
PRODUCTION LOG

PROJECT SOCIAL

NOBLE MONCY

TABLE OF CONTENTS

3	INTRODUCTION
12	BENCHMARKING
16	BRIEF
26	PITCH
36	FINAL OUTCOME
46	TIME MANAGEMENT
49	REFLECTION

INTRODUCTION

This production log will serve as a comprehensive record and also an evaluation of the entire work generated over the 12-week duration of the semester within this module. Additionally, it will encircle all the contributions made for community partner during the 12 week period. As the semester went on I have documented notes, communications, meetings, editing procedures and time management. This production logs aims to highlight the reasoning behind every decision undertaken throughout the entirety of the creative process.

This module is called MED 526 “**Interactivity for Social Enterprise**”. This module provided us as the students to collaborate with a community partner with the focus on crafting a creative brief and generating the content aligned with the community partner’s needs. Throughout this module, I’ve had the privilege of working within a team which was then guided by Adrian Hickey and Claire Mulrone, to collaboratively design and create content for the community partner.

THE PROJECT

We were given many different community partners to choose from but the team and I ended up picking **NI Sport Forum**. We discussed it during class and decided it would be the best suited community partner for us.

NI sports forum was also the most desired community partner with the rest of the groups but we got selected for it in the end.

NI Sports Forum

Project Specification:

The Sports Forum is a voluntary association whose membership consists of 70+ Full Members, 20+ Associate Members and 14 Individual Members with an interest in sport and physical recreation. The Forum is the recognised umbrella organisation for the voluntary sector of sport in Northern Ireland and act as the “Independent Voice of Voluntary Sport in Northern Ireland”. <https://www.nisf.net/>

Using creative media outputs capture sports activities across Northern Ireland to use on social media platforms to promote interest in sport and physical recreation.

**PROJECT
SOCIAL**

WHY NI SPORTS FORUM?

So why did we pick NI Sports Forum?

We picked NI Sports Forum because after reading the “Project Specification” it seemed like similar work previously during our placement year.

So why did we pick NI Sports Forum?

Another reason why we chose NI sports forum is that after we seen the “skills required” section we noticed straight away that these skills required is something we all have experienced working with either in placement or during University in previous years.



Skills Required:

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

MEEET THE TEAM



*Sarah
Geoghegan*

"While working in the sporting industry as a Communications Executive Officer, I realised that my forte lies in photography, film and graphic design. I take the pleasure in combining these to create a production which promotes the community partner in line with the objectives of Project Social".

"I love the creative side of things, so I knew that creating social media templates would be fitting for me. After completing a placement year in a Radio Station I have gained a strong set of skills when it comes to editing audio and videos together".



*Sarah
McGarrity*

After concluding a one-year placement visit with Ann's social media department, I was actively contributing and pushing out social media campaigns. Through this valuable experience I have found that I have an heavy interest in the skills I picked up and been able to develop these skills in photography, videography, video editing and more.



*Noble
Moncy*

COMMUNITY PARTNER

INTRODUCTION

Basketball NI was initially founded in 1955 under the name Ulster Basketball Association, participating within the Irish Basketball Association. The primary purpose of Basketball NI is to advance and provide the game of basketball and physical recreation, contributing to enhanced physical and mental well-being in Northern Ireland

MISSION

“Basketball NI aims to grow the game in all its forms, support a passionate basketball community and provide a pathway for every person to have a positive life-long relationship with our sport”

Basketball
Northern Ireland



FIRST IMPRESSIONS

FIRST MEETING

Good news



Claire Mulrone · Oct 12 · Notified 4 people

Richard the partner is available today a 1.00pm. We're going to take this or I will be into next week before we get a meeting again. I'll set up and send an invite now.

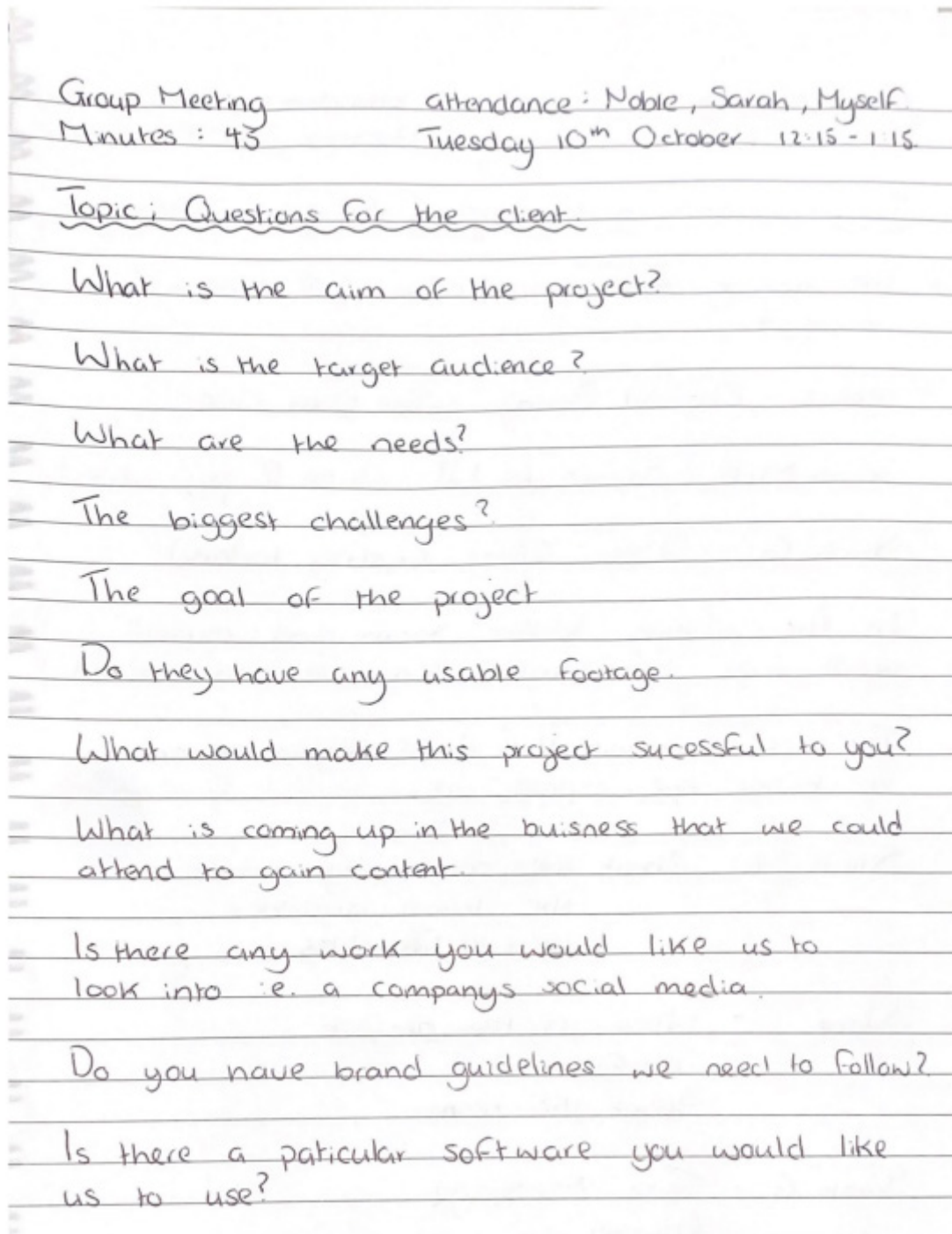
See you in class at 10.00am

Claire

After the selection process was done and we knew who our community partner it was time to sort out the first initial meeting with our community partner. Claire sent an email to the community partner with the team's availability but after a few days we got no response from the community partner and this slowly reduced our timeframe.

A week had went past and then we got a message notifying us that our meeting will take place on the 12th October. Before the meeting took place we took the time to research our community partner and also create a benchmarking process we can show the community partner at the meeting.

FIRST IMPRESSIONS



Before the day of our meeting, the team and myself sat down and discussed what we wanted to ask the community partner during our first meeting so we can get a clear picture of what they were looking for.



FIRST IMPRESSIONS

FIRST MEETING

1. Our first meeting with the community partner Richard went well. We briefly introduced ourselves and what exactly Project Social was about. Richard then proceeded to explain what the NI sports forum was and how it was an umbrella organization for different sporting associations and also clubs.
2. During the meeting Sarah.G asked if there was preference of sports they wanted us to target specifically, Richard started mention some of the sports but highlighted there was couple new associations within their basketball league.
3. Richard mentioned this would be a suited sport for us to do promotional work for as they have couple of thier basketball teams which needed more exposure within thier communities. However this wasn't fully confirmed as RicWhard needed to go the clubs and confirm with them before he gives us the go ahead.



FIRST IMPRESSIONS

UPDATE FROM FIRST MEETING

Further Update



Claire Mulrone · Oct 13 · Notified 4 people

Great NEWS!!!! Basketball is the focus of this project. I'll arrange a suitable time for a brief development session Monday or Tuesday as agreed. I'll be back in contact soon. Have a great weekend.

Claire

Email from NI Sports Forum

Pleased to let you know we have spoken with Basketball NI and they are happy to work with you all.

I've CC'd Marc Mulholland (BNI Vice Chair) and Lauren McCullough (Club Engagement Officer) in, if you want to take things forward with them and arrange a time that suits to chat everything through.

The next day we got a message on basecamp from Claire to confirm that basketball will be the focus and main part of our project for our community partner. After we got confirmation we started to finalise our benchmarking process so we can show to our community partner in the next meeting.



BENCHMARKING

BENCH MARKING

For our benchmarking process the team each selected two different organizations similar to the NI sports forum and used our benchmarking process to see what they did differently to the others.

I decided to pick “**England Boxing**” and “**The Open Golf**”, Sarah.M picked “**NI Football League**” and “**Irish Rugby**” and Sarah.G picked “**Cycling Ireland**” and “**Ulster GAA**”. Comparing these organizations will help us identify what we need to do differently for NI Sports Forum so they can get the exposure they need.



BENCH MARKING

Category	Feature	Cycling Ireland	Ulster GAA	England Boxing	The Open Golf	NI Football League	Irish Rugby
Use of advanced editing and filming techniques	Transitions	The use of straight cut transitions throughout create sharp connections between key points in the scene. The use of multiple scenery shots throughout the day creates great storytelling.	The use of jump cut transitions throughout create a movement in time which highlights key parts in the video. The use of slow motion transition freezes time contrasting the jump cuts adding a focus point to the video.	Throughout the entirety of the video it is straight quick jump cuts to a different clip. The use of the quick jump cuts is very engaging for the viewer as they can see what exactly is going on within the club.	Mostly quick jump cuts to a different clip, highlights the key moments of the golf tournament. More like a compilation video style was used.	There is good use of transitions, in this particular video it starts off slow passed with the footballers in training which goes from normal speed clips to slow-motion clips which is more effective for the viewer.	There is good use of straight cut transitions to create sharp connection between each new scene. The use of having the children involved while interviewing creates a perfect image.
	Lighting adjustment (shading, vignette, etc.)	Consistent use of natural lighting throughout, as daylight falls external lighting would be needed.	Consistent use of natural lighting with consistent exposure. The sun is used as a backlight preventing the need for external lights. The audience is used to add shading and contrast in the scenes.	The lighting adjustment during the video is sharp since it was shot inside the club there wasn't much need to bring in external lights. The subject being interviewed is also clear.	Some parts of the video the lighting is very dull as they have used very old footage which is black and white. There are some clips which has good natural lighting.	Some of the lightening is dull because of the footage being filmed outside the weather on a cloudier day cannot be controlled.	There has been some lightening adjustments very slightly to make the colour green stand out, sticking to their brand identity and social media platform.
	Motion graphics	No motion graphics throughout video.	No motion graphics throughout the video.	No motion graphics included in the entirety of the video	No motion graphics included in the entirety of the video	Motion graphics has been used in this particular video for the text to stand out and to emphasis certain words in the colour green.	No motion graphics has been used throughout this video.
Use of audio formats	Background music	The duration of the video contained background music. The use of sound bridges piece the scene together.	The video uses background music as the main audio throughout the video proving effective for the contexts of the video.	Background music has been used in the entirety of the video. The choice of background music is suitable for the video and The background audio does lower when the subject is speaking.	Background music was only used at the beginning of the video. The music chosen pieces the starting clips together.	Video is contained of background music, which fits well for when there is no talking, and it is a video of someone scoring a goal.	Good use of background music used in this video, it starts off loud and lowers down as someone is being interviewed.
	Audio extract from another source	The addition of an external speaker. Confident in the information distributed created good story telling.	The audio from the raw footage has been used throughout with a crossfade transitions used to interconnect the shots.	No other external audio source has been used. Raw audio from the footage itself was used entirely.	No other external audio was used during the whole video. Raw audio was mostly used.	There was audio extract used throughout the entire video. They were confident in the information and built a personality.	The audio from the raw footage has been used throughout.
	Usage of raw audio recording	The use of raw audio in the interviews, external microphones used creating clear audio.	The use of raw audio improved the quality of the multimedia instructional message. The audio was used in the background to assists with the music.	Raw audio has been used in the video. The subject being interviewed can be heard clearly. The background music compliments it well.	Raw audio has been used in the entirety of the video. This was mostly the commentary and is engaging for the viewer.	There is no use of raw audio recording.	The use of raw audio is used when interviewing the players, external microphones creating clear audio.
Accessibility	Subtitles	Subtitles are used in the video with the option of no subtitles. The position of the subtitles do not clash any elements and are accurate to the speaker and what is being spoken.	Subtitles are not included in this video.	Subtitles included. Syncs up to the subject speaking and the placing of the subtitles is layed out well.	Subtitles are not included in the video	By having the text on screen, it allows those who are hard of hearing to follow along	Subtitles are not included in this video.
	Platform	Video can be found on Cycling Ireland's Facebook and Youtube.	Video can be found on Ulster GAA's Facebook, Twitter, Instagram, Youtube and LinkedIn	Found on the official website and also thier youtube channel	Found on their offical website	You can find this video on their Tik Tok and Instagram.	You can find this video on their Tik Tok.

This is the first half of our benchmarking table with the categories editing, filming, audio formats and asccessability and this is what we came up with between the selected organizations.

BENCH MARKING

Category	BasketBall NI	Cycling Ireland	Ulster GAA	England Boxing	The Open Golf	NI Football League	Irish Rugby	Newry Fliers	Antrim Jets	Basketball NI
Video Views	Transitions	Most of their views are in the thousands range. Few videos reaching up to 10k views.	Their video views ranged from 10 thousand to 20 thousand depending on the type of video.	England Boxing video views can range from few hundred to few thousands. Their longer duration videos are the ones with thousands of views.	Open Golf views can round up around 3000 especially on their YouTube channel. On their socials Facebook has much bigger audience with views climbing to around 15-20k views.	Majority of their video views range from 1 thousand to 10 thousand, with more successful videos reaching 100 thousand	Their video views are high up in the 100 thousands, with their top video having 2 million views on TikTok.	No videos used.	No videos found.	The video views range from 250 to 3,000 views. The video type that has been most successful on the platform was an interview with B roll incorporated throughout.
Posting Frequency	Lighting adjustment (shading, vignette, etc.)	Very frequent posting. Almost once or twice a day.	Very frequent when posting 4-5 times a week or more.	Extremely frequent with posting with more than 15 a week.	There is a low frequency for posting, nearly once or twice a week.	Very frequent posting. At least a couple of times a day.	Very frequent posting. At least once a day, sometimes twice.	Not very frequent. Posting at least once a week.	The social media is consistent with multiple posts a week.	The last video created was 30 weeks ago therefore showing infrequency. Although content created via graphic designs are frequently posted with multiple posts a week.
Templates Used	Motion graphics	Very few templates are used throughout their socials. Main one they use is for their race series post information. Video templates are different like placement of logo and colour schemes.	No templates have been used, however good use of logo, in videos and hashtags in their captions.	The template for every post is different, very few templates have been used. When they are posting their match results, they use the same template repeatedly. The template for every post is different	They follow a certain template for videos (portrait layout). Main template also when showing players result they show the result at the middle and picture of the player behind the score.	Some templates are used when showing the fixtures and score board, however they differ from different styles to different colours.	They use templates when they are showing the fixtures for the match, results, important dates such as 'Match Day' and when showing new players that have joined the team. They also stick to the colour green standing out and mainly the only colour showing on their socials.	Templates are used to an extent but not executed well. Using a blue background with the logo.	No templates are used on the social media platforms although action shot photography is consistent giving a uniformed approach.	Inconsistent layouts are used to create graphic content. Consistency of colours matching the logo are used in the majority of content. No template used in the videos. The videos have been created on a phone seemingly after a game. The addition of titles have been added in the bottom corner, demonstrating good practice.
Audience Reach	Background music	Audience reach is very good for anyone that follows the sport. Since they have good consistency with posting it will be more engaging for the viewer.	Their audience reach is from parents of fundamentals right up until the seniors. Their posts include a wide variety, such as showing children and adults getting involved in games for different clubs and activities for different events, ranging from Cul Camp to inaugural games.	Audience reach is mostly anyone that watches the sport. They suit their audience well with the frequency of posts and its open for all ages.	Audience reach is anyone who follows the sport. The small frequency of posting done on their socials is poor it would be hard to maintain the interest from the audience.	Their audience reach is successful in reaching anyone who follows football in Northern Ireland with their local teams.	Their audience reach is anyone who follows Irish Rugby, or Rugby in general. They reach this audience very well as they are very active and post to suit all ages.	Instagram is more for their players and members and the Facebook is targeted more towards parents.	The following on the social media platforms are low and therefore the audience engagement is low with 45 likes at the most for a post. This is 13.5% of the followers engaging in the content posted.	In the best performing video the content got 3,000 views with 69 interactions (likes) along with 10 comments. This is a demonstration of what good a good practice video can achieve. In one of the lower performing videos the interaction is lacking with 205 views along with 1 like and no comments. Although this video did not achieve a high view there are elements of good practice. In more recent graphic content posts receive a low range of likes.
Top Performing Post	Audio extract from another source	Most performing posts are mainly their short Facebook reels	Top performing posts are action shots of members playing in matches. Also, the most viewed videos are playbacks of matches or activates members have taken part in, such as Cul Camp.	Most performing posts are on their YouTube Channel, highlights of the boxing matches. Also their Facebook reels gets recognition as well.	Top performing post was video honouring a key person within the sport with around 150k views.	Top performing posts are mainly videos of highlights from the matches.	Top performing post are on their TikTok and it is more personal videos of the players outside of playing matches and training.	Top performing post are images of the team.	Top performing post have been meet the team content. Showing photos of a member during the game with content depicting the player.	The top performing post was the video created by the BBC documenting the what Basketball is about. Shooting interviews following best practice such as rule of thirds.

This is the second half of the benchmarking table but this time as you can see we have included two basketball clubs and also Basketball NI. This gives us a much clearer picture what elements both clubs and basketball NI were missing compared to the other organizations.

The background is a solid dark blue color. It is decorated with several large, overlapping, rounded shapes in teal and yellow. The shapes are scattered across the page, with some in the top corners and others in the bottom corners. The text 'BRIEF PROCESS' is centered in the middle of the page in a white, bold, sans-serif font.

BRIEF PROCESS

BRIEF

CREATING THE BRIEF

After our first meeting with our community partner and the confirmation of the sport we were doing (**basketball**) we started thinking about the brief and how we were going to create it for the community partner. We have to do a brief because it clearly shows the community partner how we are going to create the content they need and a detailed plan.

The discussion on the Brief began where we broke the topics up.

Sarah Mc - About the community partner
the target audience
the deliverables

Nobe - What is the project.
TimeFrame
About the team.

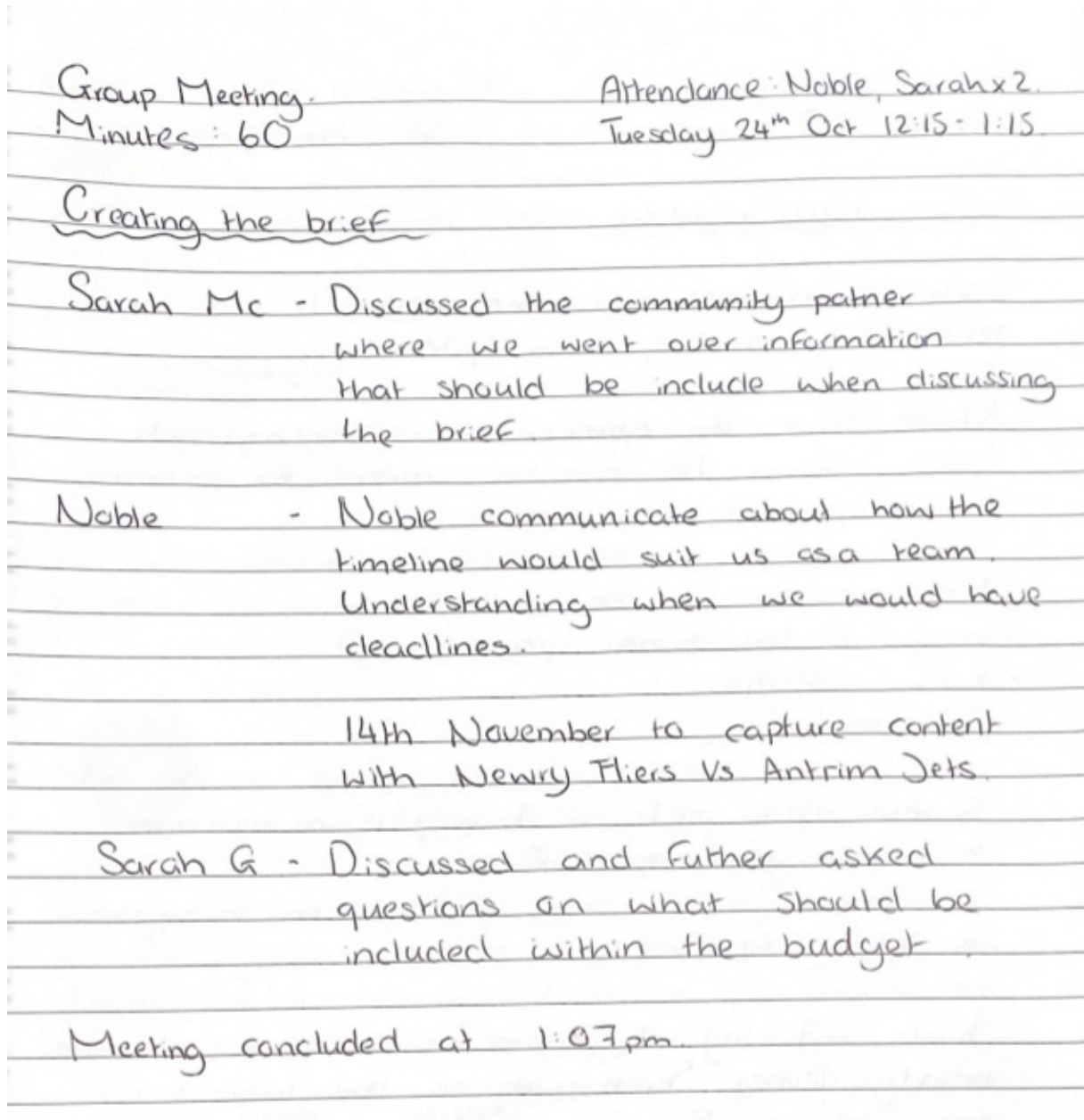
Sarah G - Tone, Message
Budget
Final adjustments

Sarah G put forward designing the benchmarking & brief. Team agreed but assisted via basecamp.

We held a small meeting with just the team on how we are going to do the brief and what way to split it between us. As you can see with the notes from our meeting I picked to write about what the project is, timeframe and a small piece on about the team.

BRIEF

CREATING THE BRIEF



As seen above on the notes we did for "creating the brief" I was in charge for the timeline for the project listing the deadlines for each element of the project

FINAL BRIEF



PROJECT BRIEF
BASKETBALL NI

Figure 1

PROJECT SOCIAL

BASKETBALL NI

CONTENTS

PAGE THREE -
COMMUNITY PARTNER

PAGE FOUR -
THE PROJECT, TARGET AUDIENCE

PAGE FIVE -
DELIVERABLES, BUDGET

PAGE SIX -
TONE, MESSAGE, STYLE, TIMELINE

PAGE SEVEN -
TIMELINE

PAGE EIGHT -
BENCHMARKING

PAGE NINE -
BENCHMARKING

PAGE TEN -
BENCHMARKING

PAGE ELEVEN -
BENCHMARKING

PAGE TWELVE -
MEET THE TEAM

COMMUNITY PARTNER

Basketball NI exist to promote and deliver the sport of basketball and physical recreation, in Northern Ireland. Basketball NI is a voluntary run National Governing Body of Basketball whose membership consists of 23 Club Members who work to grow the sport of basketball. They are the recognised governing body in Northern Ireland working under the umbrella of the FIBA recognised National Federation of Basketball Ireland. Basketball NI is a member of the Northern Ireland Sport Forum, working with over 70 member NGB's and organisations drawn from right across the sporting sector.

Basketball NI are open to the idea of new promotional videos and social media campaigns, including new taglines and slogans, for 2 of their club members, the Antrim Jets and Newry Fliers. During our research we found that the Belfast Celtics were named after the Boston Celtics and were a very successful college team at St Malachy's which had won a few schools All Ireland Championships. From 1961 - 1962 through to 1964 - 1965 the Celtics represented Ireland in the European Club Championships as the Irish Champions. The 1963 Belfast Celtics went down in history as they went toe to toe in the FIBA European Cup vs Real Madrid match watched by more than 8,000 fans in the Kings Hall venue in Belfast.

ESTABLISHED

Basketball NI was originally established in 1955 as the Ulster Basketball Association

CLUBS

Basketball NI is a voluntary run National Governing Body consisting of 23 Club Members.

NI SPORTS FORUM

Basketball NI is a member NI Sport Forum, working with over 70 member NGB'S

MISSION

Basketball NI aim to grow the game in all its forms providing us with 2 of their 23 clubs to help promote their awareness within female and junior basketball

ANTRIM JETS

Following in the footsteps of Antrim's Cobras and Bulldogs teams, Antrim Jets American Football team was founded in 2015 and are a cross-community amateur side playing in the Irish American Football League. They have recently set up a basketball team, providing senior men training sessions. They want to provide under 18 training and want help to promote this through their social media channels.

NEWRY FLIERS

The Newry Fliers are a well-established Basketball club, they provide training for juniors, right up to senior, male and female. They have found the impact of COVID-19 has effected them drastically and want our help to promote their female training sessions they again, through their social media channels by providing a social media campaign for International Women's Day happening on the 8th of March 2024.



Figure 2

THE PROJECT

The main goal of this project to encourage juniors and females to start playing basketball using social media marketing. We will create short video and show reels to these target audiences.

Basketball NI currently have 18 men's clubs and 5 women's clubs during the season which started in September. They want to expand the established clubs to the desired target audience so they can get more club members. During the meeting the team and the community partner decided to take two clubs and focus on getting engagement from the junior and senior communities (Antrim Jets/Newry Fliers).



Figure 3

TARGET AUDIENCE

NEWRY FLIERS

The primary target audience for the Newry Fliers is females from young children and up, mainly focusing on teenagers. The secondary target audience is parents of young children to help get them involved. The Newry Fliers aim is to project female sports within basketball and to reflect the importance of playing a sport in their teens.

NEWRY FLIERS

The project is to create a social media strategy for Newry Fliers. In this strategy we plan on creating templates that is accessible for volunteers use. Along with the templates there will be a guide to explain how to use this effectively to encourage good practice. As a team we want to deliver video content and instagram reels that represents the club using good cinematic practice. Newry Fliers have both a female team and Junior team which allows for multiple videos to be created aimed at parents and women.

ANTRIM JETS

Antrim Jets are a new founded club and therefore we will create a social media approach to help them expand. The club has a new junior team which is joining Basketball NI, creating an opportunity for us to market what the club is about. The way this will be delivered is by creating short videos and reels along with social media templates that allow the club to have a uniformed approach on their personal social media channels. The video's produced at the end will include basketball matches, interviews, and voice overs.

ANTRIM JETS

The primary target audience is junior boys. Secondary target audience of parents of the young children to get involved and for individuals to allow them the opportunity to train and develop their skills and knowledge. This will allow development of a team that is fit for purpose by promoting participation deliver the participation opportunities.

DELIVERABLES

1. Promotional videos
2. Show-reel videos
3. New tagline/ slogan
4. Social media template
5. Social media campaign
6. Photographs

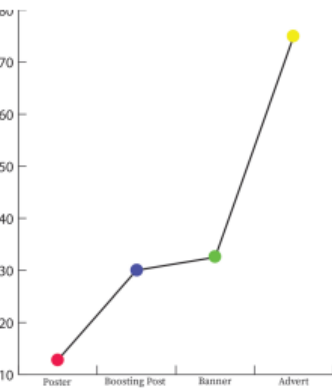


Figure 4

This project aims to provide providing a strong social media campaign that allows both clubs to increase their brands image. Ulster University provide media experts through Project Social therefore this is not billable work. The team will perform efficiently and effectively producing content that will be reusable in future campaigns. While this project has no formal budget, the following indicative costs allow Basketball NI insight into social media channels paid advertising should future budgets allow.

- Social Media** - Boosting a single post via business Facebook meta can increase the reach of the audience between 400 <1.4k accounts. The starting price of this method is £30 for a duration of 5 days.
- Social Media** -Creating an advertisement over 5 days via Facebook meta business suite can range from £5<£75 total. This can promote to an audience of 126 people per day to 1.8k people per day depending on the investment.
- Print** -Digitalprinting.co.uk sell 'bronze level' roller banners for £32.50 with the option of bulk buy.
- Print** -Bonus Print average sized posters to print is £12.80.
- Music** - Any music used for showreel videos must be royalty free.
- Other** - Any another marketing materials to be quoted (please note price may modify when purchasing)

BUDGET



TONE, MESSAGE AND STYLE

Creating the content for Basketball NI selected clubs Newry Fliers and Antrim Jets, the main focus is to create videos and short reels to advertise the sport. The main objective is to create a point of focus that allows the audience to interact and engage with the sport with an overall aim to increase the sports players.

NEWRY FLIERS

Newry Fliers are an established club that needs to be promoted. The tone of the content is to motivate and engage young people into trying Basketball while increasing the following of the sport to help recruitment in junior and women's basketball. The video must communicate to the audience, showcasing the sport in a promotional perspective that encourages involvement. The club has been established for over 30 years therefore the content must express the success of Newry Fliers and therefore the look of the content will be consistent across the font, colours, and layout.

ANTRIM JETS

Antrim Jets are a newfound club based at Antrim's Leisure Centre. This campaign is to advertise what the club does, through the documentation of activity within Antrim Jets. Promotional material such as Instagram reels will be created with a main focus on inspiring other women to get involved. A theme of encouragement will be made through the work already performed within the club. Antrim Jets have a junior team which seek new members, therefore there will be video based content aimed at parents demonstrating the importance of the sport and encouraging them to get their children involved. The volunteers will receive a social media template that allows the club to have a consistent message which will enhance the clubs' image. Individual brand guidelines will be created for each club highlighting on the brands colour, font, and layout.

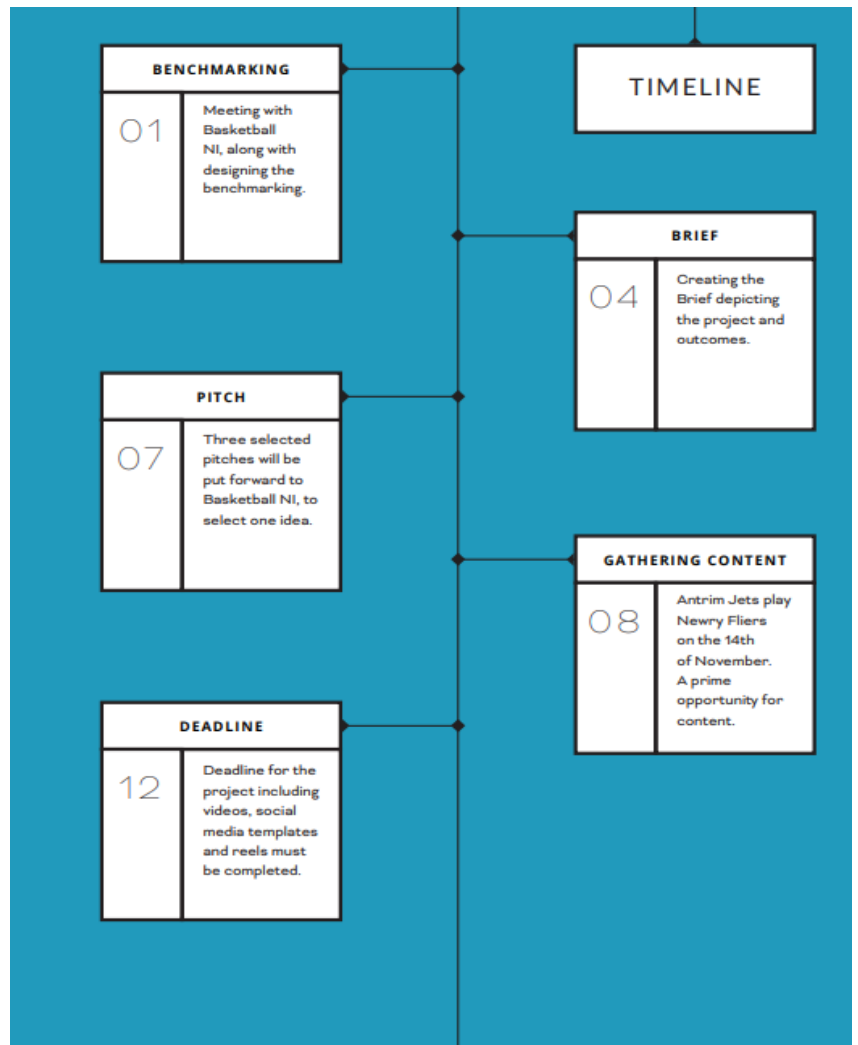
TIMELINE

The team are required to create three different pitches for the community partner. When created our selected pitches will then be presented to Basketball NI in Week 7. This pitch will let Basketball NI to see the potential work that can be done and must select the preferred creative direction for the project. After the pitches have been presented and the partner has agreed the creative focus for the campaigns we will then be ready for the shooting stage of the project.

On week 8 both Antrim Jets and Newry Fliers are set to play against each other on the 14th of November which is an excellent opportunity for the team to assemble the shots we need for most of the videos and reels.



On week 12 we would be finishing the editing of the footage and updating the social media channels including all new creative elements developed through the project.



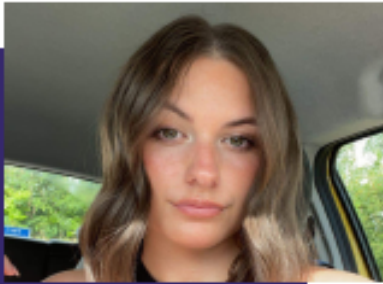
Category	Feature	Cycling Ireland	Ulster GAA	England Boxing	The Open Golf	NI Football League	Irish Rugby	Newry Fliers	Antrim Jets	Basketball NI
Use of advanced editing and filming techniques	Transitions	The use of straight cut transitions throughout create sharp connections between key points in the scene. The use of multiple scenery shots throughout the day creates great storytelling.	The use of jump cut transitions throughout creates a movement in time which highlights key parts in the video. The use of slow motion transition freezes time contrasting the jump cuts adding a focus point to the video.	Throughout the entirety of the video it is straight quick jump cuts to a different clip. The use of the quick jump cuts is very engaging for the viewer as they can see what exactly is going on within the club.	Mostly quick jump cuts to a different clip, highlights the key moments of the golf tournament. More like a compilation video style was used.	There is good use of transitions, in this particular video it starts off slow passed with the footballers in training which goes from normal speed clips to slow-motion clips which is more effective for the viewer.	There is good use of straight cut transitions to create sharp connection between each new scene. The use of having the children involved while interviewing creates a perfect image.	N/A	N/A	Shot clips have been posted on Basketball NI Facebook. The interview is shot on a phone with no transitions.
	Lighting adjustment (shading, vignette, etc.)	Consistent use of natural lighting throughout, as daylight falls external lighting would be needed.	Consistent use of natural lighting with consistent exposure. The sun is used as a backlight preventing the need for external lights. The audience is used to add shading and contrast in the scenes.	The lighting adjustment during the video is sharp since it was shot inside the club there was not much need to bring in external lights. The subject being interviewed is also clear.	Some parts of the video the lighting is very dull as they have used very old footage which is black and white. They are some clips which has good natural lighting.	Some of the lightening is dull because of the footage being filmed outside the weather on a cloudier day cannot be controlled.	There has been some lightening adjustments very slightly to make the colour green stand out, sticking to their brand identity and social media platform.	N/A	N/A	The lighting used in the clips is artificial lights within the hall. The yellow artificial lights give a warmer tone to the clips.
	Motion graphics	No motion graphics throughout video.	No motion graphics throughout the video.	No motion graphics included in the entirety of the video	No motion graphics included in the entirety of the video	Motion graphics has been used in this particular video for the text to stand out and to emphasise certain words in the colour green.	No motion graphics has been used throughout this video.	N/A	N/A	N/A
Use of audio formats	Background music	The duration of the video contained background music. The use of sound bridges piece the scene together.	The video uses background music as the main audio throughout the video proving effective for the contexts of the video.	Background music has been used in the entirety of the video. The choice of background music is suitable for the video and The background audio does lower when the subject is speaking.	Background music was only used at the beginning of the video. The music chosen pieces the starting clips together.	Video is contained of background music, which fits well for when there is no talking, and it is a video of someone scoring a goal.	Good use of background music used in this video, it starts off loud and lowers down as someone is being interviewed.	N/A	N/A	N/A
	Audio extract from another source	The addition of an external speaker. Confident in the information distributed created good story telling.	The audio from the raw footage has been used throughout with a cross-fade transitions used to interconnect the shots.	No other external audio source has been used. Raw audio from the footage itself was used entirely.	No other external audio was used during the whole video. Raw audio was mostly used.	There was audio extract used throughout the entire video. They were confident in the information and built a personality.	The audio from the raw footage has been used throughout.	N/A	N/A	N/A
	Usage of raw audio recording	The use of raw audio in interviews, external microphones used creating clear audio.	The use of raw audio improved the quality of the multimedia instructional message. The audio was used in the background to assist with the music.	Raw audio has been used in the video. The subject being interviewed can be heard clearly. The background music compliments it well.	Raw audio has been used in the entirety of the video. This was mostly the commentary and is engaging for the viewer.	There is no use of raw audio recording.	The use of raw audio is used when interviewing the players, external microphones creating clear audio.	N/A	N/A	The use of the raw audio within the video has been used in all clips.
Accessibility	Subtitles	Subtitles are used in the video with the option of no subtitles. The position of the subtitles do not clash any elements and are accurate to the speaker and what is being spoken.	Subtitles are not included in this video.	Subtitles included. Syncs up to the subject speaking and the placing of the subtitles is layed out well.	Subtitles are not included in the video	Subtitles used. By having the text on screen, it allows those who are hard of hearing to follow along	Subtitles are not included in this video.	N/A	N/A	Auto-generated subtitles have been used that do not match what has been said.
	Platform	Video can be found on Cycling Ireland's Facebook and Youtube.	Video can be found on Ulster GAA's Facebook, Twitter, Instagram, Youtube and LinkedIn	Found on the official website and also their youtube channel	Found on their official website	You can find this video on their TikTok and Instagram.	You can find this video on their TikTok.	N/A	N/A	The platform for the videos is Facebook.
Score		75%	75%	75%	25%	75%	63%	N/A	N/A	N/A

Video Views	Most of their views are in the thousands range. Few videos reaching up to 10k views.	Their video views ranged from 10 thousand to 20 thousand depending on the type of video.	England Boxing video views can range from few hundred to few thousands. Their longer duration videos are the ones with thousands of views.	Open Golf views can round up around 3000 especially on their YouTube channel. On their socials Facebook has much bigger audience with views climbing to around 15-20k views.	Majority of their video views range from 1 thousand to 10 thousand, with more successful videos reaching 100 thousand	Their video views are high up in the 100 thousands, with their top video having 2 million views on TikTok.	N/A No videos used.	N/A No videos found.	The video views range from 250 to 3,000 views. The video type that has been most successful on the platform was a interview created by the BBC with B roll incorporated throughout.
Posting Frequency	Very frequent posting. Almost once or twice a day.	Very frequent when posting, 4-5 times a week or more.	Extremely frequent with posting with more than 15 a week.	There is a low frequency for posting, nearly once or twice a week.	Very frequent posting. At least a couple of times a day.	Very frequent posting. At least once a day, sometimes twice.	Not very frequent. Posting at least once a week.	The social media is consistent with multiple posts a week.	The last video created was a interview created via graphic designs are frequently posted with multiple posts a week.
Templates Used	Very few templates are used throughout their socials. Main one they use is for their race series post information. Video templates are different like placement of logo and colour schemes.	Templates have been used throughout with a different layout created for a different subject of information. Example, the year ticket graphic is different from county draw fixture.	The template for every post is different, very few templates have been used. When they are posting their match results, they use the same template repeatedly. The template for every post is different	They follow a certain template for videos (portrait layout). Main template also when showing players result they show the result at the middle and picture of the player behind the score.	Some templates are used when showing the fixtures and score board, however they differ from different styles to different colours.	They use templates when they are showing the fixtures for the match, results, important dates such as 'Match Day' and when showing new players that have joined the team. They also stick to the colour green standing out and mainly the only colour showing on their socials.	Templates are used to an extent but not executed to its potential. Using a blue background with the logo.	No templates are used on the social media platforms although action shot photography is consistent giving a uniformed approach.	Inconsistent layouts are used to create graphic content. Consistency of colours matching the logo are used in the majority of content. No template used in the videos. The videos have been created on a phone seemingly after a game. The addition of titles have been added in the bottom corner, demonstrating good practice.
Audience Reach	A strong audience reach achieved by engaging content through video content aimed at the cycling community.	A strong audience reach from parents of fundamentals right up until the seniors. Their posts include a wide variety, such as showing children and adults getting involved in games for different clubs and activities for different events, ranging from Cul Camp to inaugural games.	Audience reach is mostly anyone that watches the sport. They suit their audience well with the frequency of posts and its open for all ages.	Audience reach is anyone who follows the sport. The lack of frequent posts on their socials makes it harder to maintain the interest from the audience.	Their audience reach is successful in connecting anyone who follows football in Northern Ireland with their local teams.	Their audience reach is anyone who follows Irish Rugby, or Rugby in general. They reach this audience very well as they are very active and post to suit all ages.	Instagram is more for their players and members and the Facebook is targeted more towards parents.	The following on the social media platforms are low and therefore the audience engagement is low with 45 likes at the most for a post. This is 13.5% of the followers engaging in the content posted.	In the best performing content got 3,000 views, 69 interactions (likes) and 10 comments. This is a demonstration of what good a good practice can achieve. In one of the lower performing videos the interaction is lacking with 205 views along with 1 like and no comments. Although this content did not achieve a high view there are elements of good practice.
Top Performing Post	Most performing posts are mainly their short Facebook reels.	Top performing posts are action shots of members playing in matches. Also, the most viewed videos are playbacks of matches or active members who have taken part in, such as Cul Camp.	Most performing posts are on their YouTube Channel, highlights of the boxing matches. Also their Facebook reels gets recognition as well.	Top performing post was video honouring a key person within the sport with around 150k views.	Top performing posts are mainly videos of highlights from the matches.	Top performing post are on their TikTok and it is more personal videos of the players outside of playing matches and training.	Top performing post are action shots of the team.	Top performing post have been meet the team content. Showing photos of a member during the game with content depicting the player.	The top performing post was the video created by the BBC documenting the what Basketball is about. Shooting interviews following best practice such as rule of thirds.
Score	80%	100%	100%	60%	100%	100%	40%	40%	60%

MEET THE TEAM



NOBLE MONCY



SARAH MCGARRITY



SARAH GEOGHEGAN

Each member has a different skillset which we have developed over the years, with each member having had the opportunity to expand their skills during placement last year. The project will be supervised by Adrian Hickey, as creative director, and Claire Mulrone as project manager. We are confident we can meet the creative brief.



BRIEF FEEDBACK

After Sarah.G completed the design for the brief we uploaded it to basecamp for Adrian and Claire to view and give us feedback and what needs corrected. Only few changes were needed like the changing of few words etc. After these changes were made and signed off, Sarah.G sent the brief off to our community partners

Claire

The **brief** looks great to me and happy to sign off on it. We are really excited to be working with the students.

Lauren from Basketball NI came back to us and was pleased with the outcome of the brief that was created for the project. Now the brief was completed it was then time to start thinking about the possible ideas for the pitch.

The background is a solid dark blue color. It is decorated with several large, abstract, rounded shapes in teal and yellow. In the top right, there is a yellow shape partially cut off by the edge, and a teal shape below it. In the bottom left, there is a large teal shape overlapping a yellow one. A single yellow circle is positioned in the lower right quadrant. The text 'THE PITCH' is centered in the middle of the page.

THE PITCH

PITCH IDEAS

To kickoff the thinking process for the pitch the team all agreed to do brand guidelines section for both the basketball clubs Antrim Jets and Newry Fliers. We kept this simple as we didn't want to change too much of thier brand on both the clubs

BRAND GUIDELINES

ANTRIM JETS



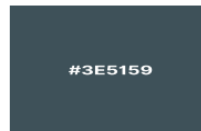
MAIN LOGO USED ON ALL SOCIALS.
CANNOT BE USED ON ON A DARK BACKGROUND



#5ab047



THIS LOGO TO BE USED ON DARKER
BACKGROUND



#3E5159



#96F20C

BRAND GUIDELINES

NEWRY FLIERS



THIS LOGO CAN ONLY BE USED
ON LIGHT BACKGROUNDS

#FFFFFF



THIS LOGO CAN ONLY BE USED
ON DARK BACKGROUNDS

#efb62c

#0f60af

PITCH IDEAS

After the brand guidelines was finished the team and I had a meeting to come up with a plan and ideas to show for our pitch to the community partner.

Group Meeting Attendance: Sarah x2 Noble
Minutes: 1:05 mins. Tuesday 31st October 11:30 - 1:15.

Topic - Pitch creation

Each of us discussed the approach we would take when creating each pitch.

Noble took the approach of following each clubs colours. He took an approach of including photography into the design.

Noble decided to do a

- player of the month graphic
- Fixture concept.
- Final score

Nobles video pitch for Newry is a womans basketball game narrative.
For Antrim Jets a video focusing on management & training sessions.

Sarah following the same as Noble & I in the brand guidelines. Sarah is creating the taglines for both projects. Sarah is ~~take~~ taking a ~~posible~~ retro approach to the pitch.

Sarah decided to do a

- Full time score graphic.
- Player of the month.
- Playoff fixture.

Sarah is focusing on International Woman's Day for Newry Fliers.

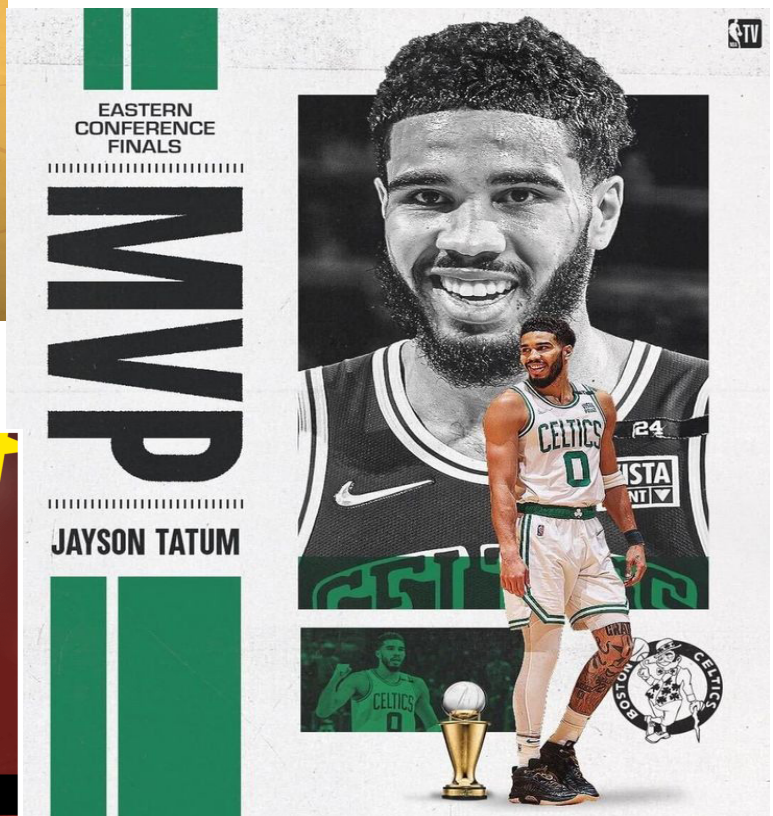


PITCH IDEAS

1. As mentioned in the pitch creation notes I took the approach of following each of the club colours into some of the social media templates. There was a few graphic concepts I came up with for the social media templates these were player of the month graphic, fixtures and the final score.
2. For the video pitch storyboards on the group meeting notes its not the correct pitch as it was changed. For Newry Fliers I wanted to do womens basketball training narrative, this is because the community partner wanted us to promote the women's all ages teams in order to get more players in.
3. For Antrim Jets I wanted to focus on the training side for the kids as our community partner requested if we could increase the exposure on that specific area so they can get all ages children involved within the club. I also wanted to add some footage of the senior team playing a league game.

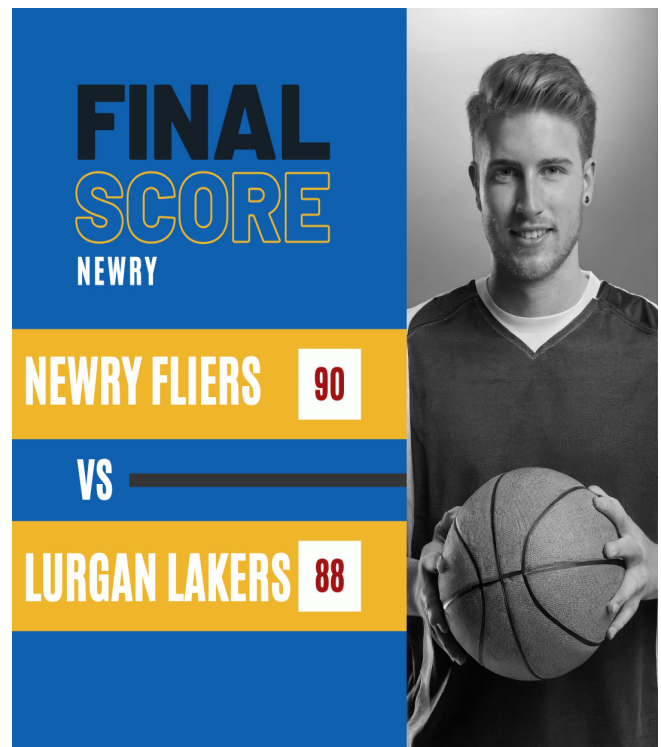
PITCH INFLUENCES

I researched different styles of social media posts regarding basketball. These are some of the posts I found which influenced me on my final social media template for the pitch. These are few of the examples I liked the style of and based my design ideas off it.



FINAL DESIGNS

For the final Newry fliers social media templates these are the designs I went for to include in my pitch.



With these three designs I kept it simple since the community partner will be using these designs on the clubs socials. I also kept to Newry Flier brand colours as well.

FINAL DESIGNS

For the final Antrim Jets social media templates these are the designs I went for to include in the final pitch.



With these designs I went for a more “sporty” look and also kept the brand colours as well when it came to designing it. Favourite one has to be the “MOTM” concept as I think it would suit the Jets social pages as they have similar designs.

FINAL DESIGNS

NEWRY FLIERS

For Newry Fliers video storyboard I did a detailed storyboard which links in with the campaign of promoting the women's basketball team.

STORYBOARD - PROMOTIONAL VIDEO

NEWRY FLIERS

FRAME 1



Title Card shot of Newry Fliers logo.
Possibility of adding motion graphic to logo
Duration: 5 seconds

FRAME 2



sharp cut to then up close angle of player tying shoes in slow motion
Duration: 5 seconds

FRAME 3



Transition to womens team coach/manager speaking to team during the game.
Duration: 10 seconds

FRAME 4



Key moments during the game
Duration- 5-10 seconds

FRAME 5



Cut to then team celebrating the victory in slow motion

Duration- 5 seconds maximum

FRAME 6



Important information being displayed and the opportunity of a free trail.

Duration- 10 seconds maximum

FRAME 7



Switch to the final title card with an effect included.

Duration- 5 seconds maximum

The main idea for this video is as mentioned above is to promote the women's team so I wanted to make a narrative that makes the womens team look strong but also mention a free trail class of some sort to catch the attention of potential new players.

FINAL DESIGNS

ANTRIM JETS

For Antrim Jets video storyboard I did a detailed storyboard which links in with the campaign of promoting the kids/youth side of the basketball team

STORYBOARD ONE- PROMOTIONAL VIDEO

ANTRIM JETS

FRAME 1



Title Card shot of Antrim Jets logo.
Possibility of adding motion graphic to logo?
Duration: 3 seconds

FRAME 2



up close angle of Club manager/Coach speaking about the new upcoming junior club briefly.
Duration: 10 seconds (minimum)

FRAME 3



sharp cut to junior players being trained/doing drills etc
Background Audio will be the interviewee speaking about the club.

FRAME 4



B-Roll footage Footage of training facilities the club provides for the junior team.
Background audio-interviewee speaking about facilities
Duration- 5-10 seconds

FRAME 5



Up close angle shot of the interviewee speaking about upcoming events the club will be hosting.
Duration- 10 seconds maximum

FRAME 6



Switch to player scoring on the final buzzer to win the game in slow motion.
Duration- 10 seconds maximum

FRAME 7



Switch to the final title card with an effect included (logo coming from one side and leaving the other side)

Duration- 5 seconds maximum

The idea for this storyboard was to promote the kids/youth training programmes they have to offer with shots of them training and also adding b-roll footage of the senior team playing a league match.



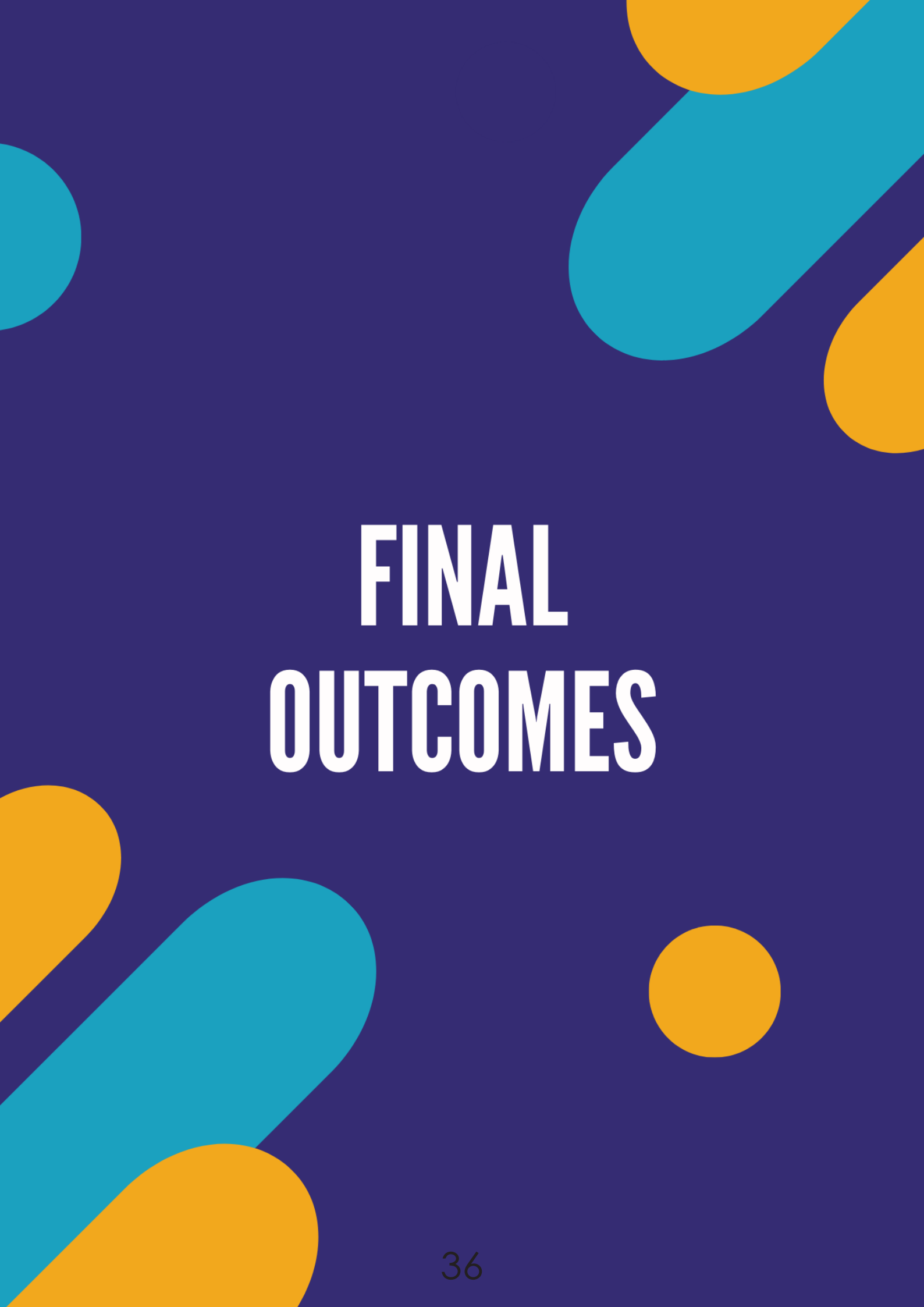
PITCH FEEDBACK

Our pitch was online using teams but before we had the pitch the team and I put all our pitches into one unified document so it would be alot easier to present it to the coummunity partner during the pitch. I was nervous before the pitch as talking infront of others has always been a nervous thing for me to do but to overcome it I went over the pitch mulitiple times so I knew what to say when it came to it. We also came up with a order to do it so it was Sarah.M first, Sarah.G second and me last.

Hi Sarah,

Thank you for sending the design **pitch** through. It looks great to me and ties in all the elements we discussed. I will communicate this to the clubs for any feedback.

I think the pitch went really well and above is the response we got from Lauren from basketball NI. Most of Sarah.M and Sarah.G ideas were picked overall. Lauren liked Sarah.M slogans, fliers social media templates and also the fliers video idea. So Sarah.M ideas were more suited for Newry Fliers. Lauren also liked Sarah.G Jets media templates and also the video ideas so Sarah.G ideas were more suited to Antrim Jets and this was the plan then to go into production.

The background is a solid dark blue color. It is decorated with several large, abstract, rounded shapes in teal and yellow. In the top right, there is a yellow shape partially cut off by the edge, and a teal shape below it. In the bottom left, there is a large teal shape and a yellow shape below it. In the bottom right, there is a single yellow circle. The text 'FINAL OUTCOMES' is centered in the middle of the page in a bold, white, sans-serif font.

FINAL OUTCOMES



FILMING

After the pitch amendments were finalised and Lauren was happy with the Final Pitch she came back to us and give us all the dates for filming with the clubs.

Please see below the information for club visit sent to Claire yesterday:

Newry

- Womens sessions is Monday 8pm - 9pm. They would prefer to have a weeks notice so they can make anyone aware they do not have to be included in footage if they are uncomfortable.
- Saturday mornings 11.30am to 1pm is when the u12 and u14 girls train. They are off for the transfer test this week and have games next week at home. Their first free Sat is Sat 9th Dec

Antrim

- Junior Training is on Monday evenings - time TBC but they are available any Monday until the deadline if we provide them a few days notice.
- Senior fixtures are attached and their home fixtures are based at Crumlin Leisure Centre and again if we provide them was advanced notice any game should be suitable.
- I have not enquired about senior trainings times as I assumed it would be best seeing them play in their kits but let me know if this is required.

Clubs are aware that all children participating require parental permission to be involved.

After getting this email from Lauren we encountered some problems like Newry Fliers needing a weeks notices which messed up our timeline to reach final production and the times for Junior training not fully being confirmed.

FILMING

ANTRIM JETS

After couple day we went past and we still were yet to hear from them about a confirmed time for the juniors training. After discussing it with the team and thinking of what to do we noticed they were pretty active on thier facebook social page so Sarah.G wrote up a message to the jets directly and we got a confirmation time sorted.

Hello, my name is Sarah Geoghegan and I am working with Basketball NI to do work for your club. We were in contact with Lauren and she said Monday was the best time to film with the juniors. I was just wondering when the juniors train on Monday?

Hi Sarah, yes we will be in the Antrim Forum Main Hall on Monday between 4:30-6pm. We are usually down around 4 or soon after to set up if you want to come in to set up what you need. If we can do anything else to help or you want any more info, ask away, we're happy to help!
Thanks, Jonny.



Forum Main Hall on Monday between 4:30-6pm. We are usually down around 4 or soon after to set up if you want to come in to set up what you need. If we can do anything else to help or you want any more info, ask away, we're happy to help!
Thanks, Jonny.



That's perfect thank you so much! There will be Noble Sarah and I. We have a good amount of kit so we will aim to be there early as well. If there's anything specific you would like captured just let me know.



Sent

FILMING

ANTRIM JETS

Our first filming session with them was on November 27th and it went very well we got there and set up before the juniors arrived and had a small meeting on what exactly we needed capture. We followed the storyboard Sarah.G made for the final pitch and went along with it. I was taking photos and b-roll footage as well. Sarah.M was using the AC90 camera to record the main footage we needed and Sarah.G had camera with a much bigger lens to capture the action shots during the junior training.



FILMING

ANTRIM JETS

We had planned previously with one of the coaches during the junior training to go down to one of the thier league games the next day to capture some actual game footage of the seniors playing. The game was in the Crumlin leisure centre at 7.30pm, we arrived got set up and get one of the coaches to do an audio recording based on his experiences within the club. We did this audio recording because we wanted a coach talking about the club and what it offers for juniors etc, as background audio for the jets video.



FILMING

NEWRY FLIERS

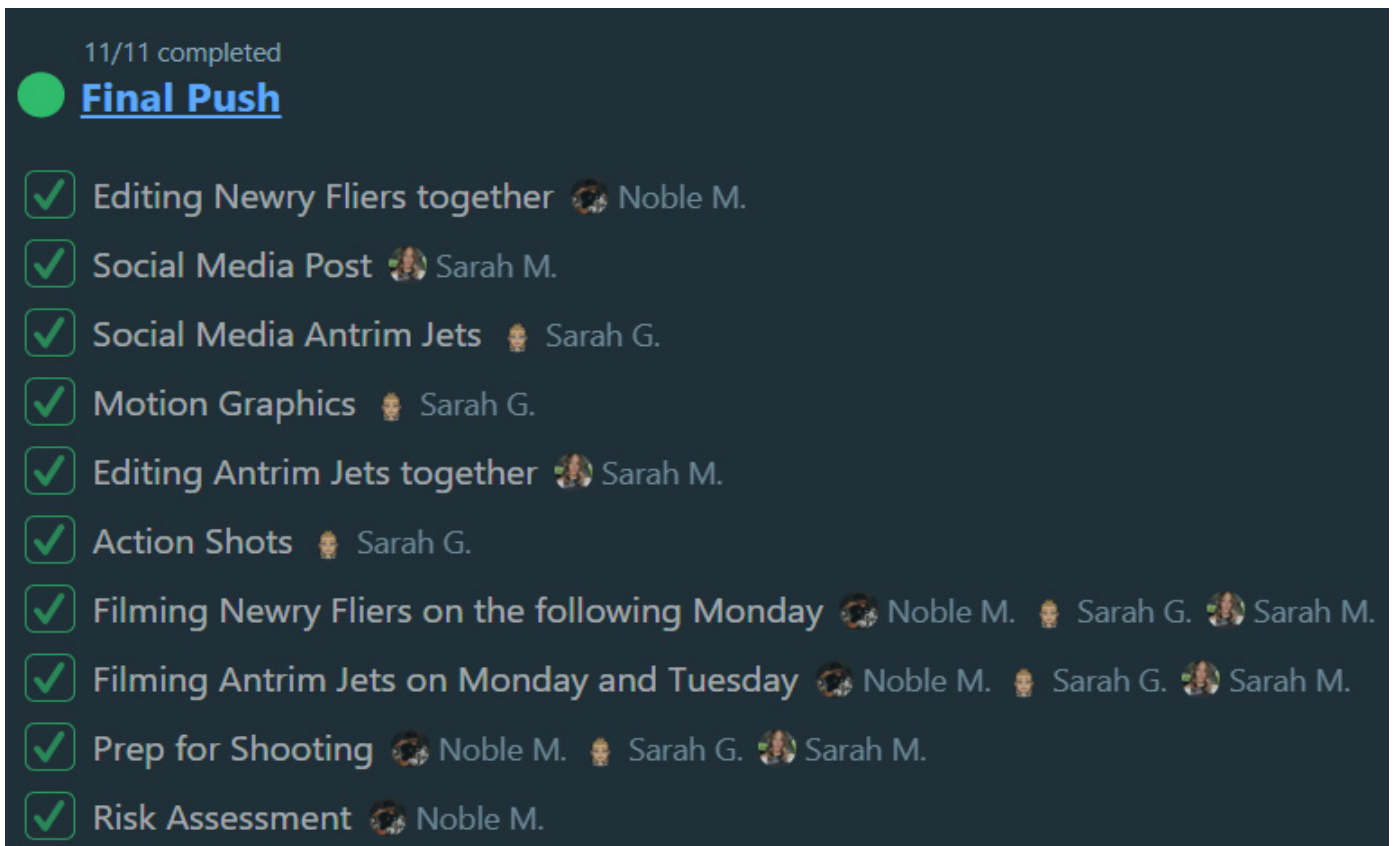
Newry Fliers was a bit more tricky for a date to be sorted that would suit the team and themselves we originally decided to do filming on the 2nd December to capture some game footage but this got cancelled at the last minute so we couldn't get any game footage for them.

Sarah.G then sent out a message to their facebook social page asking if it would be possible for us to film on the Monday (4th December). This session on Monday was a training session for the senior ladies and overall it went well. Only issue was that we were not able to follow the storyboard that we had since there was a lot of changes made like not being able to get actual league game footage etc. Sarah.G also went to a juniors girls training on the 9th December to get more footage and photos.



EDITING FOOTAGE

After we finished collecting footage and all the photos it was then time to move onto the second stage of production which was editing it all together. Before we decided for who to do what we had a small meeting to discuss who to take on some of the tasks.



11/11 completed

Final Push

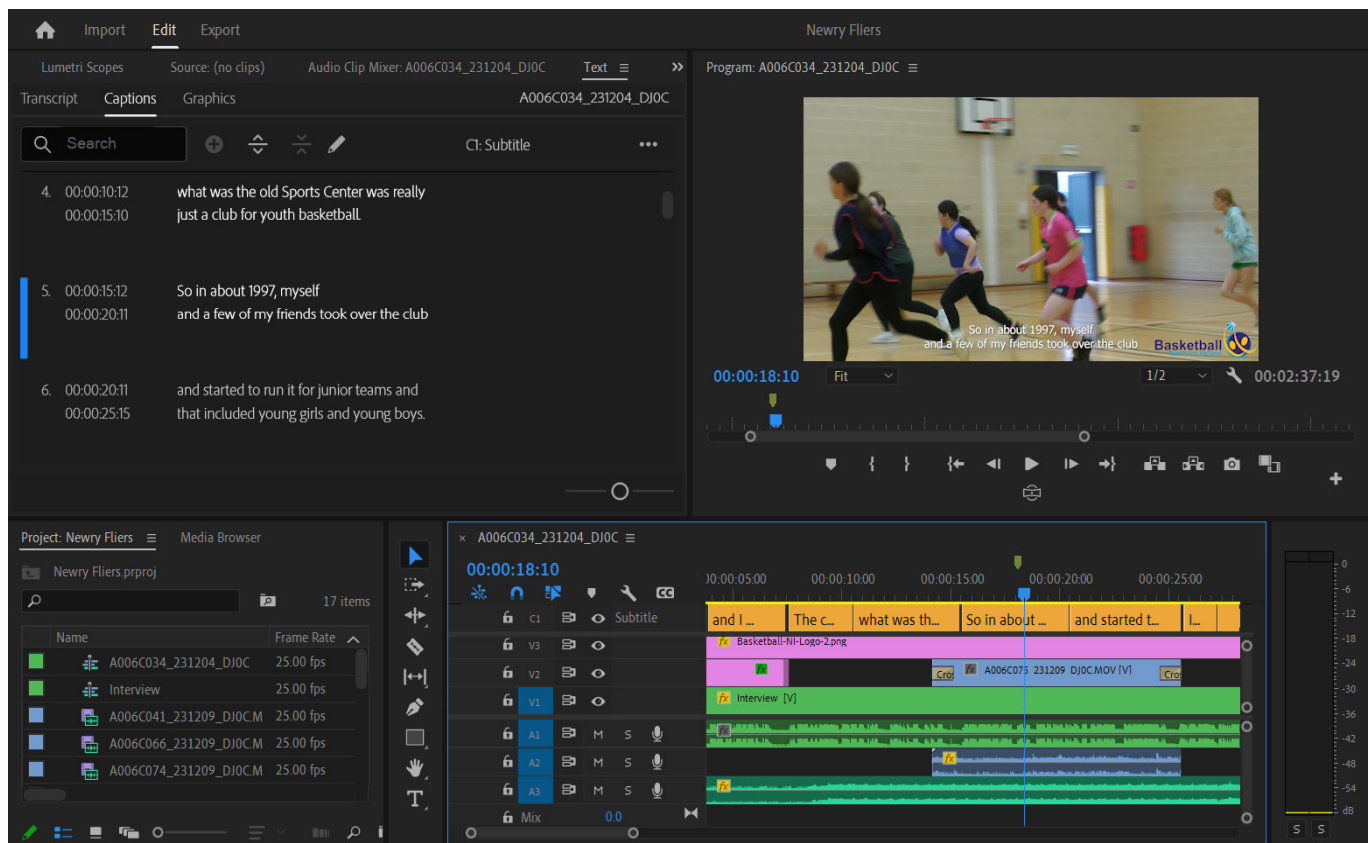
- ✓ Editing Newry Fliers together 🌐 Noble M.
- ✓ Social Media Post 🌐 Sarah M.
- ✓ Social Media Antrim Jets 🌐 Sarah G.
- ✓ Motion Graphics 🌐 Sarah G.
- ✓ Editing Antrim Jets together 🌐 Sarah M.
- ✓ Action Shots 🌐 Sarah G.
- ✓ Filming Newry Fliers on the following Monday 🌐 Noble M. 🌐 Sarah G. 🌐 Sarah M.
- ✓ Filming Antrim Jets on Monday and Tuesday 🌐 Noble M. 🌐 Sarah G. 🌐 Sarah M.
- ✓ Prep for Shooting 🌐 Noble M. 🌐 Sarah G. 🌐 Sarah M.
- ✓ Risk Assessment 🌐 Noble M.

After we decided who's taking on the roles we made a to-do list on basecamp as shown above. I was in charge of editing the Newry Fliers footage. Before I got started into editing the footage I was abit overwhelmed as we wren't able to follow the storyboard completey as we were unable to get some certain footage.

EDITING FOOTAGE

We mentioned this to Claire and Adrian during class time and they understood and told us to edit whatever we got and send it over to community partner as soon I was finished editing it.

The editing process went smooth as I didn't run into any issues during the editing stage. I put in all the clips that I thought were good for final outcome and I was pleased on how the video turned out in the end. I didn't add in any music because I wanted to send it out to the community partner and see what they thought of the first draft.



FINAL HANDOVER

When me and Sarah.M were finished editing we then sent it over to Sarah.G to add the motion graphic she created at the end of the videos to close it all off together. Sarah.G then gathered everything and attached to an email which was then sent to our community partner for feedback to see if any final changes were needed.

Hi Sarah,

Thank you so much for sending all of this through. Delighted to hear you had a great time working with the two clubs, they both have great people involved and hoping to go from strength to strength.

Please see some feedback from myself and Marc below:

- **Newry Vid**
 - A great narrative connecting women & girls' basketball
 - Sound needs adjusting
 - Would advise next time filming be mindful of lighting the subject, framing the subject and the areas for sound the subject for interview.
 - Nice piece to join Women in Sport etc together
 - Would have been nice to have Basketball Northern Ireland mentioned within this – I would suggest having the Basketball NI logo at the end of each video
 - Appreciate it was difficult to follow the pitch story narrative without being at games so well done
- **Newry Images**
 - Fixture and Player of the Month are labelled incorrectly
 - For the Fixture image I would add examples of team logos as they may leave it bare
 - BNI Logo should be included somewhere on all - They are playing in Basketball NI leagues. I should have confirmed this during the pitch.
 - Playoffs is not the best wording as this only happens once a year - best to be named upcoming fixtures (maybe monthly fixtures?)
- **Jets Video**
 - Would be great to see Tony a few times.
 - Tony Talks well
 - The video differs from the story narrative in the design pitch
 - The Antrim Jets and ourselves won't be able to use the video as it stands with the commercial backing track
 - A really nice narrative for this also
 - Again - Would have been nice to have Basketball Northern Ireland mentioned within this – I would suggest having the Basketball NI logo at the end of each video
- **Jets mages**
 - This is a very different format from the Design Pitch that was agreed on. Design pitch has different designs of group fixture, comp fixture and final score while playoffs, fixtures and POTM has been sent. Happy to have POTM added to original.
 - BNI Logo should be included somewhere on all - They are playing in Basketball NI leagues. I should have mentioned this during the pitch.
 - Playoffs is not the best wording as this only happens once a year - best to be named upcoming fixtures (maybe monthly fixtures?)
 - Also are the clubs getting the brand guidelines from the design pitch?

Very impressive team, Well done!

This was the feedback we got from Lauren and Marc. To be completely honest this threw us off as we didn't expect this many corrections and there was a few we could do nothing about as it was too late to go refilm. But after we read the feedback we got cracking on with the corrections to make it in time for final handover



FINAL HANDOVER

The corrections I had to do didn't involve any big changes, it was changes like audio needing adjusting and to add the Basketball NI logo in the video. I ended up doing a watermark on the logo and placed it bottom right corner and its in place during the entirety of video. After all the corrections were made we were ready for our final handover to the community partner.

Hi Guys,

Thank you for this!

I am absolutely delighted with the work you have completed for us! It is amazing content for us but also our two clubs and I am sure they share my appreciation in the work you have completed. Also, I appreciate Marc gave a lot of feedback due to his work in sports broadcasting and the tight turn around you had to make the changes.

I will be delighted to share the content with Jets and Fliers. I hope you enjoyed the project and it aided you in your final year.

I hope you all have a nice Christmas break and I am sure I will speak to you in the New Year.

Thanks,

Lauren

Few days went past and we finally got an email back from Lauren saying they were happy with corrections made and was delighted with the final production we sent her.

The background is a solid dark blue color. It is decorated with several large, abstract, rounded shapes in teal and yellow. These shapes are scattered across the page, with some overlapping. The teal shapes are elongated and curved, while the yellow shapes are more circular or oval. The overall aesthetic is modern and graphic.

PROJECT MANAGEMENT

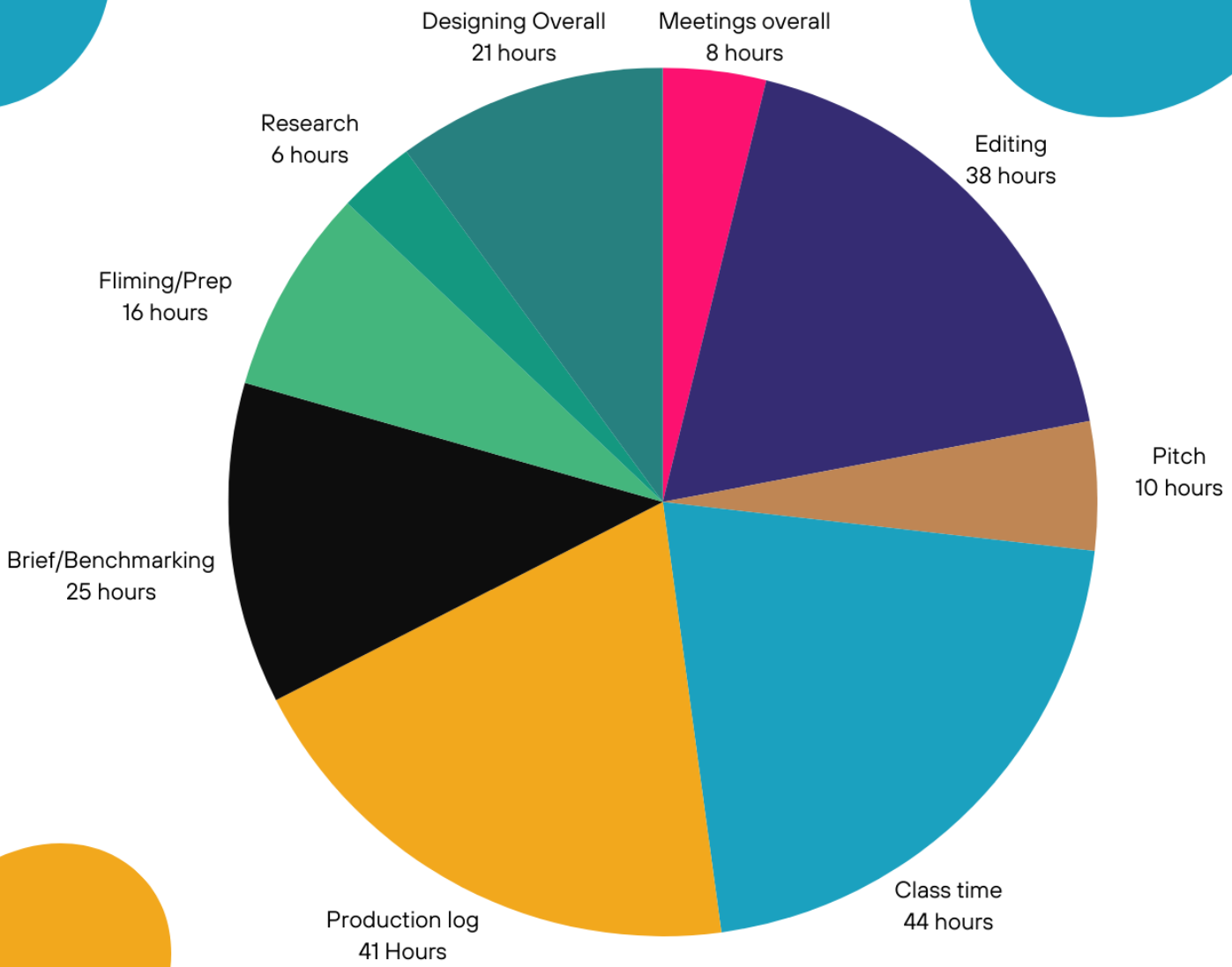
PROJECT MANAGEMENT

The entire duration of the semester, our team was introduced to Basecamp which was a good application to use to oversee the whole project. Using Basecamp proved crucial to us as it offered many features like the management of files, to-do lists and effective communication. Using Basecamp also updated Adrian and Claire where we exactly were during project social and also meant a way to establish communication with the team.

The team also had a Whatsapp groupchat just to have another way of communicating within ourselves, but we mainly used Basecamp as our form of communication.

To track how much time we were spending doing the project we used the app called "Clockify". Using this app was helpful because it gave me an insight on how much time I was spending during the whole project. It was also helpful to see how much time I was spending on individual tasks.





TOTAL-209 HOURS

REFLECTION

Taking part in Project Social was a valuable experience for me. Doing a year in placement made me confident before we properly started getting into project social. The experience getting hands- on involvement in team setting, working with a real client and also addressing a real-time project was an experience.

I think myself and both Sarah's worked really well as a team, we each brought in different skillsets that we learned from placement or years before and applied to this project we had the opportunity of doing. There was no lack of communication between us as we were very quick with responses and also shared our opinions on certain elements within the project. With these skills we were able to develop two social media campaigns for our community partner which I think turned out well!

I also feel that there was alot of applying of knowledge from previous years when it came to creating the pitch, editing footage, brief and more. I have used the skills I gained from placement year and also previous years studying Interactive Media. I was able to use the adobe suite smoothly since I have used it from previous years from study Interactive Media especially Premier Pro!

REFLECTION



In general the project social journey has been quite fulfilling, and I am genuinely pleased with the results of the final outcome. Working on a live brief with the community partner was quite particularly exciting at times also I really appreciated the effectiveness within our group. This experience allowed me to show the skills I have gained from going on placement, my organizational and time management skills has improved as well. Project Social gave me a small glimpse into what it could be in the real work post graduation. I believe each team member played a significant role in this project, contributing rqually to product the optimal devliverables!



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