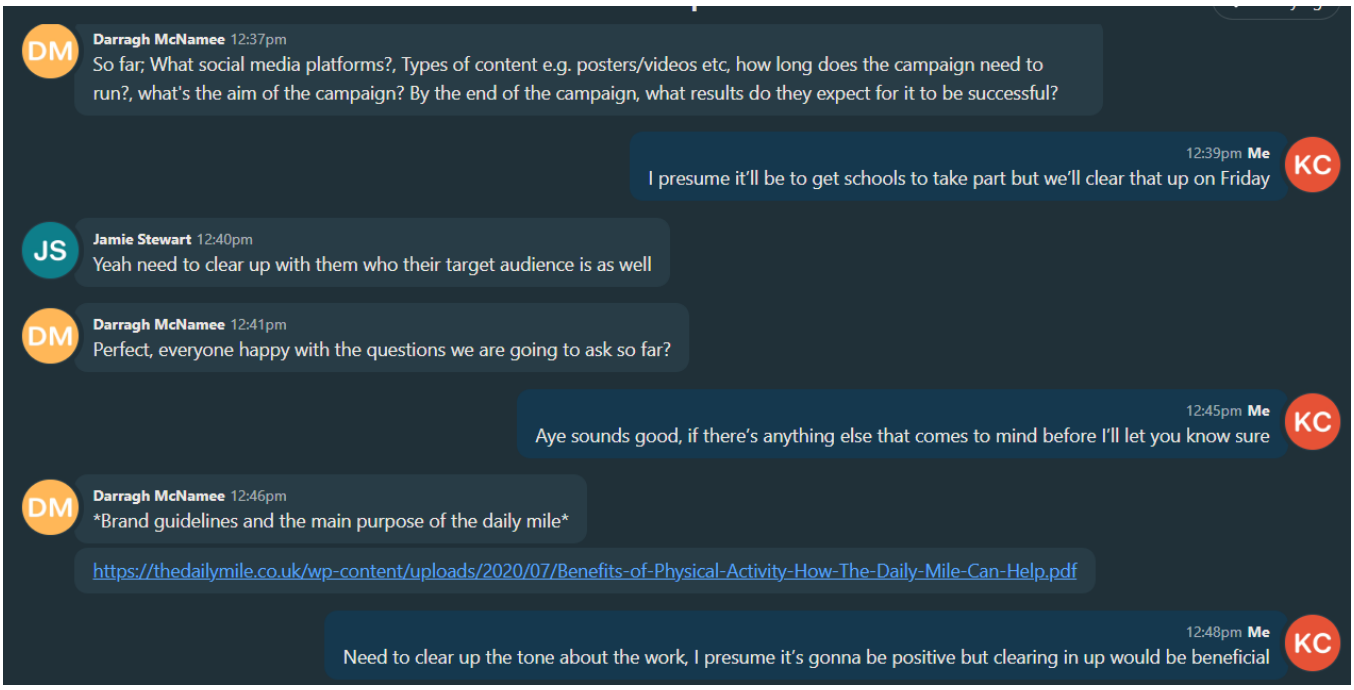


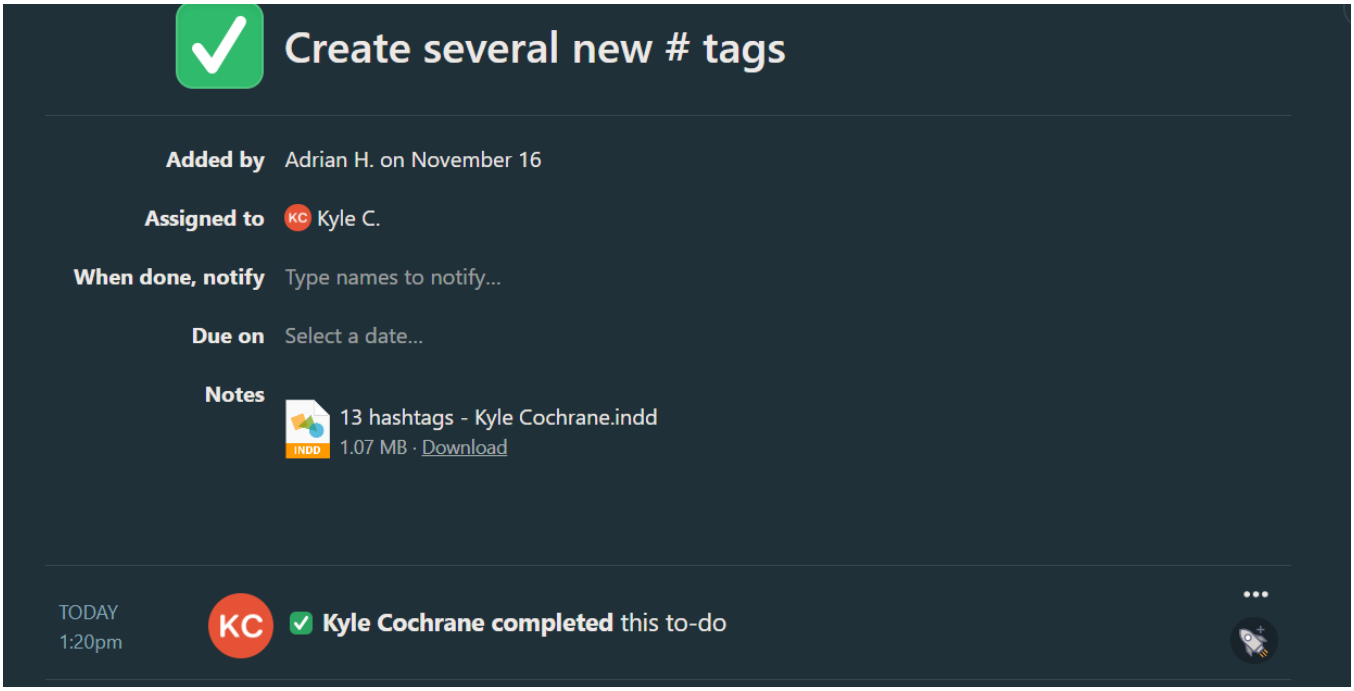
Sortly after I received the brand guidelines first, this speed of response was greatly valuable as we had hoped to get started on the designs for the pitch. Then the logos in a PNG format was sent this was important as it allowed the logos in the designs to be a clear quality rather than taking the blurry one from the website or Google Images. However, we did not get any media content sent through. To work around this we just took images that are available on the website.

BASECAMP

To chat with the others in the group we used Basecamp's Campfire section to discuss topics of interest as well as upload files for the other members of the group to see and use. This was used for more formal chats between the members, as it proved quite cumbersome when used for general chatting as it will email all members when someone starts to type or chat, it was still used for files and the like however. To counteract this we used snapchat and saved the messages.

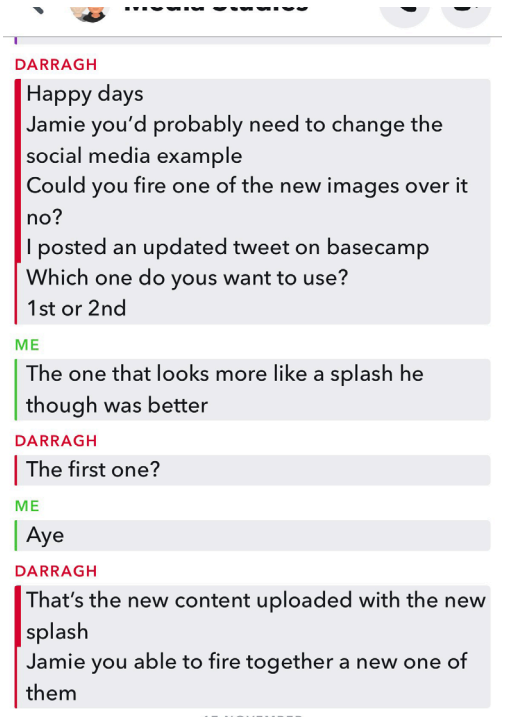


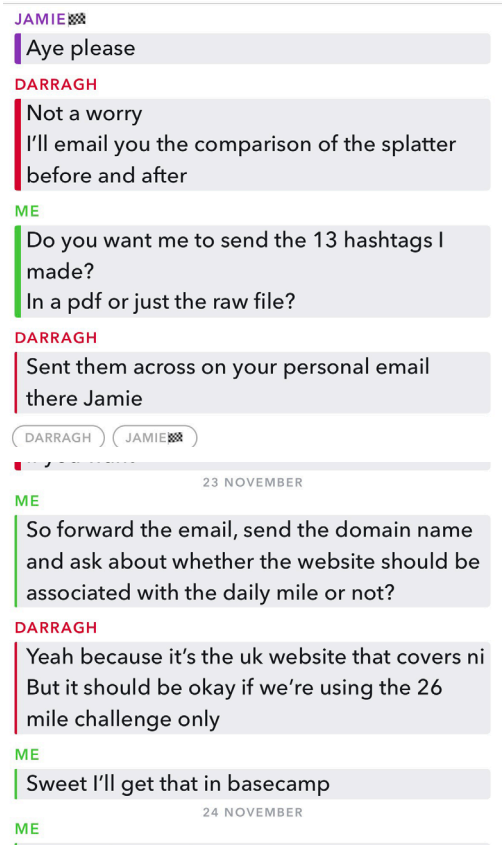




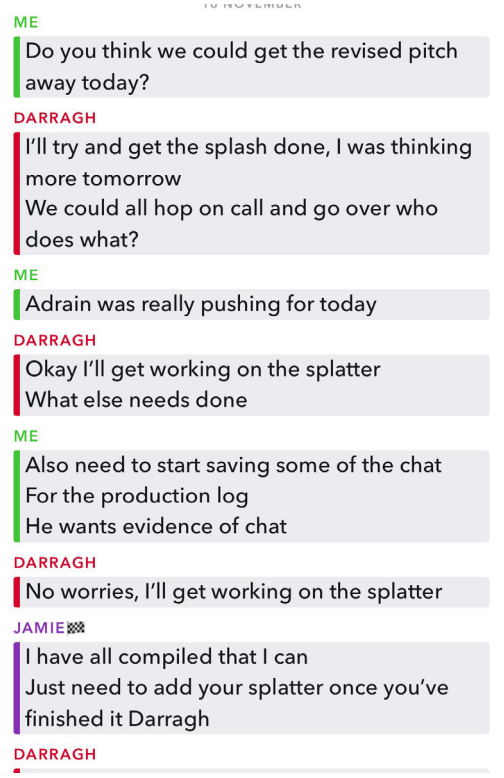
With Basecamp we also used the 'to-do' section to help focus the work and assign tasks for each of the members. However, as seen from the screenshots this was not implemented until later on in the project, before this it was using Basecamp or Snapchat. This To-do list provided vital focus to push until the final hurdle of submisstion. It also gave an an area for each piece of work to be under the section it needed, allowing our partners and teachers to look and give comments on each submission of work.

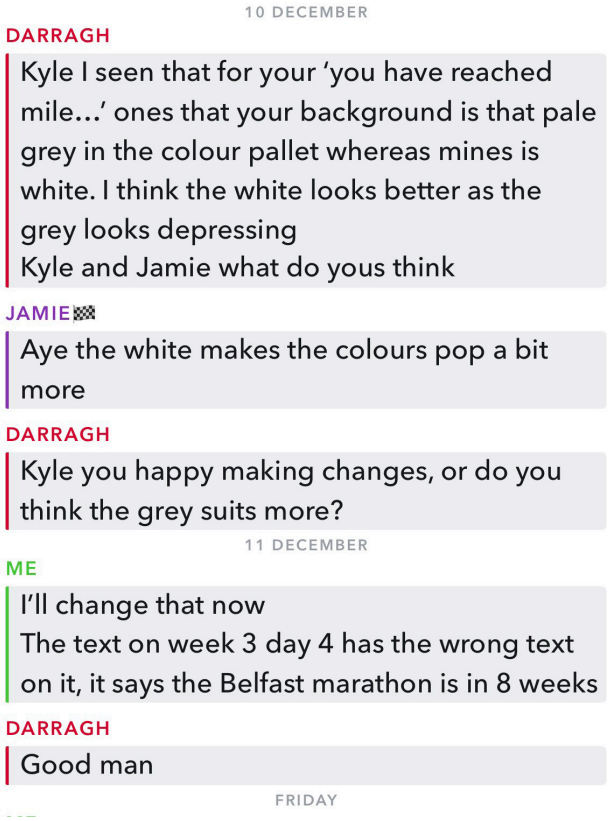
SNAPCHAT

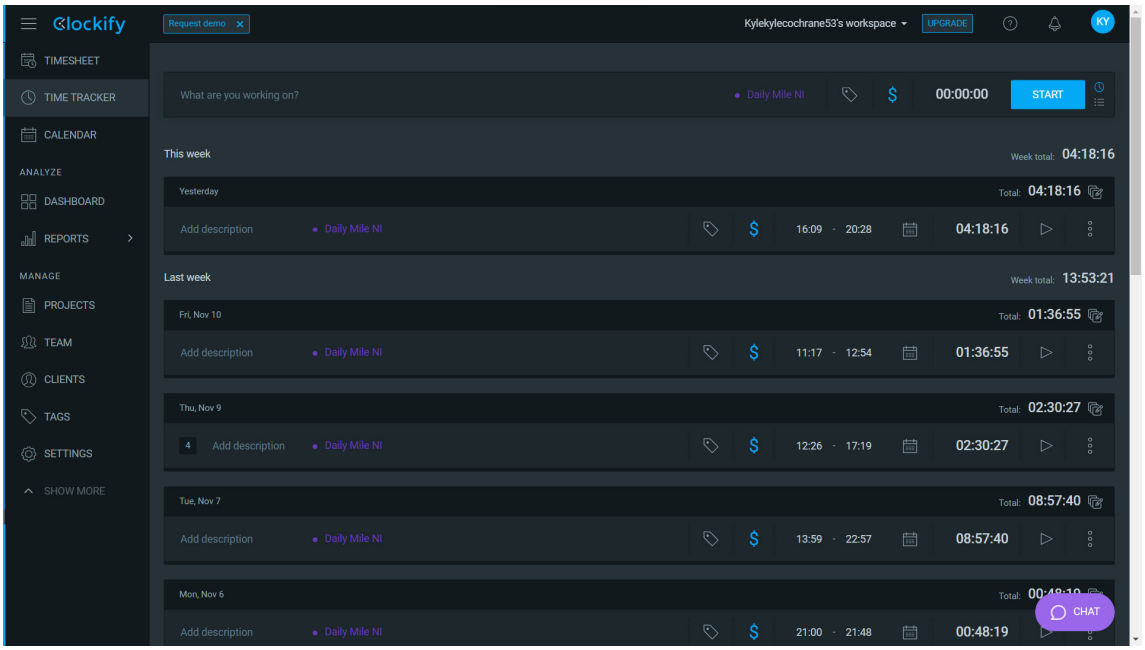




We used to snapchat for our more informal conversations about the work that needs to be done and the plans of attack for each section. This allowed us to chat without disturbing everyone in the basecamp with notifications.







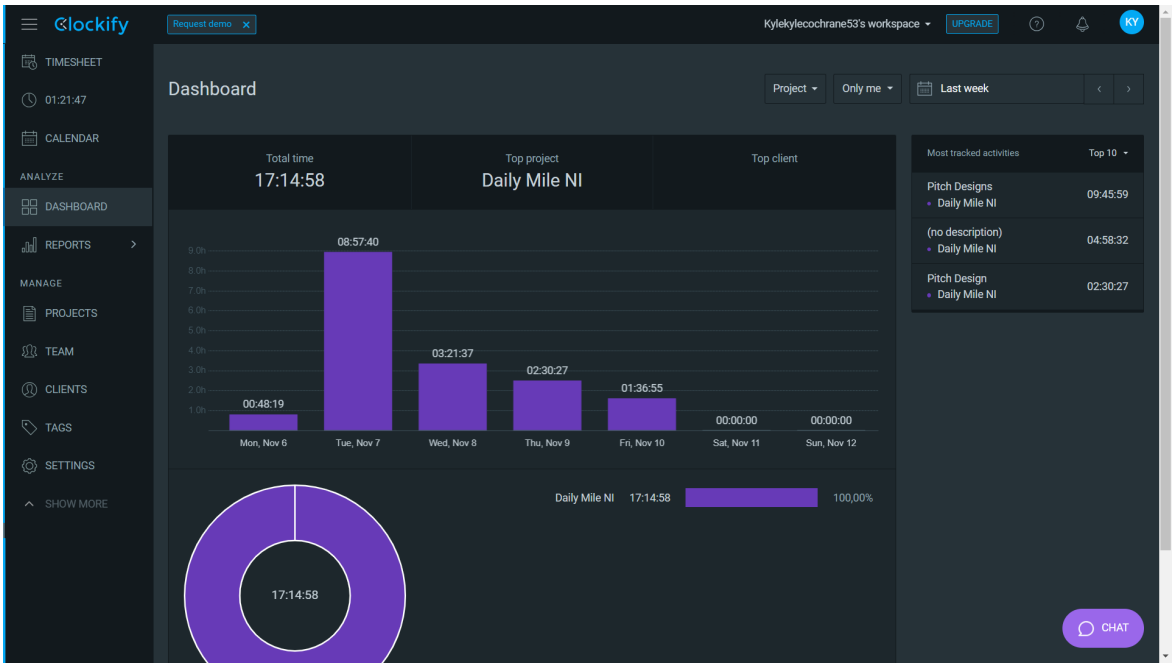
TIME LOG

To Keep Track of time we used the free service called Cockify. Clockify is a free time tracking software that allows teams to group together and track the time that each member spends on the project.

This was useful as it allowed us to figure out the ammount of money this project would have required in the professional setting where I am actually being paid to make the content and work with clients, giving an idea how much time and money goes into this setting.

Clockify

However, there was some problems when using clockify. As you manually track the time with a start/stop button, there was a few instances in which someone may have forgotten to start the timer of switch it off. Clockify then has the abilities to manually put times in, this however, will lead to inaccuracy as it is near impossible to put the exact time when the timer should be started or stopped.



Research and Benchmarking	6
Brief	12
Designing	14
Pitch	17
Finalised Pitch	4
Photos	11
Content Creation	27
Production Log	43
Final Feedback	2
Class Time	38
Total	174

Stage 1

RESEARCH AND BENCHMARKING

We knew more about what they were asking us to develop after our initial meeting with Claire and Adrain to understand what would be beneficial to look at.

This offered us the opportunity to leave and look into related, comparable businesses that displayed best practises for social media content. As a group, we each examined a campaign and related businesses that had content for each campaign.

We then Split up and each member of the team took two charities that may produce similar content for their social, for this instance sport charities.

The two charities that I choose are Sported UK, a charity that is based to help millions of young people reach their full potential through sporting activites. Sport In Mind is the second charity chosen, it involves using sports and physical exercise to help tackle the mental health epidemic that is sweeping the nation.

Sported UK

The first charity that was researched for their social media best practices was Sported UK.

With several posts per week across the three major social media networks—Facebook, Twitter, and Instagram—Sport in Mind makes excellent use of social media. Its most recent post on YouTube, however, was made more than a year ago. Sport in Mind makes good use of hashtags, and the ones they choose are well-known buzzwords that could draw attention from outside the organisation. #mentalhealthawareness is one such hashtag that shows up regularly. The majority of their photos are of an extremely high calibre, creating the initial impression of a reputable organisation. The user is not impressed by the simplistic graphic design, even though it fulfils its purpose of providing information to them.

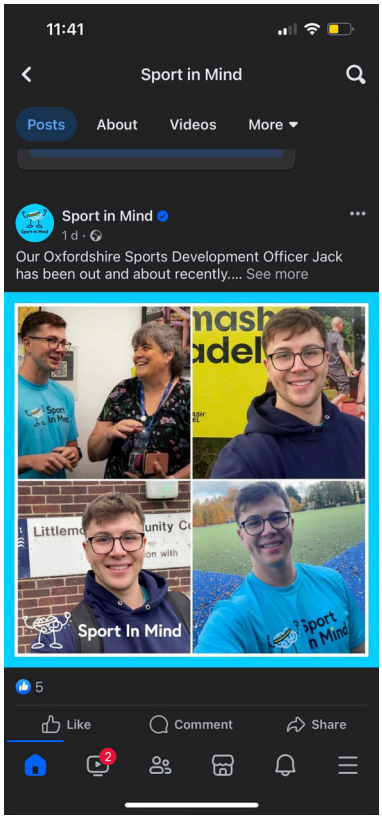
Sport In Mind
Charity Partner

Sport In Mind

The second charity that was researched for their social media best practices was Sport In Mind.

Sported UK has irregular updates on Facebook with posts at times being months apart, this is similar to their YouTube which has large gaps in content. However, their X account has regular updates and seems to be their main source of communication. Their use of Hashtags is minimal with no buzzwords to increase eyes on the charity. Sported UK has a good use of Photography with the photos being of high quality and appearing to be shot by a professional. Their use of graphic design is done well as most of their post have it present, with colours and their logos been consistent throughout. There is no use of motion graphics throughout their social media and videography has been used but there is minimal use. This is a disadvantage for their social media as graphic design is essential for social media as it engages the user well and gets the point of the post in a quick precise way.

There is no use of motion graphics throughout their social media and videography has been used but there is minimal use. This is a disadvantage for their social media as graphic design is essential for social media as it engages the user well and gets the point of the post in a quick precise way.



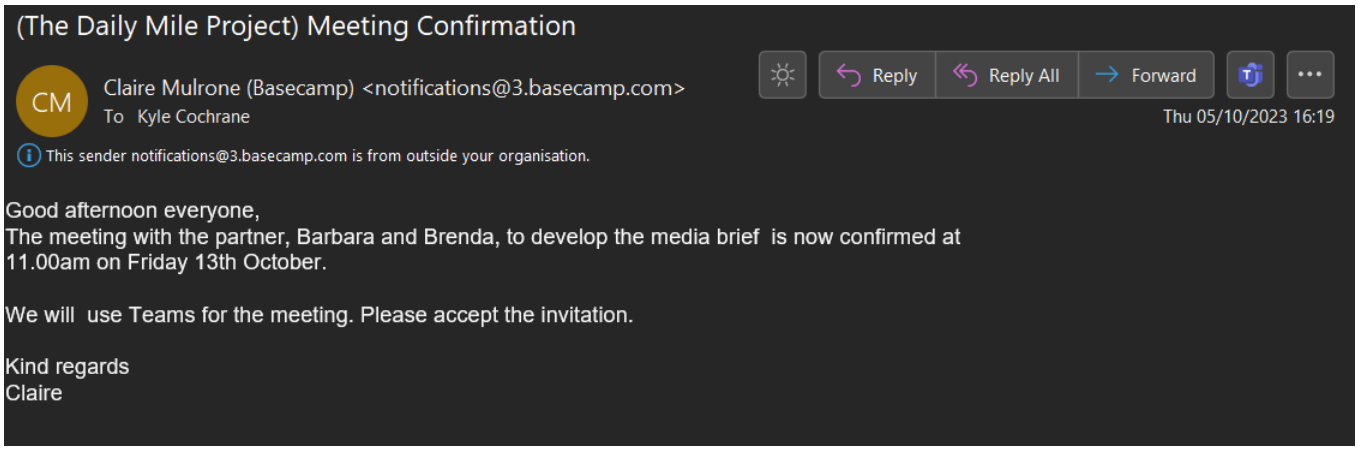
BENCHMARKING TABLES

Category	Social Media Feature	Youth Sport Trust	Sport In Mind	Sported UK	Active Fusion	Greenhouse Sports	The Daily Mile UK
First Impressions	Pho-tography	Good use of imagery	Poor use of image-ry	Good use	Good use of imagery	Satisfactory use of im-agery	Inconsistent quality
	Hashtags	Limted	Regular	Minimal	None	Good use of popular hashtags	Good use and often
	Video content	Limited	Next to none	Limited	None	Most recent video was 4 months ago	Not many videos post-ed but TV adverstise-ment is very good
	Regu-larity of posts	Irregular and no consist-ency	Regular , kept up to date	Limited facbook, Primarily X	Regular, kept up to date	Good in the early sum-mer months. Dries up around July time	very good
	Motion Graphics	Poor use of motion graphics	No use of Motion Graph-ics	No use of Motion Graphics	No use of motion graphics	Recent rebrand-ing makes use of slick motion graphics, but sparse use previously	infrequent but good quaity
	Graphic Design	Satisfac-tory use of graphic design	Very Basic	Satisfactory	Satisfac-tory use of graphic design and infographics	Recent rebranding has good graphic design on display	satisfactory quality irreg-ular use
Content qualitly	Pho-tography	HD qual-itly, with photogra-phy from a professional outside source	Very poor quality	High Quality	HD qual-itly, with photogra-phy from a professional outside source	High quality, some phone pictures tak-en but taken at a satisfac-tory level	some pro-fessional shots, some low quality phone cap-tures
	Hashtags	Limited and irrelevant	Reve-lant use	Poor	No usage of hashtags	Good rele-vancy with athletes also using personal hashtag	Frequent use of #DailyMile which is generic and has 17,000+ posts

	Video content	Inconsistent quality	Poor, shot on phone	High Quality	No usage of video content	Okay quality in places, poor self taken videos mostly	Very little
	Regularity of posts	Inconsistent across platforms	Good consistency	Poor on Facebook. Good on X	Good consistency	Consistent across platforms but inconsistent in general	very good usually 2-3 days between but no longer than a week

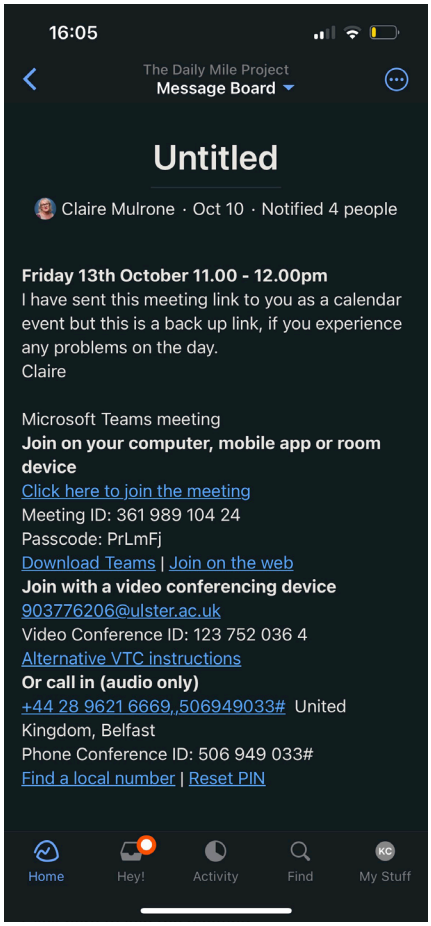
	Motion Graphics	Poor qualitly, similair to slide show	Irregualr and poor use	Minimal use	No usage of Motion graphics	Rebranding motion graphics are good. No use beforehand	very good quality slick use of motion graphics
	Graphic Design	Good qualitly	Basic	Good	Good qualitly	Low quality	fairly good use
Variety of content	Photography	Good use of imagery	Poor	Good	Good vairety of imagery from different sports and events	Wide range of styles	a lot of imagery but varying in quality
	Hashtags	Poor variety	Good use of hashtags	Poor use of Hashtags	None	good variety	good variety
	Video content	Good vairety	Poor - Filmed on phone	Good - High Quality	None	very little videos posted	very little video content
	Regularity of posts	Inconsitent across platforms	Posting regularly	Poor on Facebook, X is priority	Good variety of posts	Many posts in short spaces of time but not a consistent stream	great variety and frequency
	Motion Graphics	Poor variety	Little Motion Graphics	No Motion Graphics	None	Could see great variety in the coming months but as of now very little	infrequent
	Graphic Design	Good use of different graphic design elements	Basic	Good Variety	Good vareity of graphic design, with infographics as well	very poor and little use	irregular
Score%		**33%**	**33%**	**44%**	**50%**	**50%**	**50%**

First Client Meeting



OCTOBER 5TH

Claire had notified us vis email and basecamp that our meeting with the community partner would be on October 13th 11:00 - 12:00. We had prior gave times to Claire of times we were free on this week.



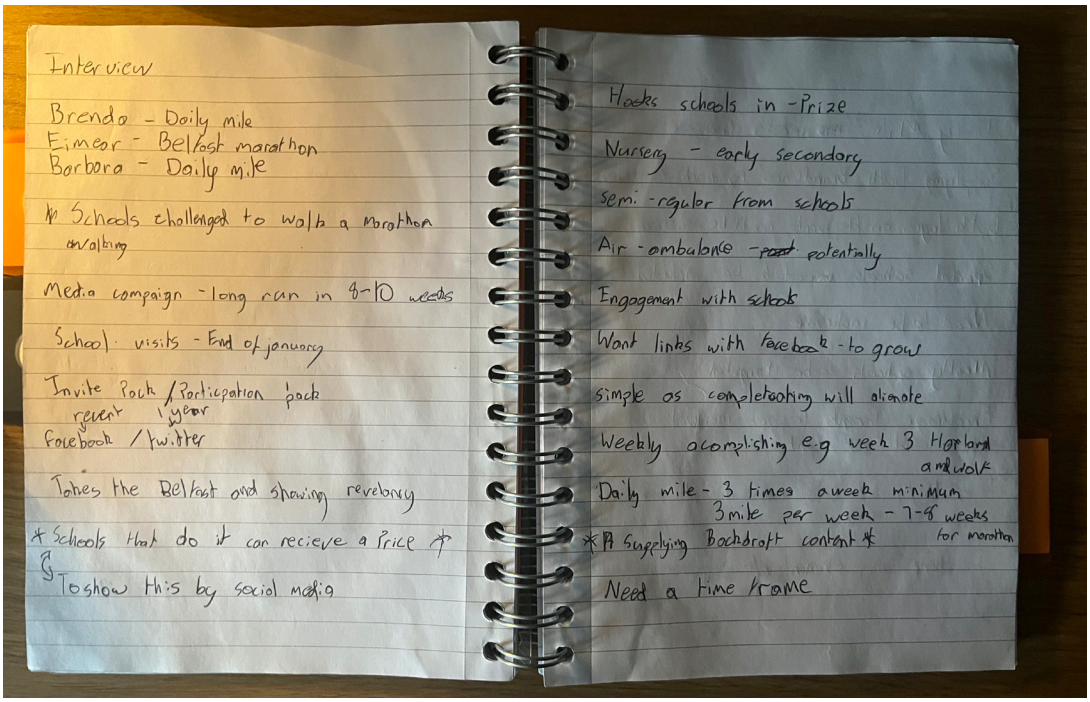
OCTOBER 13TH

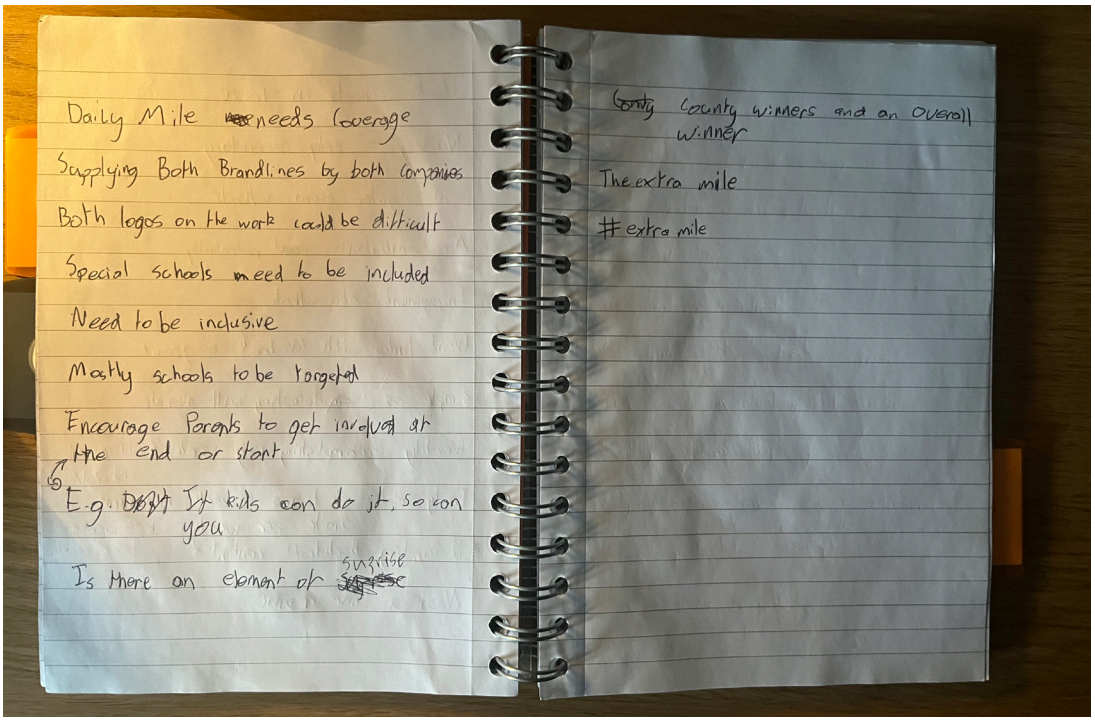
On October 13 at 11:00 am, we had our first meeting with our community partner. Brenda and Barbara, members of the Daily Mile NI, and Eimeer from the Belfast Marathon were present. The Microsoft Teams meeting gave us a great idea of what Judith had in mind for us to accomplish.

Prior to our meeting, Claire had first spoken with Judith about the amount of work that the Daily Mile NI had first suggested, which included some videos for the content. However, after speaking with Claire, it was decided that this would instead be a social media campaign in conjunction with the Belfast Marathon.

Me and the others in the group met before this meeting to discuss what needed ironing out before we went into the meeting.

I jotted down notes through the meeting in order to make sure we recognised Barbara's, Brenda's, and Eimeer's wishes and had an adequate course of action.





Main Takeaways from the initial Client Meeting

- Social Media Campaign leading up to the Belfast marathon to get schools to take part each day in association of the Daily Mile NI
- Campaign should be 8-10 weeks, giving time for the schools to complete the 26 miles
- Needs to be inclusive
- Need to create more hashtags to increase coverage
- Need to get more schools to participate with increased coverage.

With all the infotmation compiled and a talk with Claire next time in class we now had an idea of what the community partner wanted so we could then start the work on the brief.

THE BRIEF

A brief's functions include demonstrating our comprehension of the project the client has requested, outlining our proposal for addressing the challenges, guiding our creative direction as the project moves forward, and acting as a standard by which we will judge and consider our final media outputs.

We divided the work between us because the brief required so much work, and we got to work! As the other members of the team worked on the other components of the brief, I was in charge of information about the community partner and the timetable. Since I wanted the document to look fantastic for the community partner, Jamie took the role of compiling the document together as he has the best experience with InDesign

BRIEF

INSIDE

Community Partner

The Project

Target Audience

Deliverables

Tone, Message, and Style

Benchmarking

Timescale

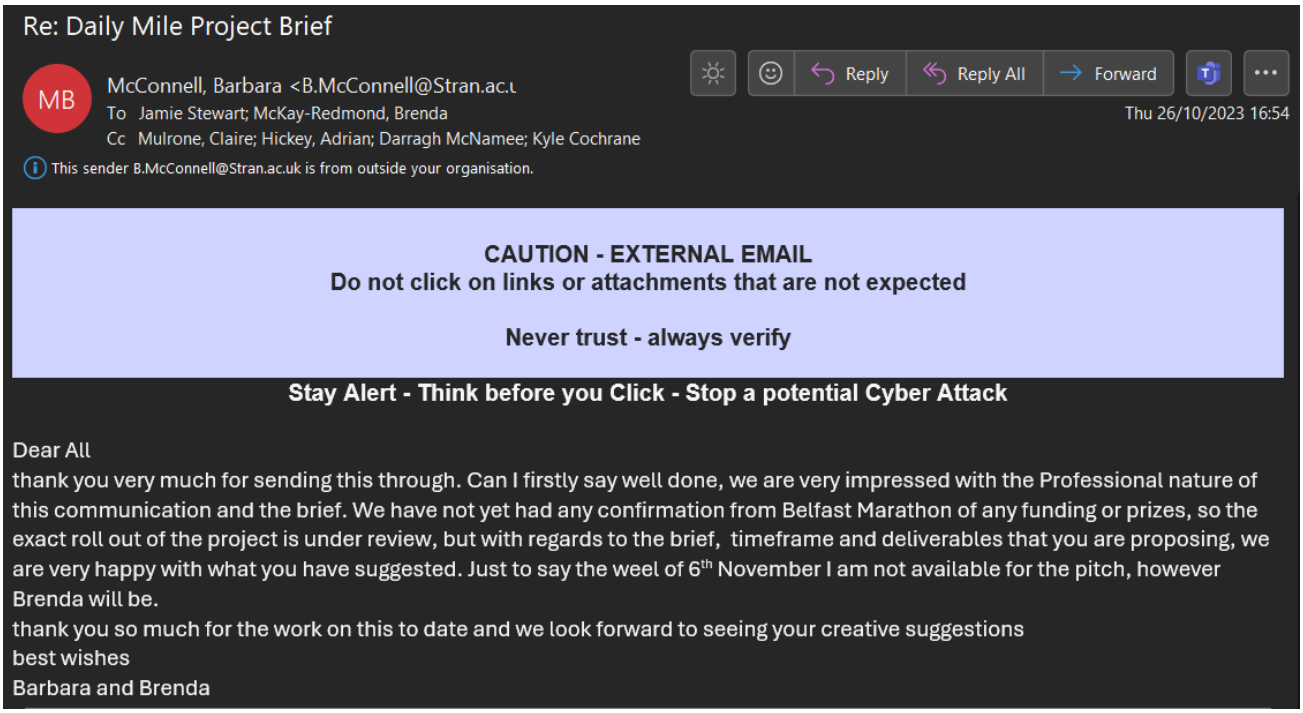
Meet the Team

With researching the community partner, I had researched all their socials to understand what type of content they would post and the tone they where going for. It was also important to understand what the history of the charity and the goal that the charity hopes to achieve, to figure this out the website of the Daily Mile UK was a valuable tool to figure this out. The website had also links to the research they have carried out on the benefits of the Daily Mile giving a further understanding of what they want with the work. With this then I was able to write out a few paragraphs on the community partner.

The next task I undertook with the brief was the making of the schedule, this was to give the community partner an idea of the work that was being made and at what stage we should be at certain weeks. This was changed a few times before it was sent out to the community partner as the time and dates where off by a few days. This was resolved however through taking with my partners on the project.

THE BRIEF - Thursady 26th

Feedback on the Brief



Re: Daily Mile Project Brief

MB

McConnell, Barbara <B.McConnell@Stran.ac.u

To Jamie Stewart; McKay-Redmond, Brenda

Cc Mulrone, Claire; Hickey, Adrian; Darragh McNamee; Kyle Cochrane

Reply | Reply All | Forward

Thu 26/10/2023 16:54

This sender B.McConnell@Stran.ac.uk is from outside your organisation.

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

Dear All
thank you very much for sending this through. Can I firstly say well done, we are very impressed with the Professional nature of this communication and the brief. We have not yet had any confirmation from Belfast Marathon of any funding or prizes, so the exact roll out of the project is under review, but with regards to the brief, timeframe and deliverables that you are proposing, we are very happy with what you have suggested. Just to say the weel of 6th November I am not available for the pitch, however Brenda will be.
thank you so much for the work on this to date and we look forward to seeing your creative suggestions
best wishes
Barbara and Brenda

The response time for the feedback on the Brief was incredible, we got a response just hours after the submission.

In the Breif we aggred to create a Social Media Schedule, Social Media Posts, A way to show the particpcates of the Challenge where they where on the Belfast City Marathon Route and an information/participation pack.

The feedback we recieved was all praise on the brief, they were happy with all we are setting out to achieve and we got the go ahead to create the content for the pitch. The only thing, that could cause concern was there was no confirmation on any sort of prize set out yet. This will hopefully be cleared up in the future so we can design something that can show the prizes to social media.

The next step was now to create designs.

Stage 2

Initial Design Thoughts

The Daily mile had already a set of brand guidelines to follow with their own logos and the like, thus we had a specific set of colours to create designs and create what was agreed on in the brief,

#FCB236

#D1D3D4

#EC82B4

#92B33C

#07AAD1

Because of the brand guidelines, we could go straight on to the design stage and create content to put into the pitch to fulfill the brief.

The First thing to do before we start creating content for the Pitch and the Daily Mile was to research what they already post on socail to understand what type of content they put out. Simiarily, it was important to check to see if they had put out a social media campaign before. Their Social media contained mostly just pictures of kids doing their daily mile with little graphics around. From the research it was clear that the kids are the main focus of their social media campaign so i felt it was important to show this in the designs i was going to create.

Also with the research i noticed that their use of hashtags was poor so in the designs i felt it was important to adress this point. the better the hashtags the more people that will discover the Daily Mile.

Design 1 – Social Media Posts

What Can We Achieve Together

For the Social media posts for the first set of designs, I used the existing photos from the Daily Mile website as placeholder images to show the concept of the designs to the community partner. I kept the idea of using full images as the emphasis of the 26-mile challenge was on the kids so I thought that the kids completing the challenge should be in the focus of the posts. I knew I wanted the campaign social media campaign ideas to come across as big and bold and to show what the 26-mile challenge is all about, to do this children taking part and having fun was an easy and very effective way to show this.
I also thought to add some text to the images in the corners as it would cover the children's faces anywhere else. This text will be short, with the text being a hashtag, this will help reach the target audience of the campaign as hashtags like Inclusivity are often viewed. For the box surrounding the next, I worked with a few ideas, one being transparent to show for of the image beneath, one being a rectangle with the corner cut off, and one with a rectangle with a border. I felt this was better than just a normal design as it could be seen as too boring but I did not want to clutter the design and take away from the participants in the actual image. With feedback from my colleagues in the group I believe the transparent one will be the better.

Design 1 - Social Media on Phones

Here are some of the the previous designs in some social media apps, Twitter (Left) and Facebook (Right)

Templates Provided by GraphicBurger.com

Design 1 – Tracking

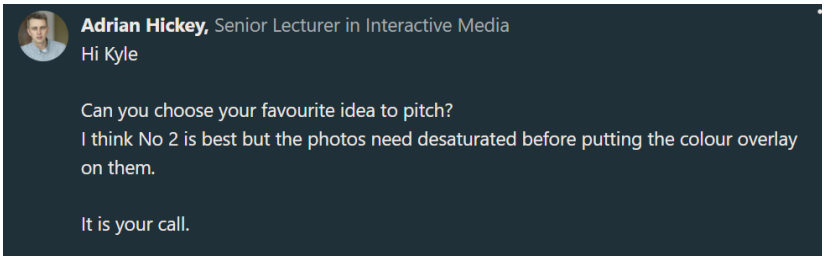
For this method for schools to track their miles I thought of a letter that is sent in a block of 26 one for each of the 26 miles. The schools would be able to open this at the end of each mile and it would tell the school what is at each mile and some information about each attraction. I thought it was a good idea to do this as it gives a sort of reward for each mile for the schools, also a bit of interactivily for the kids keeping them entertained for the rest of the miles.

Design 1 - Tracking

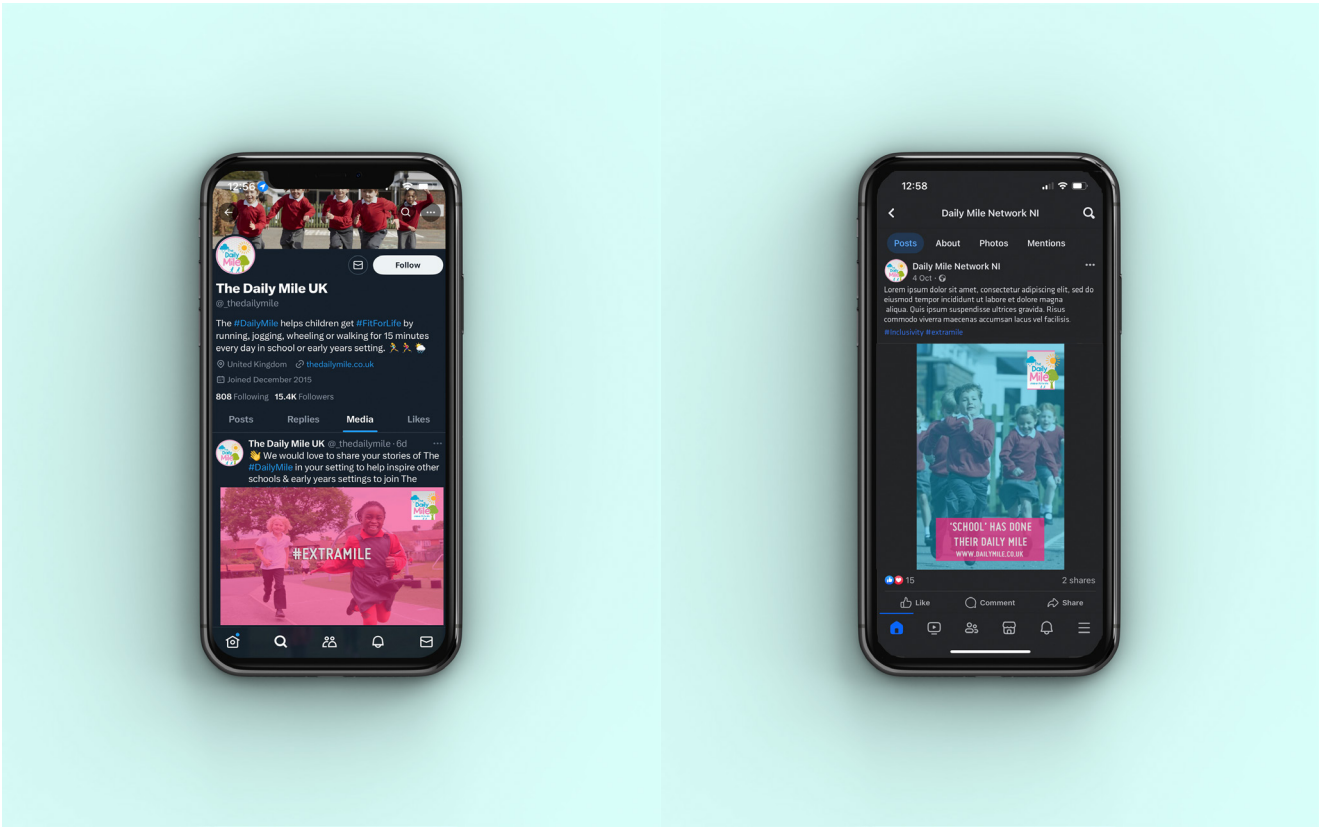
For the Participation pack agreed in the Brief. I thought to use a brochure as it will provide concise information as there is limited space to put information on. Each of the sections are, What is the Daily Mile, Benefits of the Daily Mile and how to take part. Brochures are also very cost, meaning that they can be printed in bulk without that much on worry on spending costs, giving the Daily Mile a semi affordable option. I used the more popping colours of the Daily Mile Brand on each of the 3 sides of the brochure. This allows more visabilty for the Daily Mile brand and create a bigger each catcher for the target demographics
MockUp provided by PixalBuddha.net

Design 2 – Social Media Designs

For the Social media posts for the second set of designs, I again used the existing photos from the Daily Mile website as placeholder images to show the concept of the designs to the community partner. Similar to the first set of designs I kept the idea of using full images as the emphasis of the 26-mile challenge was on the kids so I thought that the kids completing the challenge should be in the focus of the posts. For this one I wanted there to be a bigger emphasis on colour than the previous one as it would be brilliant for the target demographic, kids will resonate better with brighter bolder things. To do this I simply did a transparent bright colour over the full images so the focus is still on the image below rather than anything else. However, after showing these designs to Adrain, he told me to add some desaturation to the background images to take out some of the more popping colours of the background image. This allows the images to still show what is there, like the kids running as well as showing the colours more proficiently Bright colours like the Daily Mile Brand ones show positive energy, getting more people involved in the challenge and even creating a sense of enthusiasm for the participants. Again, for the colours, the bright colours will increase the visibility and attention of the posts, so when people are scrolling through social media, they will see bright colours such as pink or blue and are more likely to pay attention to the post. Again there will be minimal text only showing things like hashtags again, most of the important text will be shown in the Facebook or twitter posts themselves.



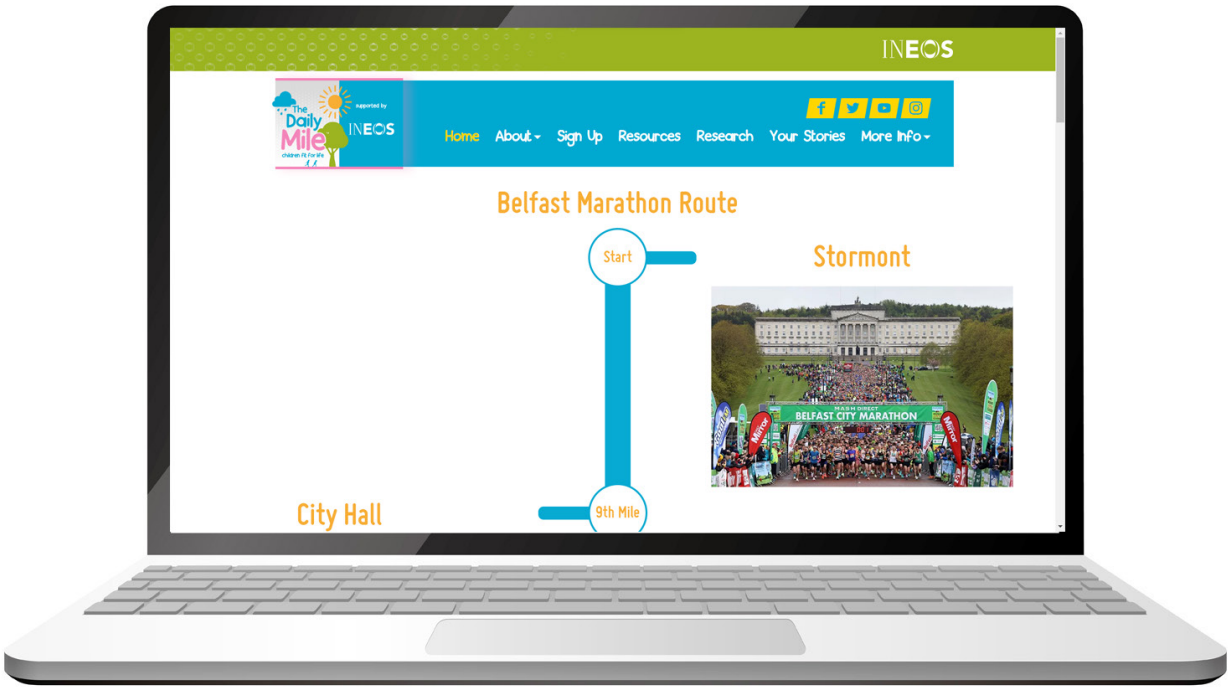
Design 2 - Social Media on Phones



Here are some of the the previous designs in some social media apps, Twitter (Left) and Facebook (Right). With hashtags in all the posts.

Templates Provided by GraphicBurger.com

Design 2 – Tracking



For the tracking for the second set of designs, I thought about creating a website to do this. This website will be a simple interactive scroller showing each mile of the Belfast City Marathon. It will have pictures of each of the Miles of the marathon and a sort of concise bit of information, as you scroll down the website there will be popups for each bit of information adding a bit of interactivity to the work. This bit of interactivity will offer a bit of entertainment for the kids and offer a chance for the teachers to teach some of the history of Belfast itself. With all of the information not being shown straight off the bat there will be enhanced engagement with the challenge as the kids will want to keep doing the challenge to keep getting the information of Belfast and each of the Miles.

Design 2 – Booklet

For the information package for the second one, I proposed a booklet that could be sent out to people who may want to sign up. Booklets allow an avenue for concise information, booklets provide an opportunity to show key points, details about the specific information as well as instructions for the reader. This is why some titles of sections will be Benefits of the Daily Mile or What is the Daily Mile giving concise information. Similarly, to the Brochure, the booklet allows ease of distribution with cheap prices and because of the small size, they are easy to hand out to the public. For the Visuals of the Booklet is will follow the colour scheme of the brand guidelines, again showing the brand identity of the Daily Mile.

Design 3 – Social Media Posts

‘SCHOOL’ HAS REACHED MILE 9

TODAY’S SCHOOL

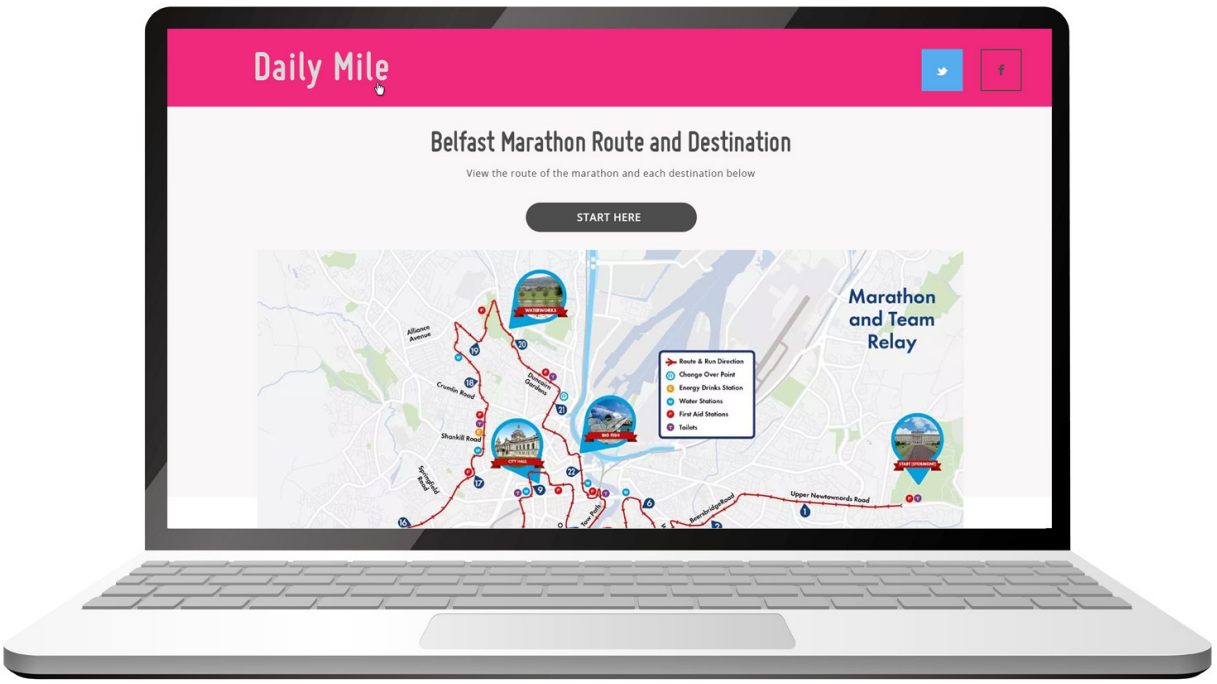
Again, for the Final set of designs, I wanted images to be in the forethought of the designs to emphasize the work, I thought for design three to maybe do a more infographic style, but I do not think it would've suited the style and the brand that the daily mile had already created. Therefore, for the final set of designs, I created a sort of frame for each of the images. I have done this to make sure the images will stand out to the audience, and they are the main target of the social media campaign. The colour of the frame was again transparent to show all the images below the frames. The frames will allow the images to be bold and pop out well showing the image is the main target of focus. Again, I used the vibrant colours of the Daily Mile brand to make the frame as well as the background, this again will allow the user of the social media platforms to increase visibility and recognition. For this design, I thought to add photos of landmarks to the design, this is for the Daily Mile to post this when a certain school had reached a certain landmark or mile, such as "(School) has reached mile 9" this is to create visibility that a school is doing well, as well as stoking a bit of friendly rivalry between schools, as one school might see another one do well and try and follow their footsteps.

Design 3 - Social Media on Phones

Here are some of the the previous designs in some social media apps, Twitter (Left) and Facebook (Right). With hashtags in all the posts.

Templates Provided by GraphicBurger.com

Design 2 – Tracking



This is conceptually similar to the second design idea when it comes to tracking the miles. It is going to be an interactive scroller with popups as you scroll through, this will be made with WordPress to allow the community partners to easily change anything if they need to, as well as using a WordPress theme to help with the interactivity and the designs of the website. Where this differs from the second design is instead of normal photos of landmarks and miles, 360-degree images will be used. This idea was praised by Claire and the like as it provides a fun and interesting way for the participants to view each of the landmarks. The 360 photos will offer an immersive experience for the participants, this will incentivize people to keep doing the challenge to see what each mile has to offer. This will also educate the people of Belfast itself with the 360 allowing the user to view all around them instead of a static image, giving more information about each mile. These 360 photos will also be reinforced by text giving short concise conclusions about each mile. This I believe is better than the static images as a 360 image tends to give more attention to the challenge.

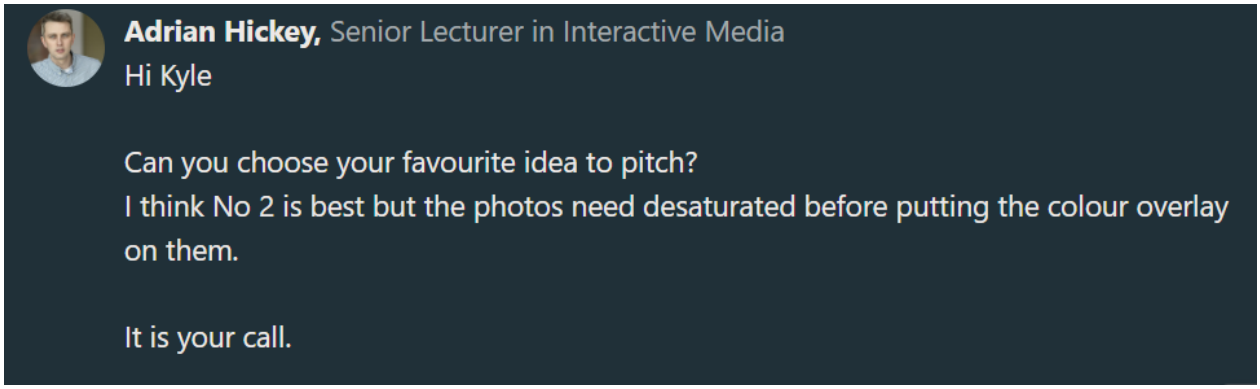
Design 3 – Brochure

For the final design, the information package I went back to the brochure, however, for this design of the brochure I thought to dial the colours back a bit. I do feel the brochure is the best choice for the community partner as the price will be exponentially less with this compared to any other method as it is just a single piece of material to be printed on instead of a couple of pages like a booklet, with the same information being sent across. The photos on the booklet will be photos of kids participating in the Daily Mile as a photo speaks a thousand words meaning that it can convey more information than anything else could provide. I dimmed down the use of colours compared to the first design as, the first one might be a bit too colourful and thus could be a bit too off-putting to any one that may want to participate.

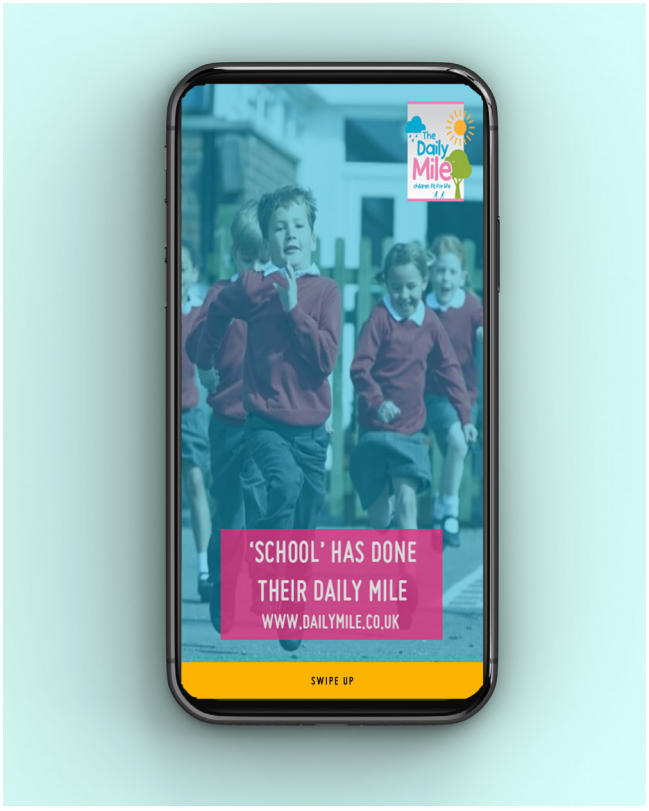
MockUp provided by PixalBuddha.net

The Pitch Deck

After I made the three designs for the brief we had to put them into a pitch deck, a document with each of the designs on. This allowed us to talk about each of the designs with our team members to try and get them to pick the best concept to pitch to community partners.



Final Design – Social Media Changes



Social Media Platforms

We had a discussion after the pitch deck I had the thought to change the amount of social media platforms we worked for. I thought that Instagram would be a beneficial addition to the platforms, more specifically just for their story aspect. With a story it allows using the swipe-up function, to post a story and they swipe up which can send them somewhere else, e.g. the Daily Miles Sign-up page.

Final Design Changes

There was a conflict of interest here with the choice of designs, Adrian thought that my second design of the transparent style was the best, whereas I and Darragh thought the third design of the framework was the best. After much consideration I made an amalgamation of both designs, creating a frame with a transparent image.

The Pitch

The next step in the production was to pitch the unified pitch to the community partner. This was the part I was dreading but it was an important step as a professional graphic designer so I needed to suck it up and work on it. The first thing however was to make up a date that suits everyone, the community partner as well as the team. It was decided we would Do the pitch om Friday 10th November at 12 noon over teams.

Pitch

Claire Mulrone · Oct 31 · Notified 4 people

Which of the following dates suits you best.....

Tuesday 7th November 11.30am
Wednesday 8th November 10.30am
Friday 10th November 12.00 noon

I need to know today.... I'd like to offer two dates as Barbara is teaching.....

Claire

Brenda
We would like to do the pitch on Friday 10th November in person or online at 12.00.
If you are happy to do this in person, I'd like to facilitate this on the Belfast campus.
I'm happy for you to invite the representative from the Marathon if you like.
Let me know what suits best.

Claire

Dear Claire
just to say Brenda and possibly another member from the network will be available for the TEAM pitch at 12 noon on Friday 10th.
Sorry i am on annual leave, so sorry to miss it. But i look forward to seeing all the pitches when i return.
best wishes
Barbara

Hello all

I am looking forward to hearing your pitch. Could this be online please via teams?

Thanks
Brenda

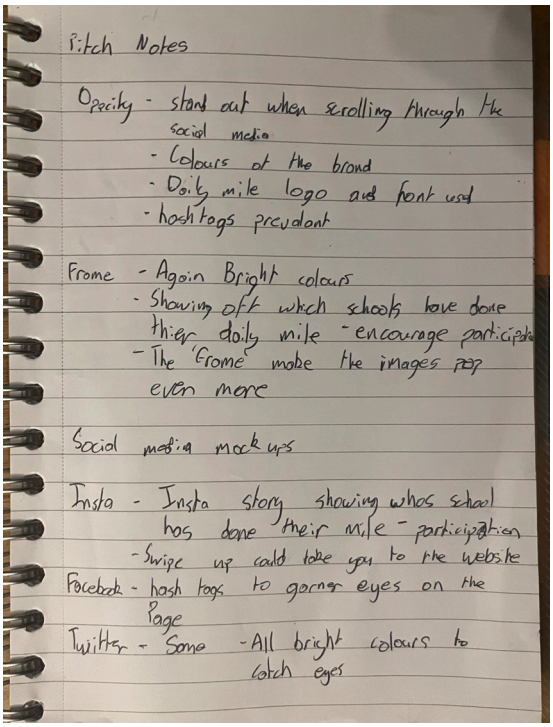
Good afternoon, Brenda

That's grand, can you please send me Emer's email from the Marathon to invite her to the pitch too.
Great to chat Barbara, enjoy your break.

Kind regards
Claire

The Pitch Notes

Due to being nervous of speaking to the Community partner as well as public speaking in general, I wrote a few notes on all the points I needed to get across. This helped me gather my thoughts as well as helping organise what order to say the ideas and points so there is little confusion on what I need to say. Before I went into the pitch I spent a little time going over this to try and calm the nerves.

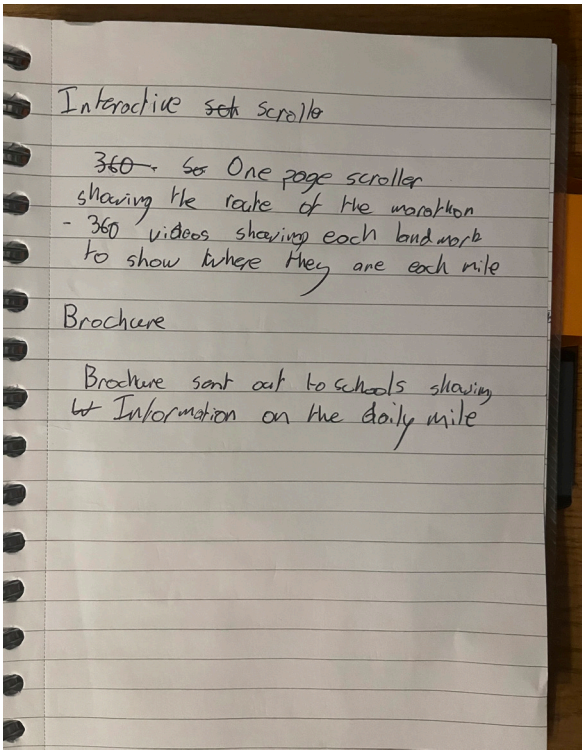

Pitch Notes

Opacity - stand out when scrolling through the social media
- Colours of the brand
- Daily mile logo and font used
- hashtags prevalent

Frome - Again Bright colours
- Showing off which schools have done thier daily mile - encourage participa
- The 'Frome' make the images pop even more

Social media mock ups

Insta - Insta story showing whos school has done their mile - participation
- Swipe up could take you to the website
Facebook - hash tags to garner eyes on the Page
Twitter - Same - All bright colours to catch eyes


Interactive ~~teh~~ scrolle

~~360~~. So One page scroller showing the route of the marathon
- 360 videos showing each landmark to show where they are each mile

Brochure

Brochure sent out to schools showing ~~bt~~ Information on the daily mile

The Revised Pitch

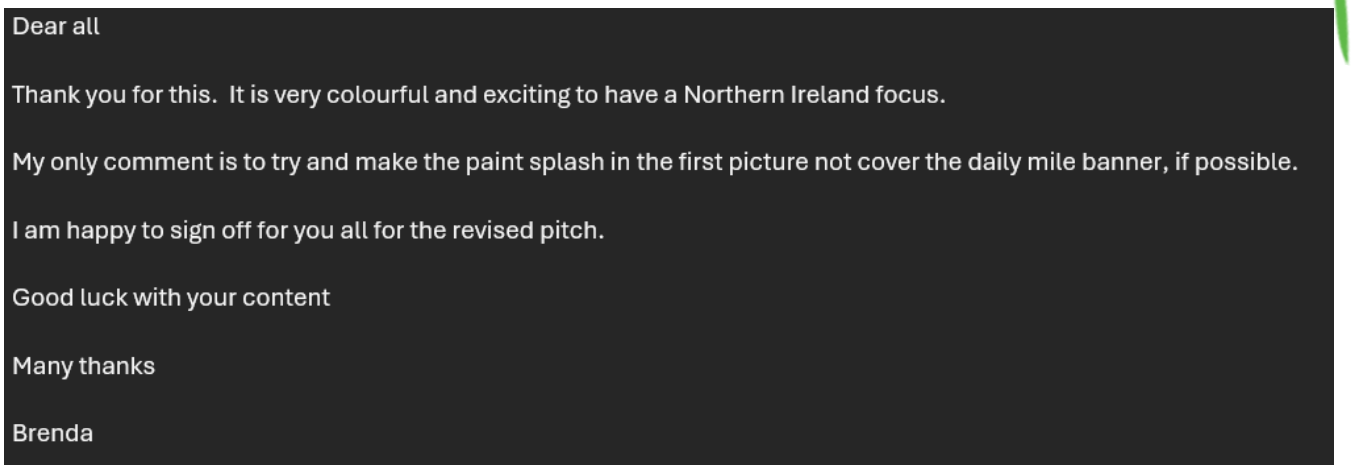
The pitch went off well, I was deathly nervous when on the call, I thought I would be grand with all the notes and the like but when I was on the call I believe I didn't get all the information or the points across that I wanted. The aftermath of the pitch was great as it really allowed us to figure out who was doing what. Darragh's design choices with the paint splash were chosen as it felt the most resonating with kids. We would then go with Jamie's interactive scroller website for the tracking, but using my 360-degree photos with it. The next thing I would do after was create a bunch of hashtags and then put them into the revised pitch. The only bit of criticism we got was to make sure that our designs did not cover any of the children's faces.

Pitch Notes

Claire Mulrone · Nov 13 · Notified 4 people

Theme Darragh - Splash - explore if the splash could be running trail or a map outline.
Incorporate space on theme for school name
Space for local statement from schools about their activity
Full Colour Photos (No Treatments)
Create several new # tags
Use Darragh Template
Develop Jamies Scroller - motion graphic
Explore the 360 idea for some of the photography that Kyle suggested.
develop six weeks campaign with land marks making the milestones for schools.
vibrant colours
ensure graphics on social media don't obscure the faces of kids.

After all this was fixed and updated we put all the changes into a revised pitch document and sent it to the community partner to sign off on it so we could begin the design phase properly.



Dear all

Thank you for this. It is very colourful and exciting to have a Northern Ireland focus.

My only comment is to try and make the paint splash in the first picture not cover the daily mile banner, if possible.

I am happy to sign off for you all for the revised pitch.

Good luck with your content

Many thanks

Brenda

THE DESIGN PHASE BEGINS

#GOTHEDISTANCE #JUSTSTARTED

#ONEMILEATATIME #MILE1/ONE

#INCLUSIVITY #NEARLYTHERE

#EXTRAMILE

#BELFASTMARATHON #GOTHEEXTRAMILE

#FUNFORALL #GETINVOLVED

#GLOBAL #JUSTONEMOREMILE

“I love the 360 Images... Very Interactive”

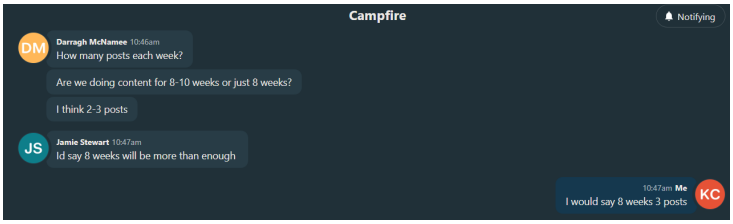
Brenda –The Daily Mile Network

Stage 3

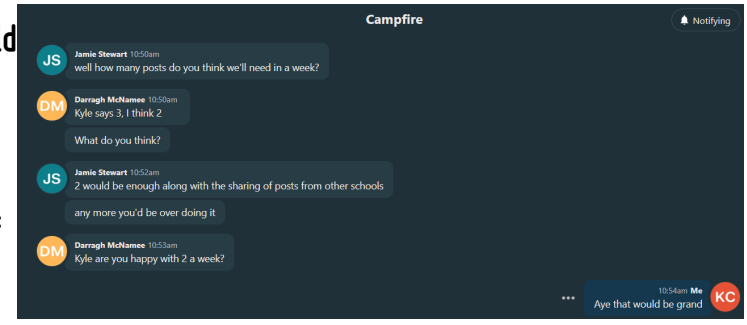
Plan of Action

After the go-ahead after the revised pitch, the first thing to do was to work out what exactly to make and who was doing what. After Jamie's interactive scroller was chosen he would take the website, and Darragh and I would take the Designs and figure out a schedule for the social media posts for the campaign.

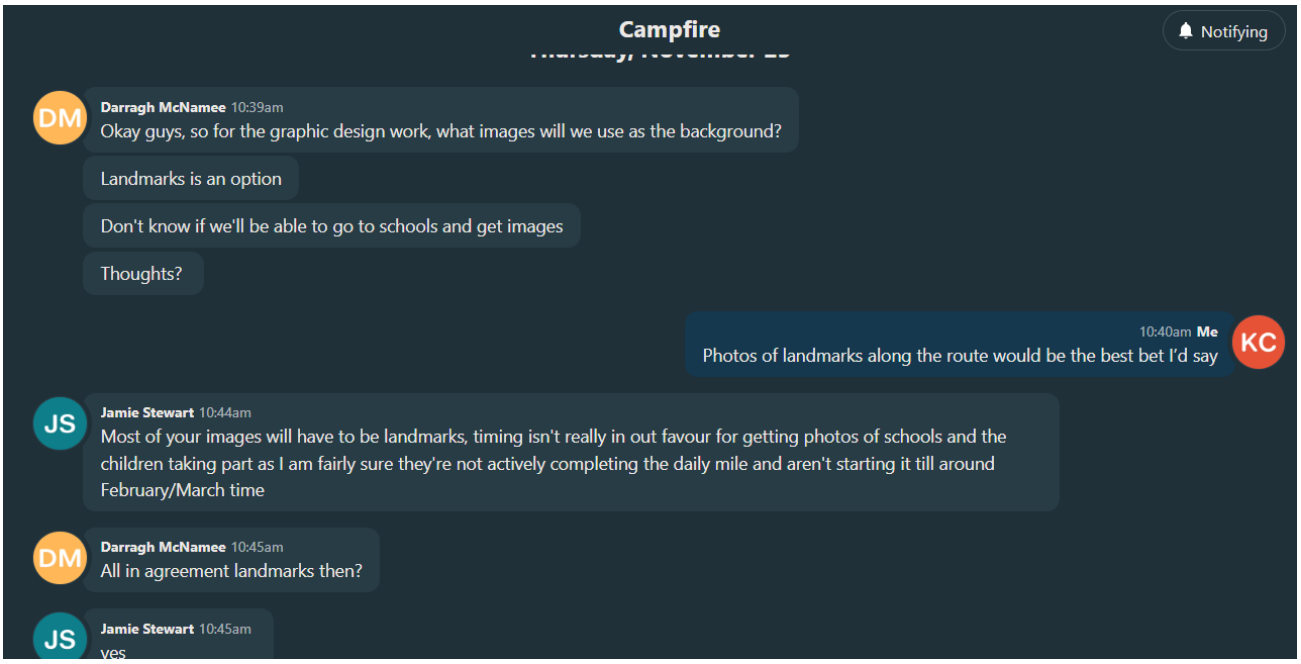
The first of these was to figure out how many posts and how many weeks the campaign would run over. From the notes I took from the very first talk with the community partner, we knew that they hope to run the campaign over a 7-8 week period, so we decided to then go for the 8 weeks. With 8 weeks and what I thought 3 posts a week (24 posts altogether) I thought be ideal.



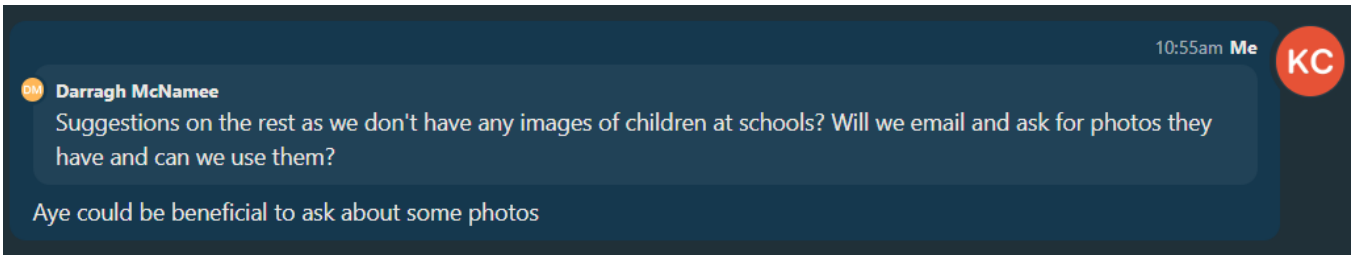
However, my other two colleagues thought differently, and through some discussion, we would do 2 posts a week as The Daily Mile social media team would repost school who themselves post what they put on social media themselves about them completing the challenge, we decided that if we stuck to the 3 posts a week it will overcrowd the social media page.



After figuring out the quantity of posts we would then need to find out what the actual content is in these posts. What we know is that we are using Darragh's theme from the pitch and we are going to be very picture/photo heavy. We decided to use some photos of the major landmarks along the Belfast City Marathon route, as if we did them every mile some of the photos will just be random streets in Belfast, so only the major landmarks like City Hall or Stormont are going to be featured. We would combine this with something like "You are here" or "This is mile 9", this gives a lot of fun for the kids as they can see where they are on the route. This could be similarly to parents who are now able to track where their kids are on the route.



This was only part of the social media posts, Once a week. The other posts are going to be children taking part in their Daily Mile. We chose to do this as it is all about what the charity reaches out with, the fact that a simple 15 minute run a day has enormous health benefits for the development of a child, so we needed children to be a majority in the posts we create. However, we had a problem with this, We had no Photos.



To Change this we thought it would be beneficial to ask Our community partners at the daily mile if they could provide us any photos that we could use in our designs. We didn't want to just take from their website or their Facebook/Twitter as we didn't want to be infringing on any copyright and the like.

From: Jamie Stewart <Stewart-J55@ulster.ac.uk>
Sent: Thursday, November 23, 2023 11:17:39 AM
To: McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>; McConnell, Barbara <B.McConnell@Stran.ac.uk>
Cc: Darragh McNamee <McNamee-D9@ulster.ac.uk>; Kyle Cochrane <Cochrane-K6@ulster.ac.uk>; Mulrone, Claire <cm.mulrone@ulster.ac.uk>
Subject: Photographs

Hi Brenda and Barbara,

I am emailing you to ask if you have any events coming up in the next week that we would be able to attend to capture a few photographs, or if you have existing photographs we can use?

As of right now, the only photographs that would be included would be of landmarks of the Belfast Marathon.

Kind Regards,

Jamie Stewart
B00810672

During the discussions in class and around we decided to try and get photos from our community partners through email and ask if they had any events coming up that could be beneficial to take photos at.

Dear Jamie
We have a research event next Friday and a Santa run . We are going to Rosetta Primary to do the Santa run then to QUB for the research launch . Failing that we have loads of pictures . You can look at our FB and Twitter account and also Stranmillis new for pictures . Any on social media we have permission for them .
I will forward a few as well that might be usefull
Best wishes
Barbara

However, with talking with the team and with Adrian and Claire we decided to not take up the offer to take photos of the Research Event or a Santa Run. We didn't take the research event because there would be no chance to take photos that would be useful for the campaign, e.g. no photos of children running. For the Santa run we didn't chose to do this due to Santa hats and Christmas decorations around will date the photos. For the Marathon being in May w and the campaign starting 8 weeks before this, photos of children taking part in the mile wearing Santa hats would not suit.

@Mulrone, Claire do you think the boys will be able to do enough with the existing photos on the Daily Mile Social channels as suggested below?

I also have concerns that photos from a Santa run wont date well and that photos from the research meeting wont be useful since they wont be running?!

What do you think Claire?

Adrian

Adrian
I agree the Santa run photos will date. But the team have made a commitment to photograph the land marks on the route of the marathon and also to capture some of the landmarks in 360.

These photos will be needed for the scroller or an alternative motion graphic so kids can work out how much they have completed!

Claire

We were hoping to take photos of Belfast and some of the marathon route as well as one of the events in a single trip to Belfast to cut the number of trips to take to Belfast. However, as the events did not suit what we planned so the Trip to Belfast will be at a later date.

As the community partner was hoping for us to take photos at these events it was important to be polite when rejecting their offer to attend the events to take photos. So emailing them at the earliest opportunity was important as well to make sure they are not spending the whole event anticipating our arrival

From: Kyle Cochrane <Cochrane-K6@ulster.ac.uk>
Sent: Friday, November 24, 2023 4:08:45 PM
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>
Cc: Hickey, Adrian <a.hickey@ulster.ac.uk>; Mulrone, Claire <cm.mulrone@ulster.ac.uk>; Darragh McNamee <McNamee-D9@ulster.ac.uk>; Jamie Stewart <Stewart-J55@ulster.ac.uk>
Subject: Photographs

Hi Barbara and Brenda,

I am just emailing to let you know that we have decided not to attend the Santa run as we feel that it would date the photos for the 26-mile challenge, we also decided to not attend the research event as the photos taken there may not be relevant to the 26-mile challenge.

We apologise if there was any inconvenience involved.

Many thanks,
Kyle Cochrane

Dear Kyle
That is no problem . Have you got enough photos . Have some from the IFA at Windsor park but that's not marathon related
Can send more if you want
Best wishes
Barbara

Plan of Action – Schedule

Week 1

Intro daily mile

Landmark

How to 26-mile challenge

Week 2

Have joined the challenge

Landmark

Go the Extra mile

Week 3

Check your progress (interactive scroller)

Landmark

Not too late to join #inclusive

Week 4

Halfway keep going

Landmark

Countdown encouragement (show halfway falls)

One of the main things for the rough schedule was we wanted to make every Wednesday a "landmark" day, meaning on this day we would post a photo of landmark and with the captions such as "Mile 9" or "You have reached this landmark". The other type of content was Monday and Friday so the content was spread over the whole week

After discussing what type of designs, we needed to make we then went on to create a rough schedule for the campaign. We just did this on Word as it's a rough schedule, we didn't think designing a table and adding all the hashtags and the like was beneficial when it was only a rough schedule. Also within the group, we went back to 3 posts a week with 24 posts so their would be enough content for the campaign.

Week 5

Inclusive post

Landmark

Schools should be here, if not get going

Week 6

¾ of the way there keep pushing

Landmark

Going the extra mile highlight for school

Week 7

Nearly there, just around the corner

Landmark

Going the extra mile highlight for school

Week 8

One last push

Landmark

Congrats everyone

“40 Posts – One for each Weekday For the 8 Weeks”

Adrain – Lecturer for Interactive Media

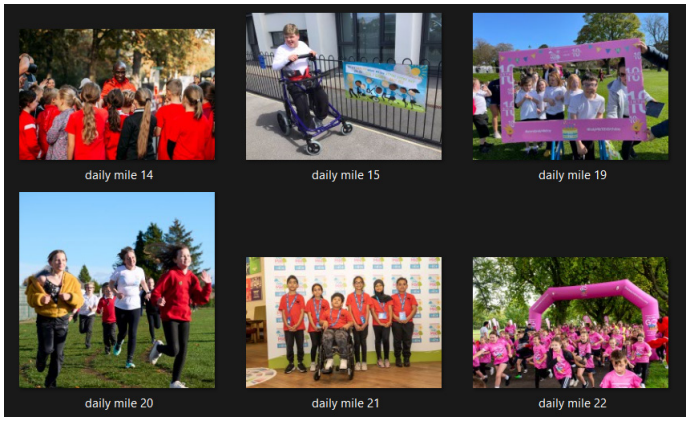
With talking with Adrain we were talking about how many posts we should create and what we thought was a generous 24 posts, 3 a week for 8 weeks was ideal. Adrain wanted to us to create 40 posts altogether, once a day, 5 a week over 8 weeks. At first, we thought this could be too much but after much consideration, we knew this was the correct way to go, not only does it give a lot of content to the campaign, but it allows the community partner to maybe pick and choose what they want to put out if they believe that 40 is too many posts, giving them a little wiggle room with the posts. After this revelation, it was back to the drawing board for the schedule. We still wanted to create a post every Wednesday to show the landmarks every week. We now had a new weekly post, "(school) of the week", showing who has accomplished the best miles of the week. We did this to provoke a bit of friendly rivalry between schools as well as to give kudos to the best school.

With the schedule, we wanted to make sure that everything was as simple as it could be for the community partner to follow and know what to post each day. For this, we gave the title for each image, the day to post, the caption of each post, who to tag and what hashtags to put. This allowed a very easy method for the community partners to follow. On the next page we can see the first two weeks and what the schedule looks like.

Image	Day	Folder	Caption	Tags	Hashtags
Week 1					
week1day1.png	Monday 11th	Week 1	Check what we are all about. Read more down below: https://thedailymile.co.uk/	@thedailymileni @Belfastcitymarathon	#Inclusivity #DailyMile
week1day2.png	Wednesday 13th	Week 1	Get involved now Read more down below: https://thedailymile.co.uk/school-sig-nup/	@thedailymileni @Belfastcitymarathon	#GetInvloved #GoTheExtraMile
week1day3.png	Thursday 14th	Week 1	The Belfast Marathon is 8 weeks away!	@thedailymileni @Belfastcitymarathon	#DailyMile #BelfastMarathon
week1day4.png	Friday 15th	Week 1	This is where your journey begins, start your 26 mile challenge now!	@thedailymileni @Belfastcitymarathon	#MileOne #GoTheDistance
Week 2					
week2day1.png	Monday18th	Week 2	(School name) has just joined the 26 mile challenge! What is stopping you from joining?	@thedailymileni @Belfastcitymarathon	#FunForAll #ExtraMile
week2day2.png	Tuesday 19th	Week 2	Don't forgot those who go the extra mile will be the frontrunner for the prize. Get those miles in!	@thedailymileni @Belfastcitymarathon	#ExtraMile #GoTheDistance
week2day3.png	Wednesday 20th	Week 2	(School name) has just reached mile 7 Ormeau Park, they've got a good head start.	@(School) @thedailymileni @Belfastcitymarathon	#MileSeven #OneMileAtATime
week2day4.png	Thursday 21st	Week 2	Countdown to the marathon!	@thedailymileni @Belfastcitymarathon	#GetInvloved #GoTheExtraMile

Final Designs

After figuring out the schedule and a basic understanding of what type of content we were going to make, it was time to start making the designs for the social media. Do the first thing we did was go on their social media to see how many pictures/photos on there are suitable for designs, as earlier they permitted us to use these. In an ideal world, we ourselves would go to schools and like to take these photographs of students completing their daily mile, but as we only had a few weeks to finish the work it would take us too long to get permission from schools and parents for their kids to be photographed, so we settled for photos on their social media.



The photos already existing on their social media were very hit or miss, some of the photos were very small so they didn't fit in the 1080X1080, and we didn't want to stretch them out. Darragh and I as we were the graphic designers of the group got into a call to discuss what photos to use and put them into a holder that everyone could use, we did this together as if it was seperate we could be using the same photos

An example of the usable photos is on the right

After going through both Facebook and Instagram for the daily mile to try and get usable photos we realized that we still didn't have enough photos to make it to the 32 photos (40 altogether including the 8 landmarks we are traveling to Belfast to get). So we got to emailing.

Hi Barbara,

If you have any spare photos to send over it would be super appreciated, the more we have the more and better content we could make.

Many thanks,
Kyle Cochrane

Our community partners then forwarded us some emails from the Various events that they have taken part in. Ulster Rugby, Crusaders football club, and some from the IFA. However, after careful review, we thought that these photos were not suitable for the plan that we thought for the campaign. The pictures that they sent through with the Crusaders football club couldn't be viewed as the Facebook page was available, so we couldn't use those.

crusaders photos

From: cruesgeneralmanager@gmail.com <cruesgeneralmanager@gmail.com>
Sent: 29 March 2022 11:28
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>
Cc: mic_crues@hotmail.co.uk <mic_crues@hotmail.co.uk>
Subject: RE: Photos

Hi Barbara,

I hope you are well.

See link to all the pictures on facebook (2) Facebook

If you have any issues let me know.

Regards,

Bernard Thompson
General Manager

some from ulster rugby

From: Lindsay Millar <Lindsay@mcecomms.com>
Sent: 02 December 2022 13:08
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>
Subject: FW: Daily Mile

Hi Barbara and Brenda,
Some photos from Ulster Rugby this morning below, I'll send you the video when it's ready.
Thanks,
Lindsay

The Ulster Rugby Club photos couldn't be used as the participants in the photos all had Santa hats and some with Christmas jumpers, so we didn't want to date the content.

Then the IFA photos were taken in the stadium itself, thus we didn't want the impression that the daily mile is this grand thing, it is a simple 1-mile run in the playground that should only take about 15 minutes. With all the photos sent in this batch, very little agreed with what we wanted to create for the challenge, an emphasis on the children completing the challenge.

Subject: Photos

Brenda/Barbara

Thank you for such a positive event at NFS.

Enjoy the web article and photos below. They even caught me out :)

https://www.dropbox.com/scl/fo/45bonypzm148q6jhsbrcf/h?dl=0&rlkey=cfoq7jqi5b9scg9r8etegedjo

https://www.irishfa.com/news/2023/april/world-daily-mile-day-celebrated-at-national-football-stadium-at-windsor-p

As the emails we sent ourselves didn't work out like we would have wanted we went to out teachers for advice. Adrain and Claire were extremely helpful for this as they gave us advice on what needs to be done and how to tackle it next. As we all knew we needed to get more photos Claire thought of extending out of daily mile NI and seeing if our community partners of the NI branch would be able to get photos from the professional photographers of the Daily Mile UK.

Brenda and Barbara
I hope you are both well, it's hard to believe we are in week 10.

The students are busy creating the campaign.

We have been downloading photos from the face book sites in the UK and here in NI.
However, we would be very grateful if we could access any additional professional photography.

Do you have any yourselves, or alternatively would the national Daily Mile Comms team have any they could send.

We appreciate anything you can access and thank you for your continued support.

Best regards
Claire

Shortly after Claire sent this email on our behalf we got a response from our community partner with two separate folders, one with photos taken from an event at Stormont. From this folder, we choose to use little of the photographs within as a lot of the photographs were just people signing pledges and the like, little to work with our plans.

Hi all
Here are some stormont photos so please feel free to use some of these
Hope this helps
Thanks
Brenda
Stormont Pictures

Hi all
Here are some more photos hopefully this may help
Thanks
Brenda

Extra TDM Photos

Within the second folder sent over was a better range of photos used, showing children running which can be easily converted into advertisement for the Daily Mile as well as used to show children completing the challenge. However, there was a problem with these photos, the dimensions on most of them were very small, with some being as small as 588x392 meaning that stretching this up to the 1080x1080 that Instagram uses it would make the quality appalling.

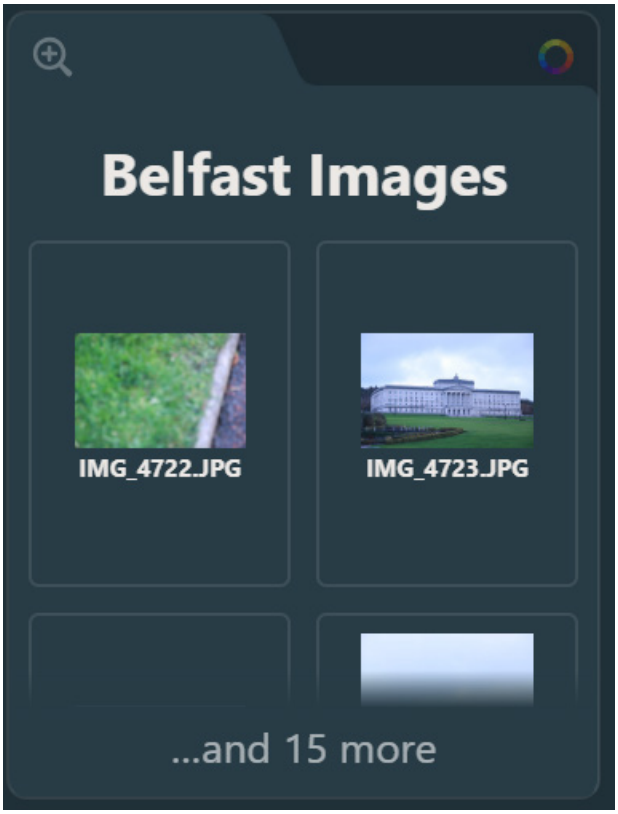
Photography - Landmarks

After we figured out the pictures, we were gonna use for the majority of the designs for the posts the next step was to get the photos for each of the landmarks we were going to use. For this, we hired out a Camera from the university storage on Thursday 30th November and went to Belfast on Monday 4th December. We used this trip to also get the 360-degree photos of the landmarks as well, its better for everyone to go on one trip as if there is any problems there is someone else to help figure out the solution.

We arrived at Belfast around 10:30 am to take the photos starting with Stormont as it was the start point. There was a real challenge with traveling the route and figuring out Belfast itself as it's a hard city to travel. As this was taking place in the first week of December it was also bitterly cold so we were also rushing the photos and the 360-degree photos. When out there I also took some of the photos with my Iphone camera just in case anything could happen with the file transfer or camera, anything really.

However, with this trip, we encountered a problem. The traffic and business around the city at Christmas time as well as how early it gets dark at this time of year meant we were working on a limited time frame. Adding on none of us really knew how to traverse Belfast properly which added a challenging element to the photography. We started off with Stormont as it was the starting point as well as the one that was out of the way the most, then to Ormeau Park for the finish line as well as around the mile 7 mark. City hall was where we lost most of our time as finding parking at Christmas in Belfast was troublesome.

After City Hall, the problems started to come. The first one was at city hall which due to being in December the Christmas decorations were up and the Christmas markets were there. We talked about this as a group and decided that although the Christmas theme is prevalent and it would date the work, Belfast City Hall is one of the most important and iconic landmarks to use for the Belfast City Marathon and thus the 26-mile Challenge. So we had to use this even though it may date the work.



After we got some of the landmarks with the camera as well as the 360 camera it was getting dark, thus we could not continue to shoot.
As Jamie was the one who rented out all the equipment we took all the equipment home and extracted the photos and sent them to us over Basecamp — doc and files section.

Unfortunately, we got beat by timing and it went dark on us, thus making some of the photos unusable. We need to go back at a later stage.

Photography - Landmarks, the Revisit

As a group, we decided that heading back to Belfast was the correct thing to do. We couldn't do the next day as we had class so we decided Thursday to be the best day. We got better photos as well as finished the 360-degree photos. However, there was still a slight problem to be addressed with the landmarks. Some of them just are not appealing to the camera.

The Final Design Stage

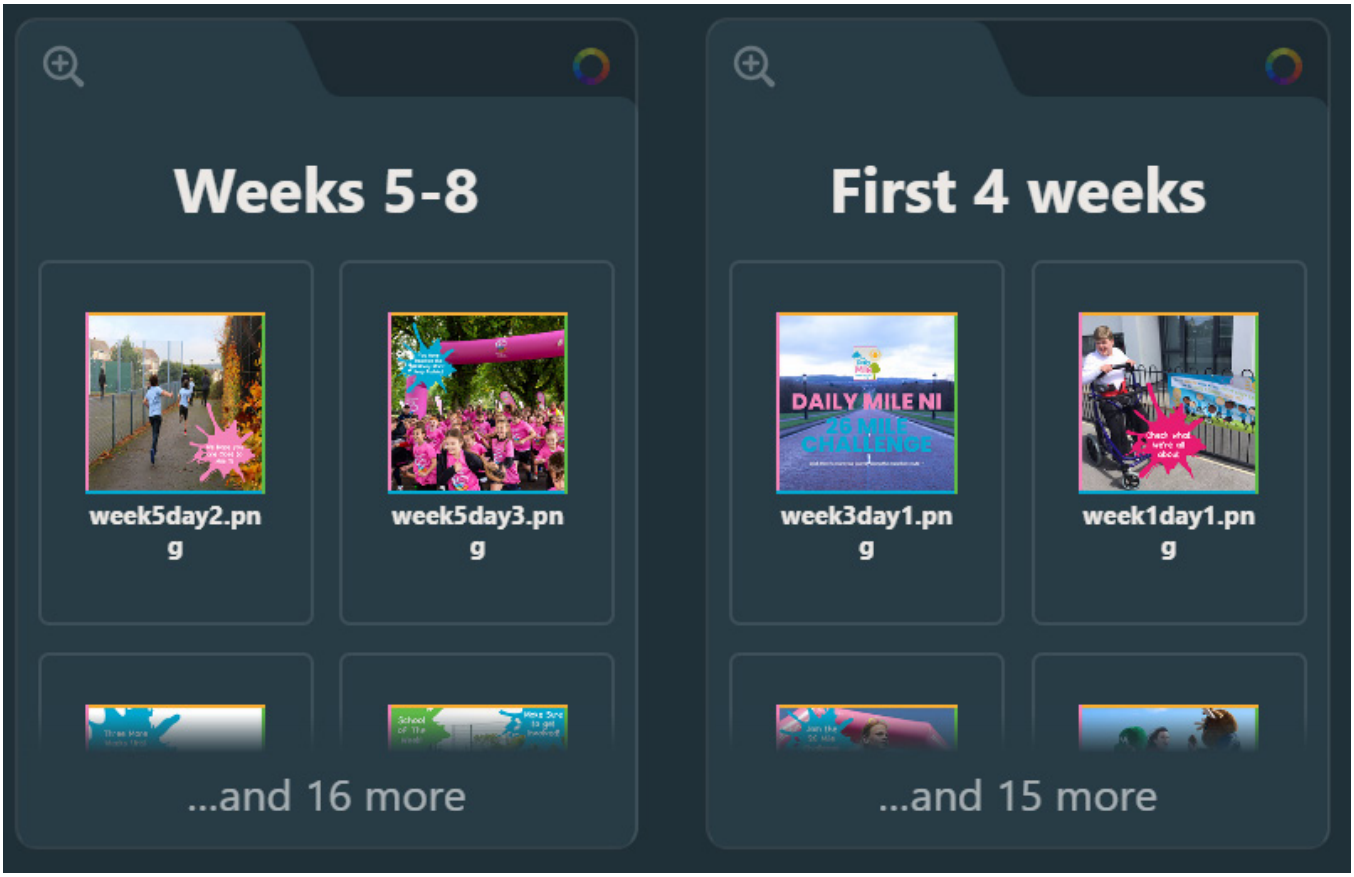
After all, photos were taken from their social media, and it was then time to design the 40 posts. Darragh and I split the posts 20 each, Darragh took the first 4 weeks and I the last 4 weeks. After we first sent our unified pitch, Adrain gave us an updated paint splash to make it seem more "industry standard", we were then able to customize it with the Daily Mile Branding colours to suit our choice.

As Darragh's designs were chosen from the pitch he was the one who had the template to send over to me so I could work on my 40 designs. The idea was simple, put a border around the main picture and add some paint splashes in the corners making sure that we don't cover any of the kid's faces, which they said in the pitch meeting. The paint splash also gave us an opportunity to put a bit of text over it with the most important information.

However, we ran into another problem with the photos. We found that there was no point in photographing just random streets around the Belfast City Marathon route. To do this we just added a couple of paint splashes around the post with the frame. This gave us a lot of room to add information about the post and room to work with what we got. Although, this is not the final outcome of what we wanted to begin with, some compromises need to be made to get all the content for the community partner.

Of the landmarks and locations that we could use that worked out well the designs worked out well. Like the big fish or the Final locations, out of the 20 designs I had to create, I had to make 3 designs without the pictures.

We also had a problem with some of the photographs taken from the socials. Some of the photos were a tiny bit small and did not fully fit in the 1080x1080 frame we were working on, the dimensions of an Instagram post. We thus had to blow up some of the images, this caused some of the photos to be stretched but as we didn't have to stretch them that much so it wasn't that noticeable for the normal person. Also because this most likely be viewed on a phone it would even be less noticeable.



10 DECEMBER

DARRAGH

Kyle I seen that for your 'you have reached mile...' ones that your background is that pale grey in the colour pallet whereas mines is white. I think the white looks better as the grey looks depressing
Kyle and Jamie what do yous think

JAMIE

Aye the white makes the colours pop a bit more

DARRAGH

Kyle you happy making changes, or do you think the grey suits more?

11 DECEMBER

ME

I'll change that now
The text on week 3 day 4 has the wrong text on it, it says the Belfast marathon is in 8 weeks

DARRAGH

Good man

FRIDAY

When I put my Initial 20 designs into Basecamp to be peer reviewed, problems arose with it. Darragh brought up the point that I was using the grey of the Daily Mile brand colours on the posts with no main image which as they put it could add a "depressing" element to the work. After looking at Darragh's designs as well as listening to their reasoning I agreed to them, thus changing the background colour on some of the designs to white, taking out the depressing feel of my originals. After Darragh and I complied the designs under one file and with my completed schedule and the Website that Jamie created it was time to send it over to the community partner.

Stage 4

The Handover

Before we sent over all the work to the Community Partners we first had to get the all-clear from Adrain to make sure it was all ok and nothing stood out.

Hi Adrain,

Our team was wondering if it was alright to send our work over to the community partner for review.

Many Thanks,
Kyle Cochrane (B00811580)

HA

Hickey, Adrian
To Kyle Cochrane

You forwarded this message on 17/12/2023 16:58.

Yes please Kyle.

Adrian

Regarding handover, since everything is intended for social media, it will either be sent via a service like WeTransfer or put onto a pen drive and given to Judith because the files are too large to be sent over email. Claire will accomplish this by obtaining the final Basecamp folder containing all of the content organised into distinct folders. Because we were also sending the schedule and the website it would be easier to just send the pdf of the schedule over email to the community partner similar to just sending over the link to the website.

Hi Barbara and Brenda,

Hope you are all keeping well, attached is all the work created by Darragh, Jamie and I, there is a link to Social media posts as well as a pdf for the schedule for the posts, also a link to the interactive scroller is provided below. If you could provide any feedback before we send out the final submission it would be greatly appreciated.

Social Media Posts - https://we.tl/t-7aZZ3jlVwn

Interactive Scroller - www.26milechallenge.online

Many Thanks,
Kyle Cochrane
Darragh McNamee
Jamie Stewart

After we sent across our work to the community partner we got wonderful reviews from them. It was a wonderful experience for a brilliant cause. Barbara and Brenda was an excellent partner right from the beginning. they always responded quickly and made sure we had everything we needed, which made our jobs ten times easier.
It's been a great experience working with a company like the Daily Mile NI, and Barabara and Brenda have made everything very simple.

Thanks very much Brenda and Barbara for the very positive feedback.

After the marking and exam board I will transfer all the student's media outputs to a pen drive and drop it off with you both in the New Year.

We also hope to have an end of year show at the end of the academic year showcasing all the work the Interactive Media students have completed for 8 Science Shop community partners.

Have a peaceful and restful Christmas Break.
Claire

Claire Mulrone Senior Fellow HEA
Head of Widening Access & Participation
Co-Director Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

Dear Kyle, Jamie, Adrain, Darragh and Claire
Thank you so much for sharing this with us. It is absolutely fantastic, i so love the interactive scroller. You have all worked so hard on this and it has been a pleasure to work with you all. I hope you all enjoyed it and we look forward to sharing with our colleagues in Belfast City Marathon and the rest of the Network. We were tell our Principal about it and he was very impressed and keen to see the completed project.
Well done, and good luck with the rest of your course.
Hope you all have a lovely Christmas

Claire, will be good to link up again in the new year if you are available

“It is Absolutly Fantastic”

Barbara and Brenda – The Daily Mile

Reflections

It was very exciting to return to class after finishing a leave of absence, and I knew that group work would be a part of my final year of studying interactive media. Darragh, Jamie, and I knew we would get along because we had I had lived with Darragh for two years before and Jamie or one. due to this we already had an excellent rapport with each other and were not afraid to let the other know what is the plan of attack. There was a downside for this year compared to last. This year we didn't live near the university and all apart so there was little communication down in person, mostly during class. We did however use Microsoft Teams as a way to counteract this. I feel to get the highest level of content we should have met up in person to discuss more.

Everything we produced for this module really pleases me. When I think back to Week 1, the project as a whole seemed so overwhelming, and I thought we would never be able to produce anything close to the calibre of previous years. With the support and direction of Adrian and Claire, our teamwork produced content of which I am proud, and we finished the project with fresh insights and enhanced abilities.

I plan to concentrate on time management and making the most of the time we have available. A project like this should take no more than 12 weeks to research, develop, and produce, but we frequently ran out of time. This is something I would like to pursue, grow, and improve upon.

The
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