

**ACTION**

**A  
N  
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E  
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**MED - 526**

**Production Log**

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**B00801703**

# Contents

**The Project 3-7**

**Pitch Deck 22-35**

**Research 8-11**

**Relaxation Video  
Project 36-45**

**The Brief 12-16**

**Reflections 46-48**

**Benchmarking  
17-21**

# **Interactivity for Social Enterprise**



# Project Choices

The banner features the Project Social logo in purple and pink, with the text 'Welcome to Project Social 2023' and 'Adrian Hickey and Claire Mulrone'. To the right, a summary box lists: 13 Years, 219 Students, 86 Projects, £794,532, and 200 Hours p/student = 43,800 hours contributed to the Social Economy X £18.14 p/hr. Below this, it notes that £18.14 is a Subsidiary Payroll Rate for staff required to conduct complex analysis and identify options and solutions. A second summary box for 2022 lists: 17 Students, 7 Projects, £61,676, and 17 students x 300 hours x £18.14 = £92,514. It also states that Project-Social is now a 40 credit module and requires 400 hours of study per student, with 100 hours removed for reflective writing and other coursework tasks. The Ulster University logo is in the top right of the summary box.

We were introduced to Project Social and the variety of community partners (11) that were available and willing to let us work for them.

Each community partner was slightly different that the next between hearing their project specifications and the skills required I noted down the key points that stood out to me for each one to compare my skills and knowledge against. After we got to hear and think about each one of the community partners on our own we were told to get into groups of 3, this is where I coupled up with Sam and David.

Then each group sat together and we discussed what our group was skilled in and which community partners we would like to work with.

One of our choices being Action Cancer Adrian and Clare then compared the results and came to a conclusion that we would be working with Action Cancer.

Out of all of the other project partners we had the opportunity to work with Action Cancer. This was a great news as we had the knowledge along with the necessary skills to complete the work at it's highest quality.

NI Sports Forum

Social media advertising/ interaction (2 videos) social media post schedule and possible campaign

McDonald Centre

2 videos 1 of Women's voices and the other a type of documentary about showcasing the vulnerable elderly with low income that can't afford food/ heating, receiving gift cards.

Mary Ann McCracken

Educate children on the use of "technology" (P5 and P6 children) creative ways on engaging with the children.

Mediation NI

Mediation is needed in the workplace (conflicts within employment). Set up an agency targeted for employers (how to sell it) this ties in with mediation in a workplace in order to keep work output at a high.

The Daily Mile Network NI

Create a sales pitch to sell the daily mile and engage with children to do the mile. What can the children/ schools can get out of winning the daily mile?

Create an advertising campaign.

Resilo

Instilling hope in young people

All the material is on Facebook. Creating a new logo/ visual identity in order to expand the reach of Resilo. Must include a sunflower as it's the international sign for hope.

Discover Groomsport Development Group

Saving the history of groomsport and spreading it through the use of technology and interactive media. Preserving what is Groomsport.

Clifton House 250<sup>th</sup> celebration

12 months of different theme for each month.

The ulster society of promoting the education of the deaf and the blind

They have no visual identity/ no online presence.

Leander Swimming Club

They have an anniversary coming up that they want to make into a big celebration. Social media campaign with content of the head coach

# Project Introduction

## P1

Out of all of the other project partners we had the opportunity to work with Action Cancer. This was a great news as we were well knowledged and had the necessary skills to complete the work at it's highest quality.

## P2

The next step of our production was to get a briefing from Clare about Action Cancer and what their thoughts and ideas were for us to produce.

## P3

Third step was given to us from Adrian and this entailed the areas we were being marked on and each part of this journey we needed to complete.

## P4

The fourth step for the project production was carrying out benchmarking and creating a brief for the Community partner to review.

## P5-6

The next step is producing 3 individual pitches based on the feedback given from our delivered brief and combine them for a simpler delivery. Gathering all of the feedback from our pitches the next foreseeable step is to create our projects which will be shown to Adrian and Clare for any critical feedback prior to submission.



# Time Keeping

Thu, Dec 7		Total: 193:23:00		
Meetings	• Action Cancer project - Action Cancer	\$	23:50 - 21:26 <sup>+1</sup>	21:36:00
Brief	• Action Cancer project - Action Cancer	\$	21:42 - 11:09 <sup>+1</sup>	13:27:00
Community Partner Meetings	• Action Cancer project - Action Cancer	\$	19:31 - 21:52	02:21:00
Pitch Deck	• Action Cancer project - Action Cancer	\$	11:09 - 22:21 <sup>+1</sup>	35:12:00
Time spent on project during class	• Action Cancer project - Action Cancer	\$	10:00 - 19:25 <sup>+2</sup>	57:25:00
Relaxation Video Production	• Action Cancer project - Action Cancer	\$	08:28 - 05:37 <sup>+1</sup>	21:09:00
Production Log	• Action Cancer project - Action Cancer	\$	05:37 - 23:50 <sup>+1</sup>	42:13:00

This is a time-sheet of my contribution to the project throughout the entire span of this project.

To keep track of time our group chose to use clockify as it was simple and easy to use. The screen-shot showcases the total time spent on each aspect of the project as well as the overall total time.

# Project Specification

## Action Cancer

### 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 Cancer's 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.

PROJECT  
SOCIAL



### Skills Required:

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

This project stood out to me as I was intrigued by the camera, videography and photography skills.

This project fitted our team the most.

- I have good knowledge and understanding in the use of a DSLR camera as well as skills in videography, photography, Premiere Pro, Photoshop, Illustrator and InDesign
- Sam and David have skills in Illustrator, After Effects, Premiere Pro and InDesign

These skills were necessary for this project as Action Cancer stated within their project specifications:

#### Action Cancer

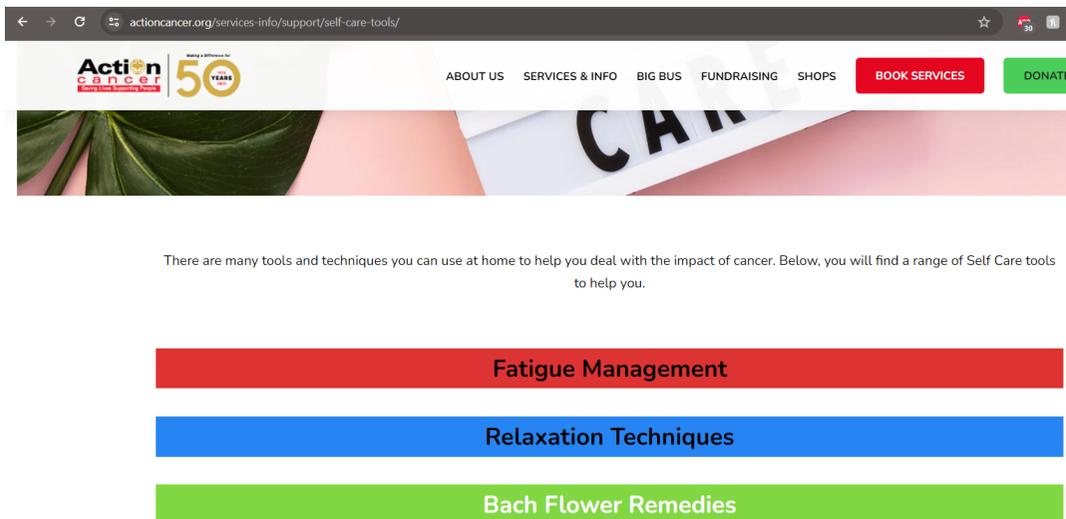
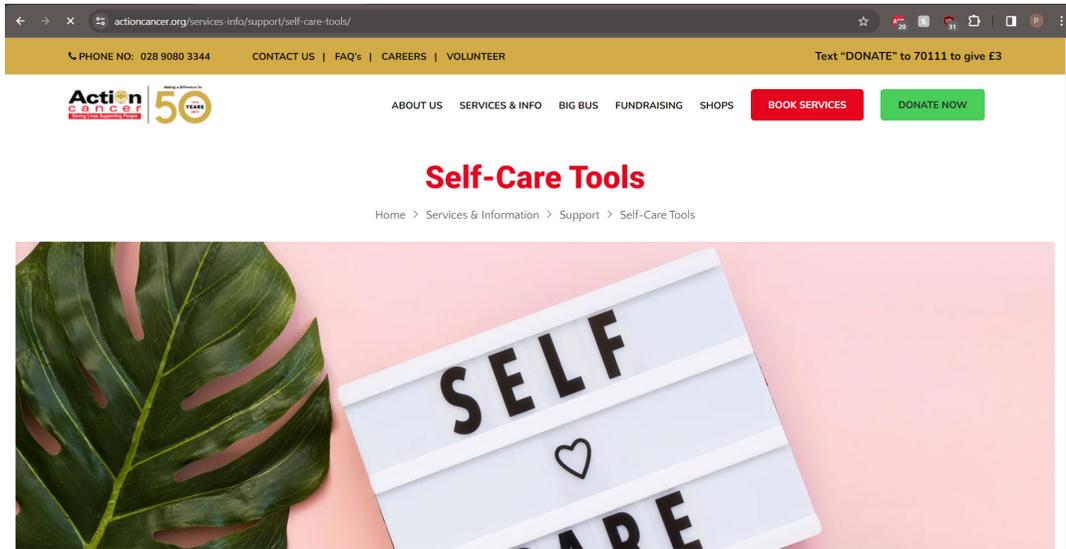
They are proactive in informing and educating people who have cancer on how they can improve their help and better themselves. Develop brand guidelines around video creation and create high quality creative videos (Doesn't have to be videos can be anything that's really creative and professional)

**Research**

**2**

# Action Cancer

## Background Research



- I carried out research through exploring the Action Cancer website in order to find post treatment therapeutic services.
- The sectioned videos I found within the “Self-Care Tools” page which I initially had some difficulty coming across.
- Although this was not the initial intent stated in the project description I brought it up to Clare and Adrian, to inform them about this issue and whether we should mention it to the community partner.
- Action Cancer is a cancer support organisation, offering a wide range of services and resources.
- Our team was particularly looking into a smaller section called “Therapeutic Services”.
- This meant that we could use the skills we learned throughout the course and apply them in practice to create shortened versions of already existing videos up on the Action Cancer website.

# Demographic Research

Hi Claire,

Apologies, was in meetings all of last week and was waiting on our communications manager getting back to me.

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

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

Red: ed1c2e - generic

Green: a6ce39 - health promotion

Purple: b37ab5 - support services

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

Orange: f58220 - bowel and lung

Pink: f38ab8 - breast

Teal: 00a49a - ovarian

Yellow: fdb913 - skin

Blue: 6dcff6 - testicular

Other than that, there isn't really any other specific guidelines for our brand.

If there is anything else I can help with, just shout.

Thanks 😊

- We contacted the project partner regarding brand guidelines and demographic information which they already had.
- What we needed to know was target audience age range and sex. This is necessary as it helps with visual decision making.
- It is important to acknowledge the colour pallet we are working with. This informs us whether we have creative freedom to come up with our own secondary colour pallet, or we have to work around a given set of colour guidelines.

# Client meeting 1

## Meeting notes

Three columns (3 categories)

Integrative cancer care

Pain and symptoms (purple)

Nutrition/ Physical Activity (green)

Mental health and well-being

Create motion graphics from the videos up on the website.

Making a gif out of logo

Visualise the videos.

Target audience: Adults, post treatment patients, friends/ family, carers

Brand guidelines

Motion graphics for long videos

Reshoot certain videos.

2-3 videos together

3 colours – why we chose them, their meanings.

Integrated cancer care (therapeutic services)

Prevention, detection, and screening

---

Therapeutic care – Media content

Brand Guidelines for content

No budget

Give an example of three different themes. |

The first client meeting went very well we got to meet Caroline and go over some of the deliverables for this project a bit more detail.

I took lots of good points from the meeting that we could have a discussion about as a group to come up with a concise set of deliverables to add either to the brief or include in our pitches.

**The Brief**

**3**

# The Brief



For the brief each one of us had a set list of elements that needed completion and put together into a document.

While the group was together during class time I created a list of what needed to be done and who was designated to each aspect of the brief.

Project:

- 1) Describe: David
- 2) Summarise the project: [Pawel](#)
- 3) Explain the objective: [Sam](#)
- 4) Define your target audience: [David](#)
- 5) Outline the deliverables: [Sam](#)
- 6) Identify the competitors/similar agencies: [Pawel](#)
- 7) Include details on the tone, message, and style: [David](#)
- 8) Provide the timing: [Sam](#)
- 9) Specify the budget: [Pawel](#)
- 10) List the team: [David](#)

# Community Partner

## Community Partner

Action cancer provides support within early detection as well with support and prevention over to 20,000 people.

Their mission is to save lives, support and improve quality of life for people in Northern Ireland through cancer awareness, prevention, detection and support.

They exist to reduce the risk of individuals getting cancer and support people diagnosed with cancer and improve survivorship through early detection.

Support and Therapeutic services at Action Cancer provide additional services in person and through online resources which this project will engage with.

These services can help people deal with the physical and emotional impacts of cancer e.g., pain restrictions, fatigue, sleeplessness, anxiety/ fear and self-care which provides useful tools that can help people cope at home,

## Target Audience

The target audience for this Action Cancer project is mainly adults, including family members and carers. This is a wide target audience which includes various ages and demographics.

## Project Objective

The aim of this project is to create new support videos, to help those dealing with the impact of cancer to feel supported, when they are at home. We will work on creating new shorter and more engaging videos, that will help those in need of support.

We will take the current cancer support themes and create a visual identity for each to enable navigation and access to the correct resources. It was agreed to create a motion graphic of the logo that will open and close all videos for a coherent look and feel.

Finally we will include Action Cancer branding throughout our work to ensure clear ownership of the content, signpost support and maintain coherent visual identity.

The first part of the brief was designated to me as I had some research already started on the community partner. This section was added to showcase our knowledge and research put into this project for our community partner to see and build a foundation of trust in our abilities and enthusiasm for the project.

# Layout

## Deliverables

• Visual Identity for support and therapeutic services

- Adapt logo as a motion graphic
- Short Self Care videos
- Merchandise

• Brand Guidance document for future development services

• Any other marketing material e.g. Pop Up Banners, Posters, as required

## Timeframe

Week 3

First meeting with Action Cancer

Week 6

Brief sign-off

Week 8

Delivering Pitch

Week 12

Project submission

Week 4

Development of Brief

Week 7

Developing Pitch

Week 9 - 11

Development of Project

January

Client Handover

These two parts were both created by Sam. We designed our own versions of the brief with our parts and then came together in class and decided on whose was most aesthetically pleasing.

We decided on Sam's brief design and decided that I was going to organise the layout once we all added our individual parts.

# Project Summary & Budget

## Project Summary

This project will develop creative outputs to enable Action Cancer to reach their target audience for support and therapeutic services. The overall aim of the project is to improve the quality of the video output and to provide guidance for practitioners to create consistent, accessible videos.

We will also create visually appealing and informative motion graphics from the existing videos on the Action Cancer website. We will analyse these videos, break them down into sections if needed and create a motion graphics out of the key information.

These motion graphics will be available for the website along with a shorter version for the social media pages in order to engage with a greater audience.

## Budget

- Indoor posters £12.50
- Social Media ads : £1.00
- Outdoor posters £15.00
- Roller Banners £27.00

This is an indicative budget should funds become available.

I wrote the draft for the project summary and then made changes to it after reading over it as well as getting Adrian and Clare's feedback.

I was also in charge of creating a budget for Action Cancer. Although this was not what the community partner originally wanted we needed to include one for practise. This is why I wrote "This is an indicative budget should funds become available."

### Summarising the Project

Currently the Action Cancer Organisation does not fulfil their potential regarding reaching and engaging with their target audience for post treatment therapy patients and or carers/ family. With our expertise and knowledge, we can greatly improve the engagement amongst social media platforms such as Facebook and Instagram.

The aims of the project are to create visually appealing and informative motion graphics from the premade videos put up on the Action Cancer website. We will analyse these videos, break them down into sections if needed and create a motion graphic out of the key information.

These motion graphics will be posted onto the website along with a shorter highlight posted onto the social media pages [in order to](#) engage with a greater audience.

**Benchmarking**

**4**

# Benchmarking

## Identifying similar Organisations

Category	Features	Beatson Cancer Charity	European Cancer organisation	Cancer Research UK	Macmillan Cancer Support	Action Cancer
First Impressions	Layout	It's mostly videos or short videos with text and background music	Professional, dull	PowerPoint Presentation being cut between both the speaker and the presentation, no background audio	Videos had light background music overlaying audio speaker with great transitions between shots of patients	Voice Overlay, with small image of speaker in one tone, over PowerPoint presentation, no background audio
	Easy to understand	Videos ranging from 30s to 2:30 min. Only a couple motion graphics	Simple, highly worded motion graphics	Yes- On first slide	Just overlay of speaker's voice.	Too text heavy, too much information for the viewer.
Content (Motion Graphic)	Visual appeal	Smooth transitions, sans-serif font, good use of main colours	Use of Primary colour throughout, monotonous background music, simple animation, too much text	Little Text used- only key points highlighted on images.	Just overlay of speaker's voice.	Too text heavy, too much information for the viewer.
	Visuals	Only made use of video footage	Use of graphics, video footage and video clips	Still images used throughout	Only made use of video footage	Still images used throughout
Brand Recognition	Logo throughout video	No- Only at the beginning	Yes- Top Left	Yes- Bottom Right	Yes- Top Right	No

We took the benchmarking on separately and came to agreement on what organisations each person was going to research.

I was in charge of collecting the data tables from Sam and David and compile them with mine into one coherent table.

The table show n is the final production that was compiled of mine and Sams benchmarking as David didn't get a chance to complete his part in time for me to join together.

# Benchmarking Draft

## Pawel's

## Sam's

## David's

Pawel's				Sam's					David's				
Category	Features	Beatsoncancercharity.org	Europeancancer.org	Category	Feature	Cancer Research UK	Macmillan Cancer Support	Action Cancer	Category	Feature	Cancer Focus	Cancer Connect NI	OG
First Impressions	Does it visually correlate to the text	No as its mostly videos or short videos with text and background music	Professional, dull	First Impressions	Layout	PowerPoint Presentation being cut between both the speaker and the presentation, no background audio	Videos had light background music overlaying audio speaker with great transitions between shots of patients	Voice Overlay, with small image of speaker in one tone, over PowerPoint presentation, no background audio	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
	Easy to understand	Videos ranging from 30s to 2:30 min. Only a couple motion graphics	Simple, highly worded motion graphics										
Style	Are there similarities throughout each post	The colours, logo, and font	Colour, Same type of animations used in each video		Thumbnail	Basic PowerPoint slide	Great use of video with overlaying text accompanied with Brand Colours	PowerPoint Screenshot		Thumbnail	Basic PowerPoint slide	No thumbnail throughout.	Logo at the top.
										Sound	Working with both speakers. No external videos on Website linked to <a href="#">Youtube</a> .	No videos throughout.	N/A as no videos.
Content (Motion Graphic)	Is it Eye catching	Smooth transitions, sans-serif font, good use of main colours	Colours don't stand out, too much text, basic animations		Sound	One Speaker	A speaker with overlaying background music (light felt)	One Speaker		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.
	Layout	Disorganised	Simple		Visuals	Still images used throughout	Only made use of video footage	Still images used throughout		Use of Text	Short text description on feature linking to <a href="#">indepth</a> info when clicked on.	Only use of text on website.	Short text used throughout and then once clicked on link goes into depth.
Motion Graphics	Visual appeal	High quality, simplistic, good use of transitions between parts	Use of Primary colour throughout, monotonous background music, simple animation, too much text		Use of Text	Little Text used- only key points highlighted on images.	Just overlay of speaker's voice.	Too text heavy, too much information for the viewer.					
Brand Recognition	Logo	Simplistic, modern	Simplistic, Professional, text focused		Logo throughout video	Yes- Bottom Right	Yes- Top Right	No		Logo throughout video	N/A.	Top right. Featured onto the header.	N/A.
	Colour	Vibrant yellow throughout Facebook page	Primary logo colours used throughout Facebook page	Aim of Videos	Identifiable Aim of the Video	Yes- On first slide	Yes- 10 Seconds into video	Yes- On first slide	Aim of Videos	Identifiable Aim of the Video	Yes.	N/A.	N/A but aims are on site.

# Benchmarking Pre-Production

Look up Therapeutic services content on each website/ social media

<https://actioncancer.org/>



- Facebook Page
- Different colour scheme than website
- Basic video posts
- Simple Motion Graphic
- Too Much text in Motion graphics

Prior to any production I took notes in class and wrote down the key elements that we needed to complete for the brief such as creating a benchmarking and organising who will research each one of our chosen cancer organisations.

During class I created a word document and looked online with Sam for organisations that were in different areas of the world as well as some local ones. Then I took note of their websites and we looked each one up to find if they had appropriate social media pages. We communicated on Basecamp to establish what we are going to research.

- Create a benchmark for Action Cancer analysing other websites within the same sector (wide location spread) and create a table to showcase their best practice to find the best benchmark. If original websites are below average find 3 total websites that are best practise.

1. Create a really polished **brief** to help them understand what we can do for them.
2. **Summarise** the project back to them.
3. Explain the **objectives** of the project, what they can expect the outcome to be.
4. **Identifying** and **understanding** the target audience.
5. **What** will we **deliver** and **who** is going to do **what**.
6. Identifying the **Competitors** within the industry area.
7. Include details about the **style, tone, and message**.
8. Create a **timeline** of the project.
9. Specify the **budget**.
10. List the **team** include Adrian and Clare.
11. Presentation.



Sam Gibbons 2:03pm  
I will look at Cancer Research UK and MacMillan Cancer Support for next week .



David O'Sullivan 3:34pm  
Likewise

Friday, October 6

2:13pm Me



I will look up beats on cancer charity and European cancer organizations

We have to look up different ones David I uploaded a file yesterday with a list of available charity's/ research organizations

# Benchmarking Conclusion

The Benchmarking showed us how important it was for Action Cancer to receive high quality video and motion graphic pieces.

The similar organisation that had a more modernised feel and had a pop of colour was one that I researched called [Beatsoncancercharity.org](http://Beatsoncancercharity.org) as their branding and social media was full of their logo and bright yellow colour. I found one great example for a motion graphic to do with their Beatson bus.

[Europeancancer.org](http://Europeancancer.org) was the other organisation that I researched into. Their overall feel and brand look was monotone, simple and professional which was a drastic difference from [Beatsoncancercharity.org](http://Beatsoncancercharity.org) as they were more vibrant, eye-catching and memorable. The Europeancancer organisation video posts were too text and information heavy from the beginning but had a feature that I found Action Cancer would benefit from. The feature was an animated logo as an intro/ outro as this creates brand consistency and ensures that the viewer acknowledges who the creating organisation is behind the informative video.

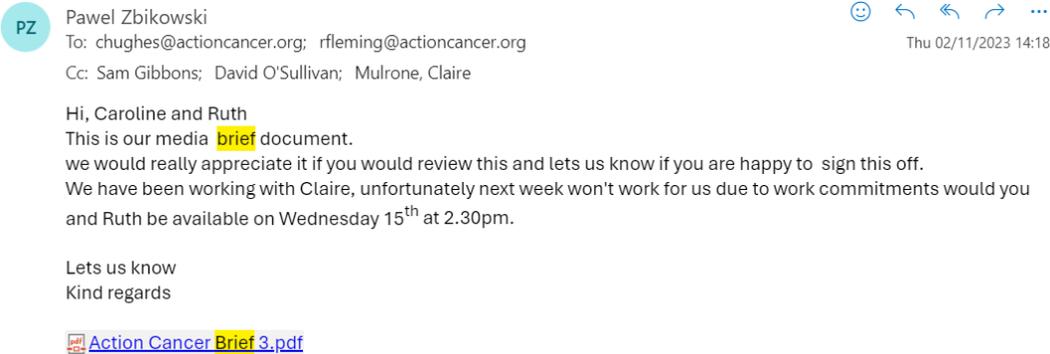
## **Key points gathered from benchmarking research:**

1. Motion graphics must be kept up to 5 minutes long.
2. Motion graphics should be eye-catching and keep the viewer engaged throughout the video.
3. Videos must have an intro/ outro with logo included.
4. Animated logo.
5. Keep the videos professional but ensure that they are not boring/ mundane.

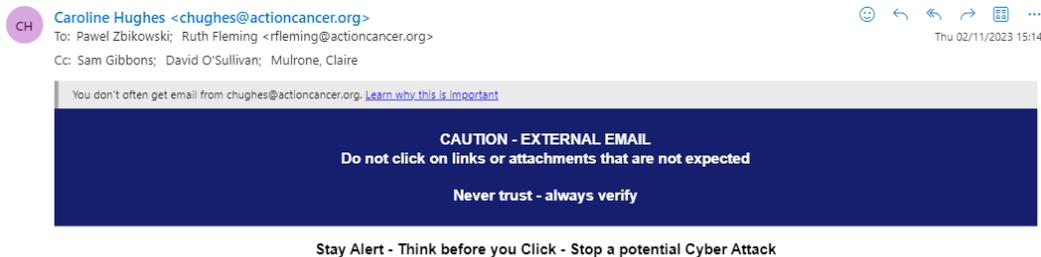
**Pitch Deck**

**5**

# Preparing for The Pitch



We sent the brief to the community partner to be reviewed and began preparing for our pitches while we waited for them to return to us with their feedback and a possible date for the pitch.



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

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

Thanks.

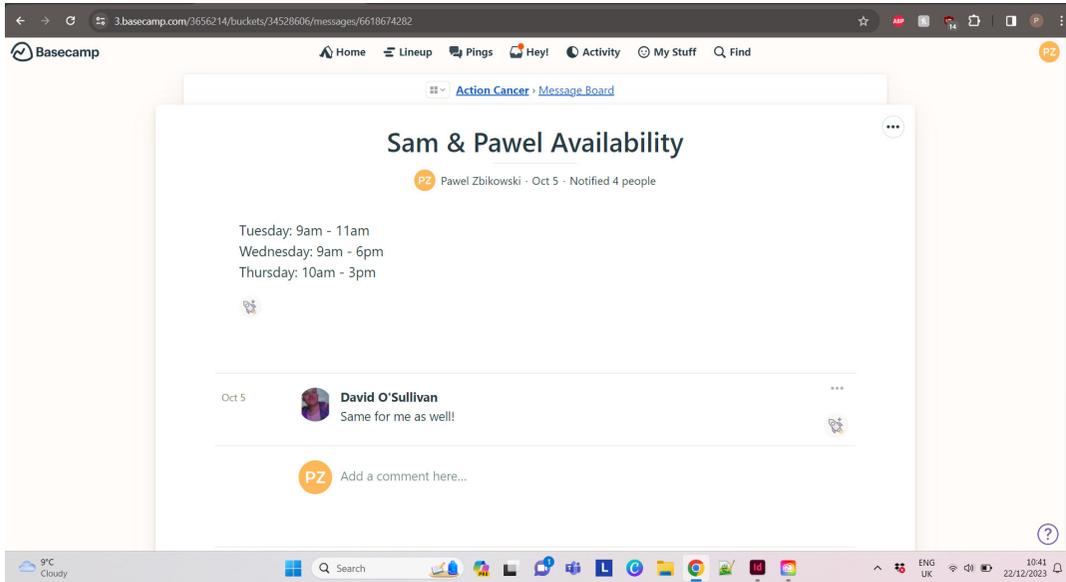
 Making a Difference for  
**50 YEARS**  
1973-2023  
[www.actioncancer.org](http://www.actioncancer.org)

**Dr Caroline Hughes**  
Health Improvement & Evaluation Manager  
028 9080 3344  
chughes@actioncancer.org  
Action Cancer House, 20 Windsor Avenue, Belfast, BT9 6EE

The feedback from our brief gave us a good news that we were heading in the right direction from the initial feedback of our first meeting with Action Cancer.

The response also meant that we were able to produce our best work as they were looking a revamp of their existing post therapeutic treatment videos into more modernised/ higher quality motion graphics and videos.

# Pitch meeting confirmation



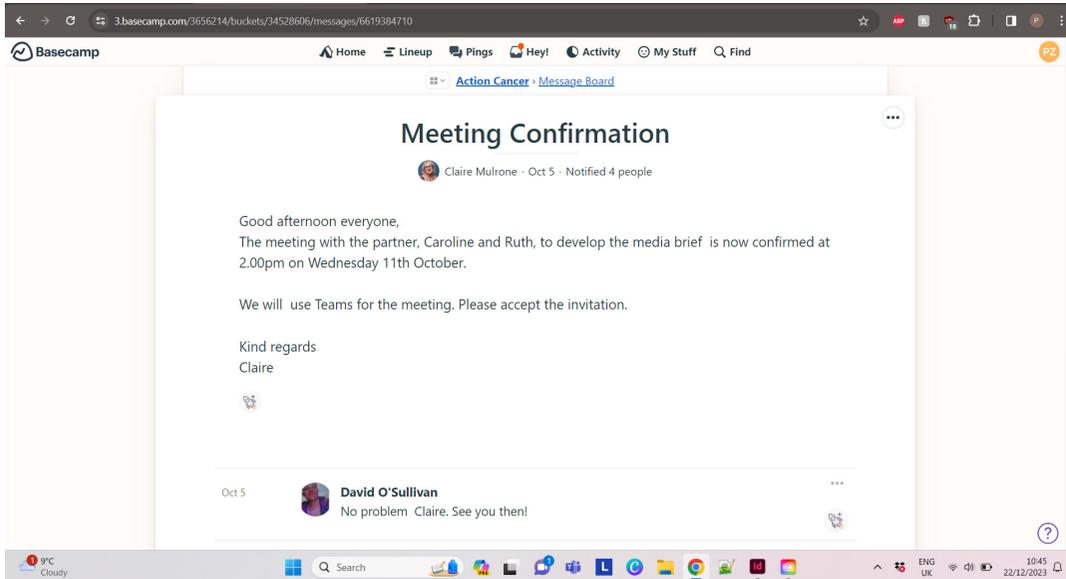
The screenshot shows a Basecamp message board for 'Action Cancer'. The message is titled 'Sam & Pawel Availability' and was posted by Pawel Zbikowski on Oct 5, notifying 4 people. The availability is listed as follows:

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

Below the message, there is a reply from David O'Sullivan on Oct 5, stating 'Same for me as well!'. There is also a comment input field with the placeholder text 'Add a comment here...'.

Sam and I put up our availability up on Basecamp during class. David then replied with his availability when he was free.

Later on Clare sent us the meeting confirmation once she got the community partners availability. This gave us a deadline to complete our pitches coming up to the agreed meeting date.



The screenshot shows a Basecamp message board for 'Action Cancer'. The message is titled 'Meeting Confirmation' and was posted by Claire Mulrone on Oct 5, notifying 4 people. The message content is as follows:

Good afternoon everyone,  
The meeting with the partner, Caroline and Ruth, to develop the media brief is now confirmed at 2.00pm on Wednesday 11th October.

We will use Teams for the meeting. Please accept the invitation.

Kind regards  
Claire

Below the message, there is a reply from David O'Sullivan on Oct 5, stating 'No problem Claire. See you then!'.

# The Pitch

## Pitch Deck



**Pawel Zbikowski**  
Motion Artist

The meeting attendees were:

- Claire
- Caroline
- Ruth
- Sam
- Me

I started off our meeting with the community partner by going through my pitch. Although David was unable to attend Sam and I talked through our pitches and lastly Clare went through David's pitch the best she could without knowing much background about what David's thoughts were.

# Concept 1 Storyboard

## Concept 1 - Storboards

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



Concept one storyboard for a Relaxation video would begin with an animated Action Cancer logo with video title as an introduction. Then the video would consist of relaxing Northern Ireland based footage such as the seaside view, beach walks, animals/ scenery and lastly to finish the video there would be some forest nature walk footage.

The idea behind this first concept was to compile Northern Ireland's most beautiful places. This would bring the viewer on a journey around NI while having relaxing background music, clear and easy to understand voice over.

# Concept 1 Guidelines

## Concept 1 - Guidelines

### Cinematic video recording guides

- Video recordings can not exceed 30 seconds.
- Quality output must be 720p or higher.
- Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Videos shot must be shot concisely throughout location themes (e.g beach, forest walk)

### Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

### Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

These are the first concepts guidelines that would ensure other videos such as this one would be alike therefore visually representing Action Cancer as a professional and organised platform for post treatment therapeutic videos.

Guide one is all about the video shooting aspects and what areas cant exceed certain limits such as video clip duration and most importantly the image/ video quality output.

Then I added in guides for the background music and voiceover such as what if a background music track is shorter than the voice over. The track should either include another background music track just after the first or a longer track can be found for consistency but not repetitiveness.

# Concept 1 Logo Animation

## Concept 1 - Logo Animation

The logo will protrude and turn 3D



Here I my concept 1 logo animation idea I described what my idea was to the community partners during the meeting. This animation idea meant that the action cancer logo animation/ gif can be simple and easy to use as the animation would be relatively short.

The logo would as I wrote down “protrude” and become a 3D shape, shortly after go back to original logo before looping.

# Concept 2 Storyboard

## Concept 2 - Storyboard

Introduction to video (Title screen)



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)



The Concept three I decided to keep more on a specific theme. The theme for this concept was a forest walk but the weather conditions changed every quarter as if the viewer was traveling along the path through each season of the year.

This video concept begins with a title screen where the text would either fade-in or slide in from the side/ top then the video would begin with a voiceover background music and sound effects which would match the images/ videos shown on screen.

The video would finally end off with the simple Action Cancer animation while the voice over and background music gently fade-out.

# Concept 2 Guidelines

## Concept 2 - Guidelines

### Cinematic video recording guides

- Video recordings can not exceed 30 seconds.
- Quality output must be 720p or higher.
- Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Videos shot must be shot concisely throughout location themes (e.g beach, forest walk)

### Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

### Sound effects guides

- SFX (Sound Effects) must be included and correctly represent the video shown on screen.

### Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

These are the guidelines for the second video concept. All of the guides have been kept the same other than the addition of sound effects guides. The guide briefly elaborates on the use of sound effects such as the SFX must directly match the visuals as well as must be included in each video and span throughout.

# Concept 2 Logo Animation

## Concept 2 - Logo Animation

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

**Action** 

**Action**   
**c a n c e r**  
Saving Lives Supporting People

The second logo animation concept has continued the theme of a simplistic logo design. Where as this version the logo is trimmed to just show the Action part of the logo and shortly after the Cancer part would appear followed by Action Cancers tagline.

I personally like this logo animation idea as it would suit the front page of Action Cancers website very well as well as adding emphasis towards the tagline.

# Concept 3 Storyboard

## Concept 3 - Motion Graphic

Introduction to video (Title screen Animation)



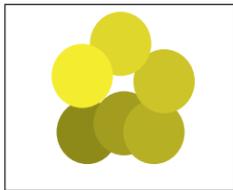
Hand drawn animation with relaxing colours and patterns



Hand drawn animation with relaxing colours and patterns



Hand drawn animation with relaxing colours and patterns



Background music (Action Cancer logo animation)



Lastly the third relaxation concept idea is a motion graphic as I wanted to give a different perspective of relaxation visualisation. This motion graphic would also include calm/soothing background music.

This motion graphic idea uses the visualisation of a kaleidoscope where the visuals would shift between one another. This type of relaxation would be more described as meditative than visually relaxing through imagining being surrounded by a specific landscape/ scenery.

This motion graphic would begin with a title screen and potentially a disclaimer explaining that the motion graphic is based on kaleidoscope imagery.

The video would end with an Action Cancer logo animation and a ending said in the voiceover.

# Concept 3 Guidelines

## Concept 3 - Guidelines

### Motion graphic guides

- Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Motion graphic aspects must correlate to the theme/ topic of the voice over recording

### Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

### Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

Then I created and described during the pitch about the concept 3 guidelines. The motion graphic guides are similar to the ones created for videos where the motion graphic must visually correlate to the voice over.

# Concept 3 Logo Animation

## Concept 3 - Logo Animation

The logo will appear on screen by enlarging from nothing then the Saving Lives Supporting People tagline words will change to other corresponding Action Cancer taglines



The concept three logo animation idea was to do with the Action Cancer tagline.

The tagline would scroll through showcasing other Action Cancer taglines. --

# Deliverables summary

This is a summary of the deliverables agreed at the meeting with the community partners. We agreed with the community partner that I would shoot and source royalty free images, videos, SFX and background music.

The community partner had some questions about the idea behind my storyboards, which I was prepared to answer and elaborate in further detail. They liked my second concept storyboard where it would be a forest walk with a seasonal theme.

To begin I first found a website that has royalty free images, SFX and background music. I done this first to get an understanding on what type of work I would need to go out and source myself.

Then it was Sam's turn to give his pitch and his went very well as the community partner was impressed by Sam's logo animation ideas and the liked his particular. The specific concept that they liked was Sam's first logo animation concept and concept 1 storyboard idea.

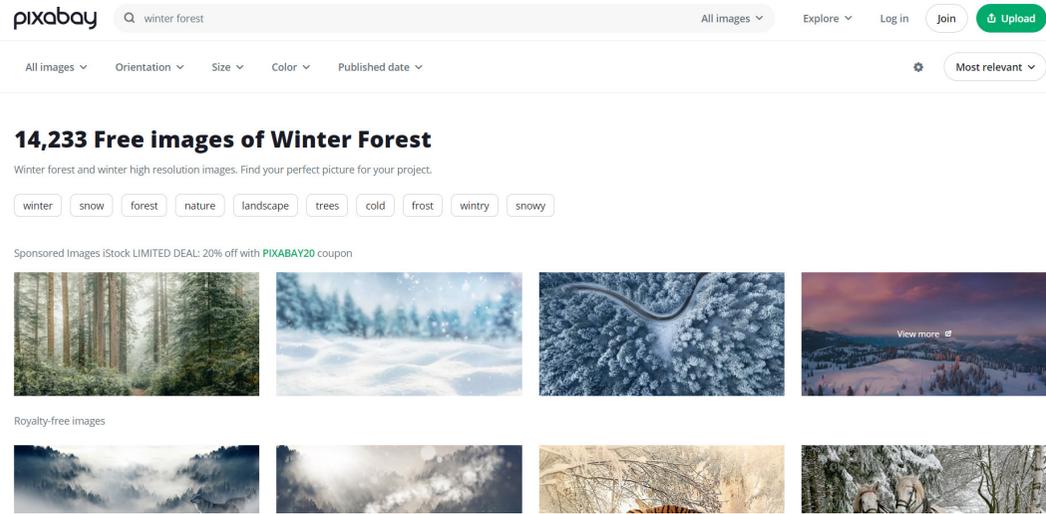
Although David couldn't attend Claire went through his pitch and they felt that two videos would be plenty at the time. After the meeting Sam, Claire and I spoke about how the meeting went and if we got the necessary information from the community partner that we needed in order to progress into creating the agreed upon projects.

The following time that we were able to speak to David he was able to organise creating a fatigue management motion graphic for the community partner. Although we haven't heard about this until a week after the meeting with the client we were able to continue making progress amongst our projects as this meant that some work outputs have changed around between Sam and David

**Relaxation Video  
Project**



# Relaxation video project



The first step included researching online for royalty free images, SFX and background music. I came across this website where they offer all of the listed aspects necessary for the video. Although the options for images are limited I found a variety of usable images for the relaxation video project.

The other part before I began filming I spoke to Sam on some locations that would be local to film certain aspects of the relaxation video.

# Relaxation video project

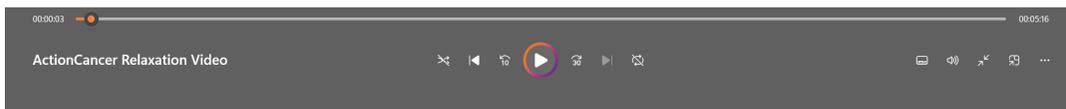
Acti n  
c a n

The relaxation video begins with the Action Cancer logo animation created by Sam along with the voice over introduction.

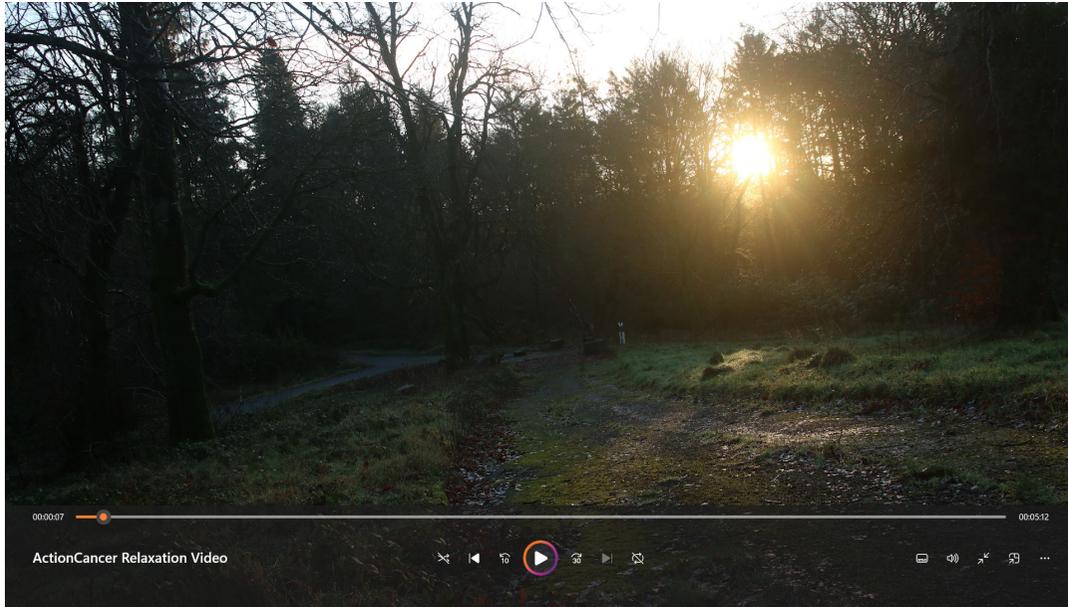
Saving Lives Supporting People



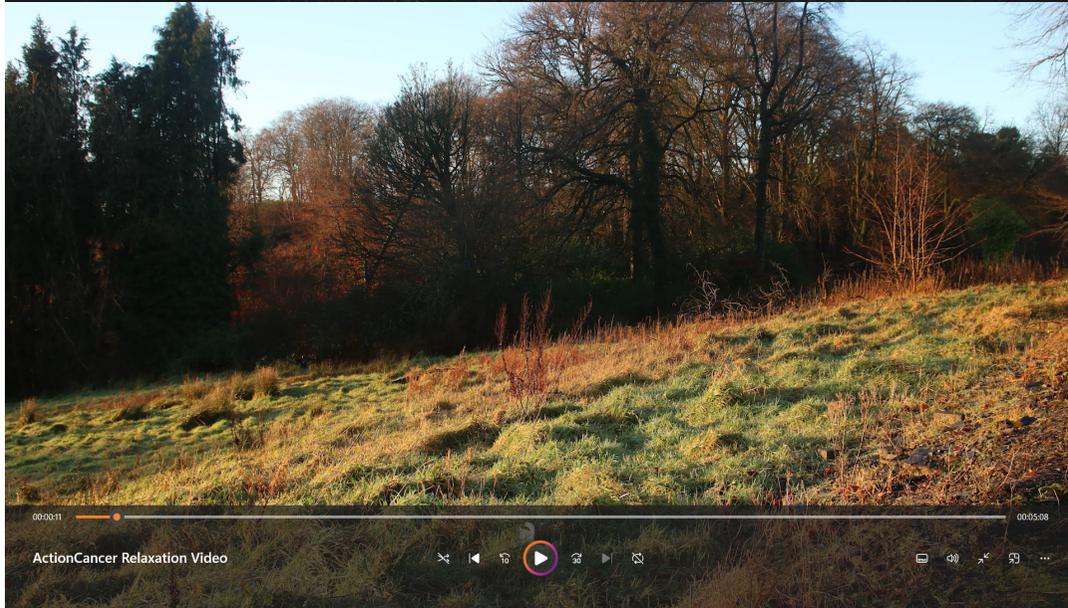
Action  
c a n c e r  
Saving Lives Supporting People



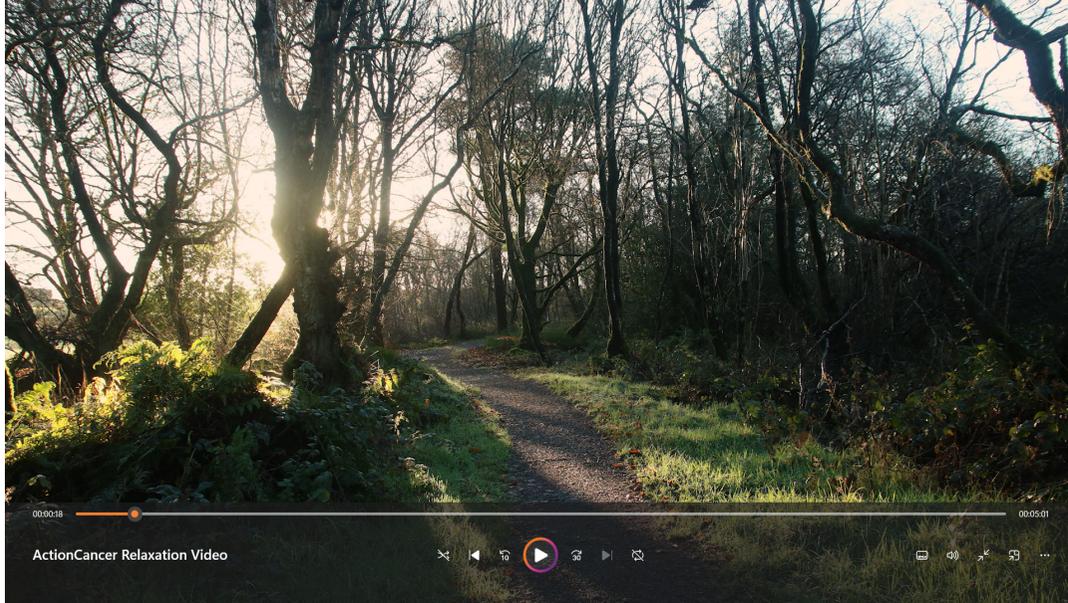
# Relaxation video project



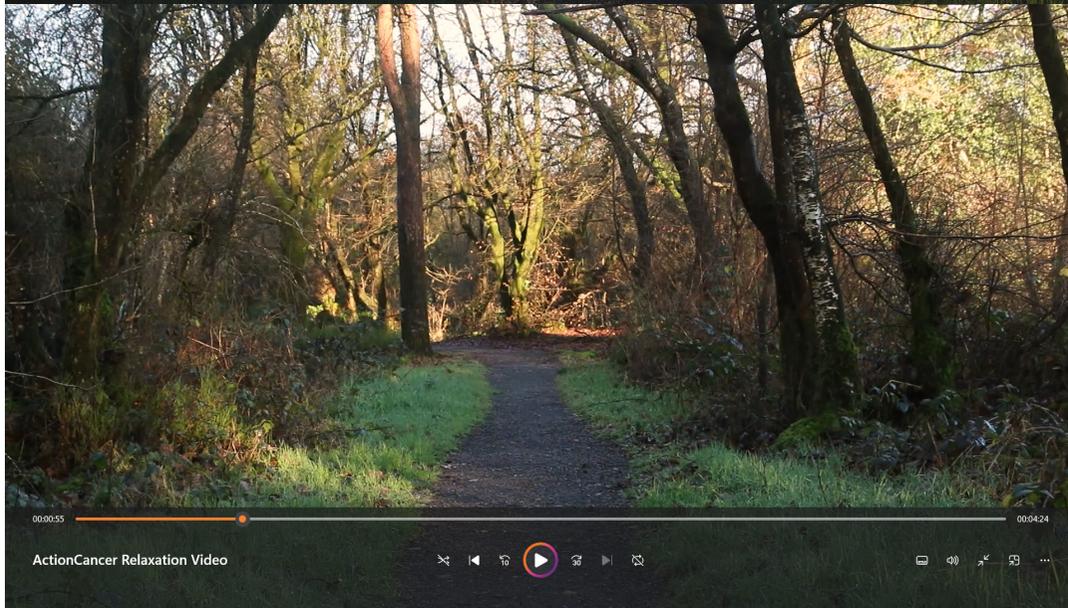
The video begins with a set of images shot in the morning sunrise. I shot video clips and took photographs of local forest walk scenery.



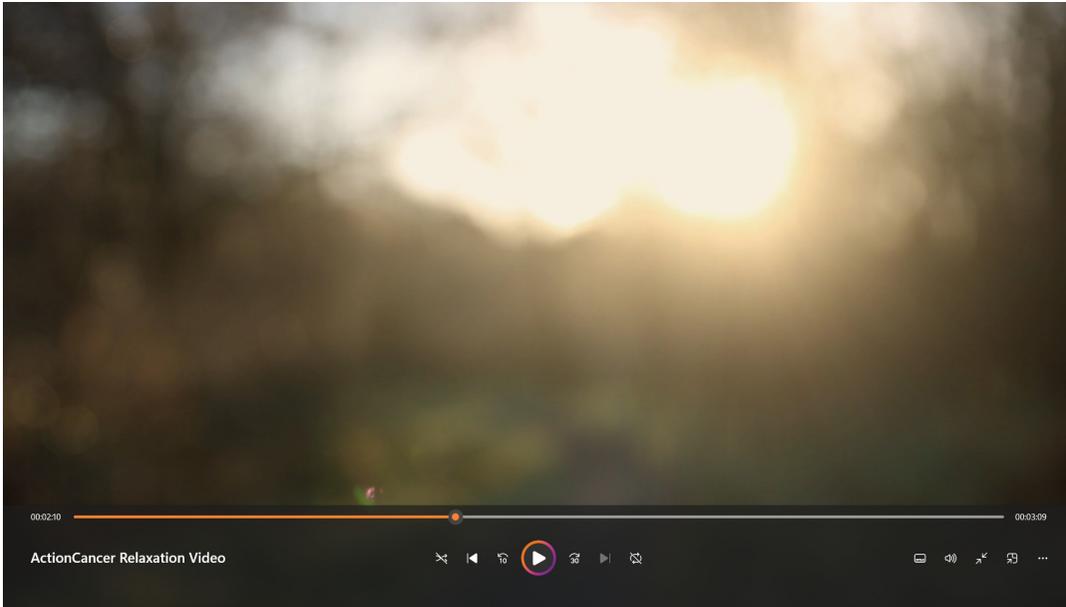
# Relaxation video project



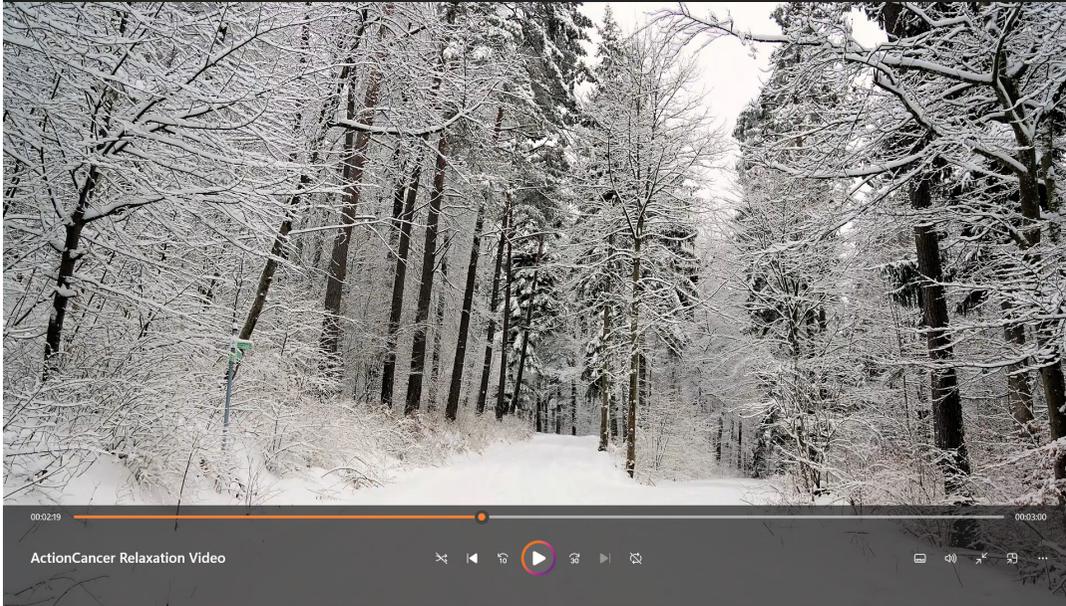
I integrated video clips shot at the same or similar locations in order to differentiate the video. This is to keep the viewer interested and relaxed throughout the duration of the video.



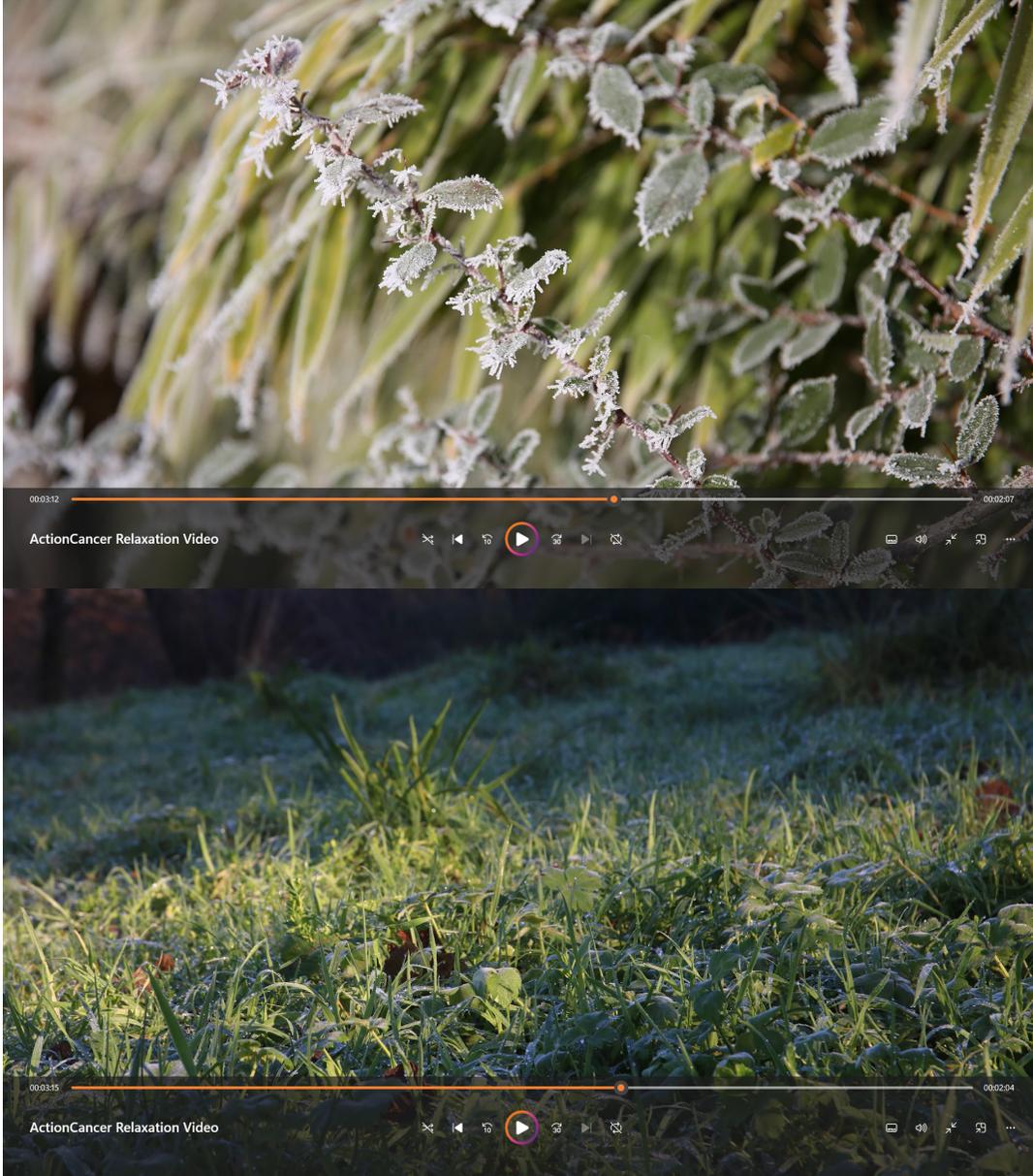
# Relaxation video project



The next section of the video I integrated a camera transition in a video clip. Then I transitioned the clip into some royalty free images I gathered from the website.

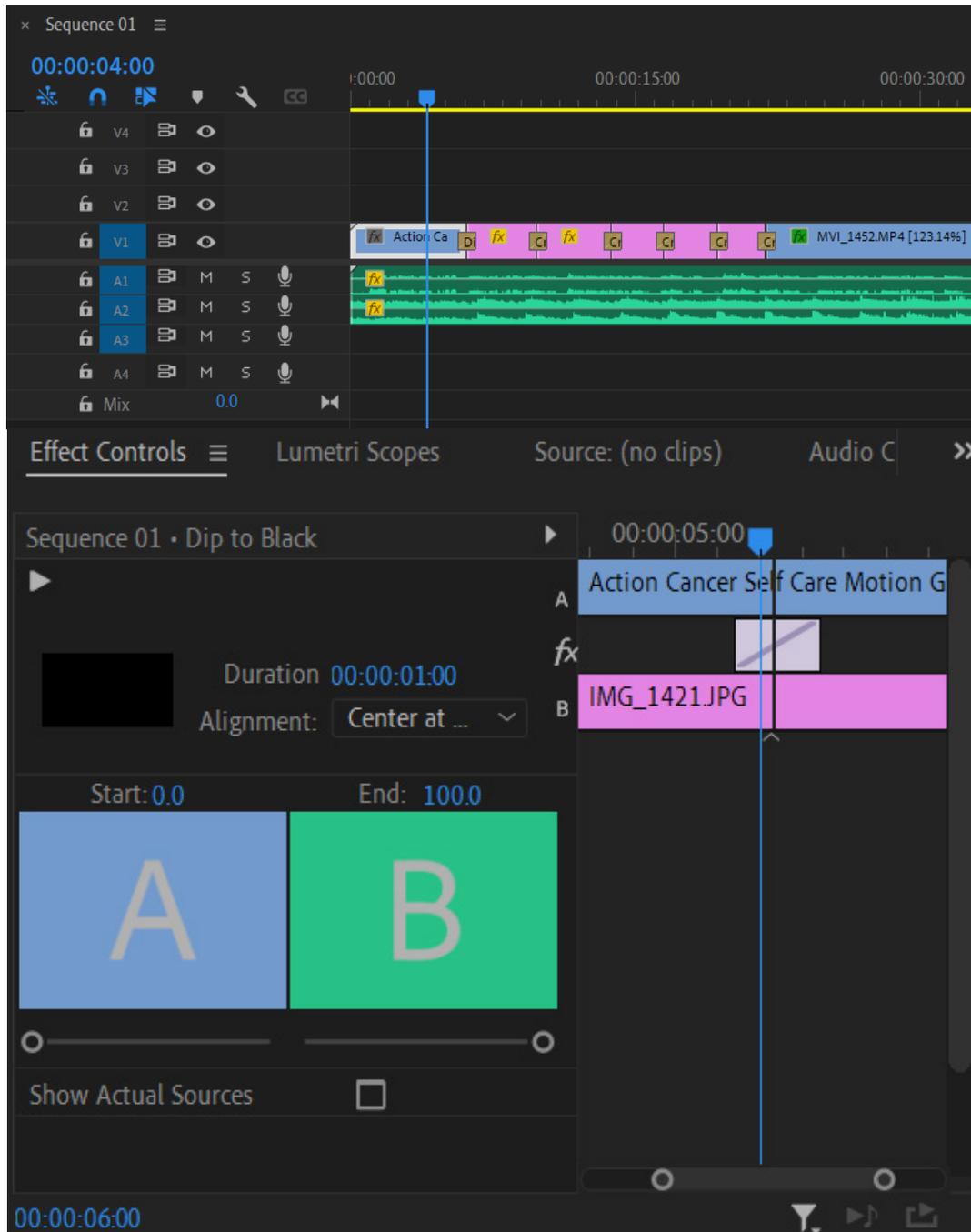


# Relaxation video project



The winter forestry images finished with some icy images of bushes. These images were added in order to keep consistency between the voiceover and visuals. I continued the videos continuity by taking some early morning frost images to highlight what is spoken by the therapists voice over.

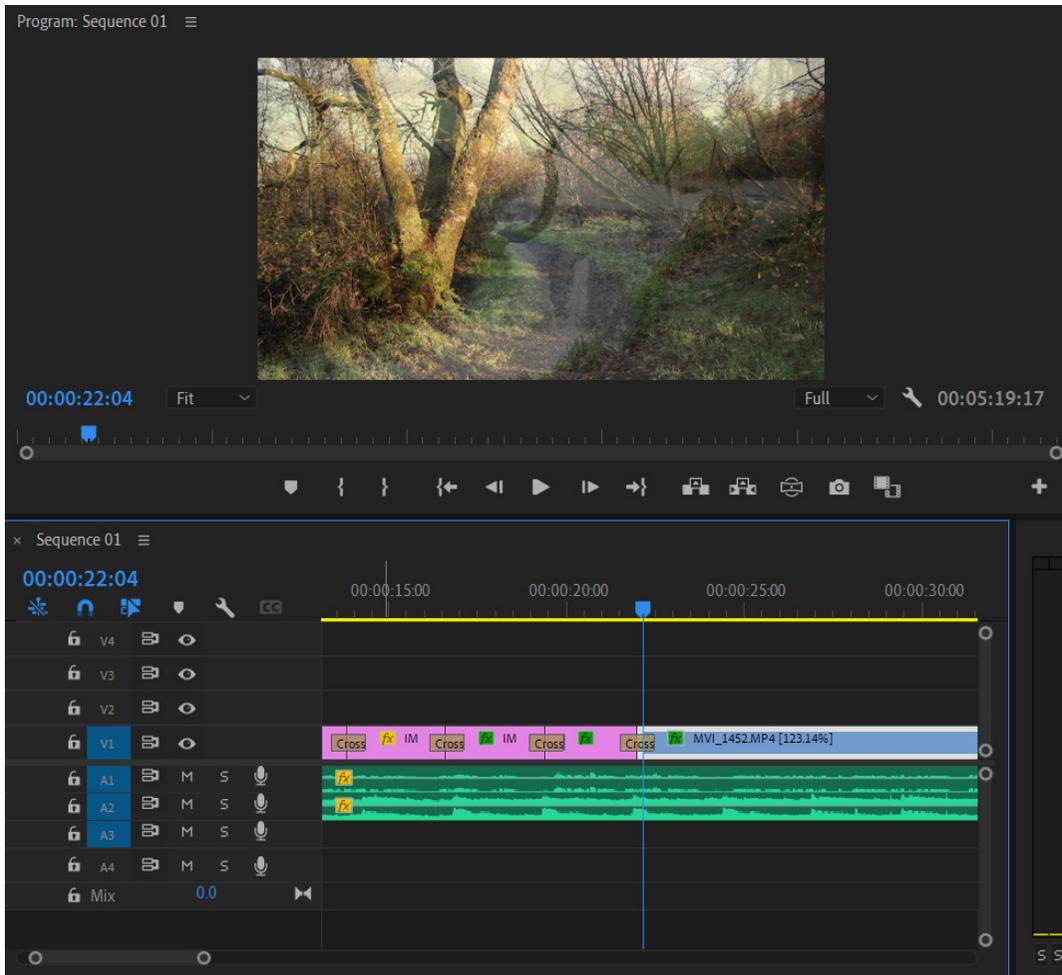
# Relaxation video project



Here is a screen-shot of my video project in Adobe's Premiere Pro. I began by inserting the audio voice over, then I added visuals to fit the voice over and a background music track as showcased in the screen-shot.

This screen-shot showcases the use of transition "Dip to Black" between two image clips. I made the duration for the transition as 1 second as I wanted it to be smooth and not taking away from the images.

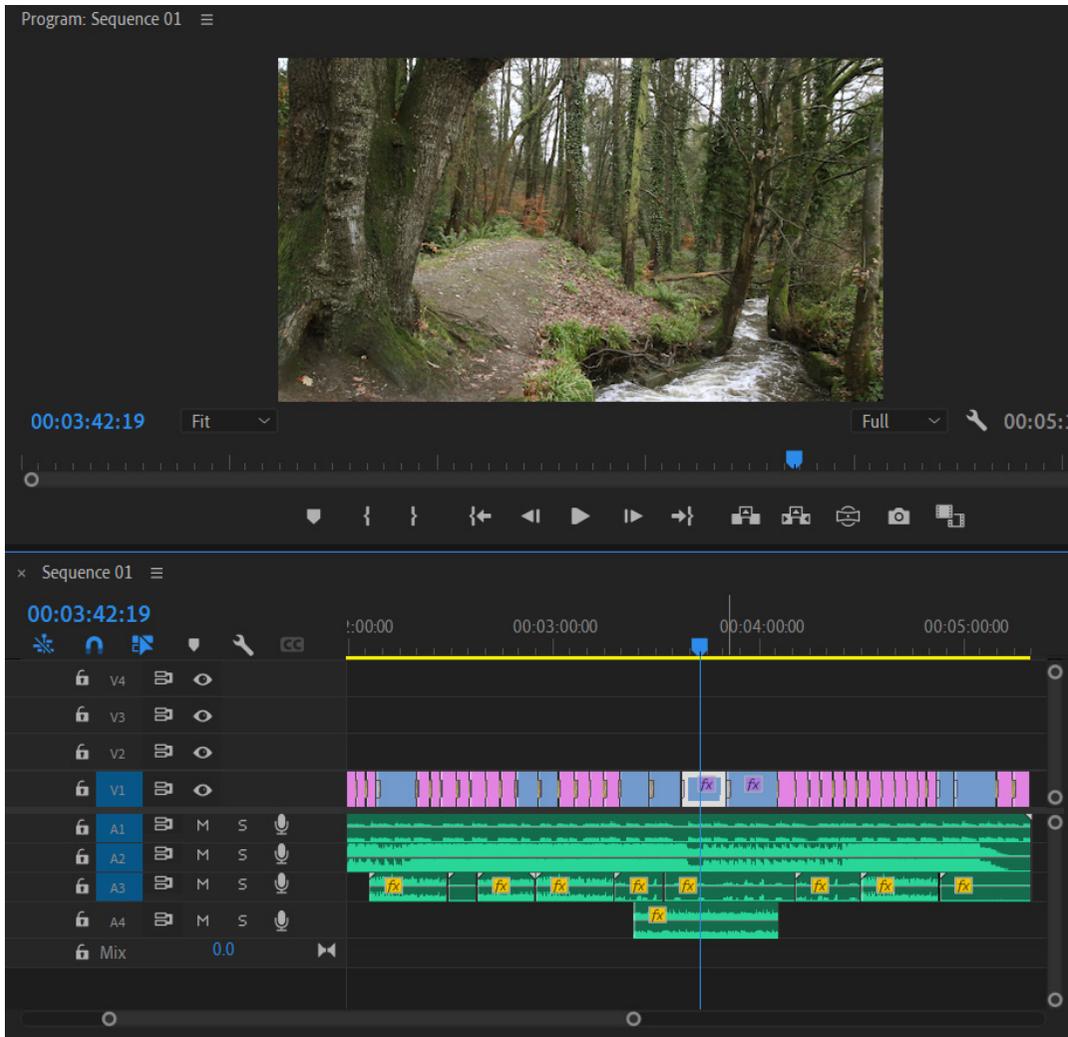
# Relaxation video project



The screen-shot on the left showcases the transition “Cross Dissolve” between an image imported and a recorded video clip.

I edited the images and video clips as shown by the green “fx” symbol in order to keep the winter theme consistent as well as ensuring each image/ video is as bright as the rest. This ensures creates a more calming, aesthetically pleasing and continuity throughout the relaxation video.

# Relaxation video project



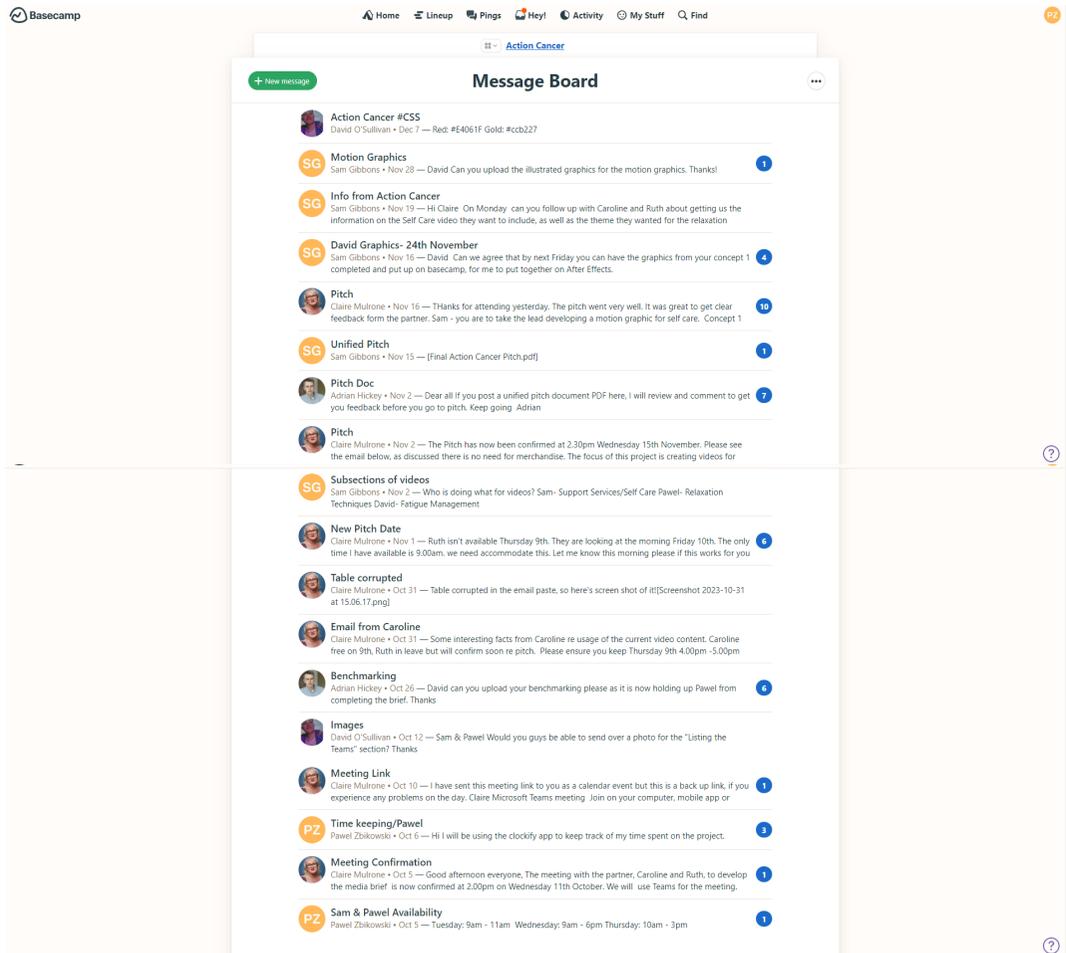
This screen-shot showcases all of the sound effects used throughout the second half of the video where the voice over mentions certain sounds for the viewer/ listener to zone into.

I layered some sound effects as I needed to let the viewer hear the sounds of the river as well as birds chirping. Certain sound effects I needed to lower the volume more than others in order to keep the voice over as clear and easy to understand as possible. This includes the background music which I faded out at the end .

# **Communication & Reflections**



# Communication



Throughout the majority of this project the team and I communicated face to face. Other ways that we kept up communication about the project was Snapchat, Basecamp, Email and Whatsapp. Although not all of our communication was logged we were able have our conversations saved over Basecamp and Whatsapp. We mainly communicated to the community partner through email as that was our only available and best way to contact them.

# Reflections

This project was a very good learning experience where I feel like I learned a lot especially the good and not so good parts about working with a team.

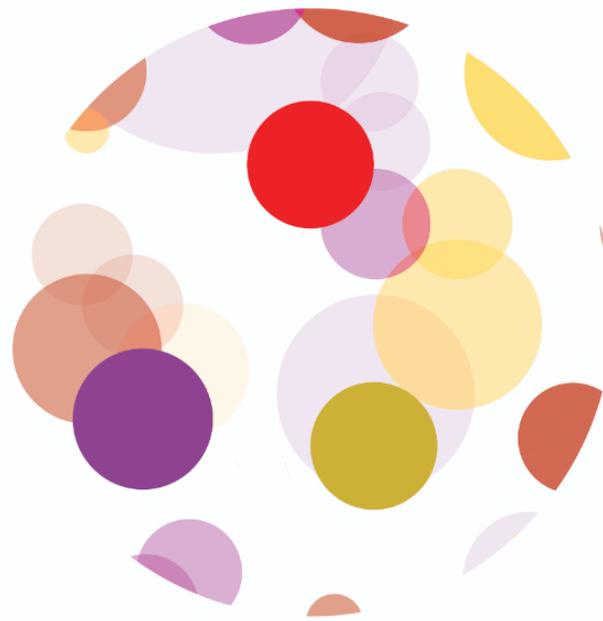
I believe that our final projects turned out very high quality and I am really impressed by Sam's performance and capability when it came down to his motion graphic as he was working under pressure with less time to create than intended at the beginning.

The team had a few set backs some of which were unpredictable such as our timetables for availability not aligning with Clare, community partner and even each other. In the end we agreed on a date and were ready when the time came to deliver our pitches to the best of our abilities.

The main set back that occurred for me was the storms that came through Ireland and Northern Ireland when I had my camera and gear all borrowed out from the University. This meant that the time I had available was much more limited due to the poor weather conditions in order to film a "winter walk" relaxation video.

The pressure was on throughout this project on us to deliver what we are capable of which was high quality short motion graphic/ videos and an Action Cancer logo animation.

Adrian and Clare were supper helpful to us whenever we were stuck on something and ensured that our work throughout the project was as good as it could be at all times .



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