

MED 526: Interactivity for Social Enterprise



Production Log
Niall McKeown

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Introduction

For this module on Interactivity and Social Enterprise we are given a range of community partners from around Northern Ireland with 'Science Shop' Community Partners. We then choose a Community Partner in a group of 2-3 with other Final Year Interactive Media students that we think best suits our expertise. This is what is called Project Social a collaborative project that Interactive Media students complete as a module within final year.

This production Log will document the entire process of creating content for Leander Swimming Club ASC from start to finish. The contents will involve initial preparations, gathering ideas and inspiration, proceedings with the client, designing components and feedback from the client.

During the production of content for Leander Swimming Club ASC we had close contact with overseers Adrian Hickey (Module Coordinator) and Claire Mulrone (Community Engagement Manager) on the project. We also were in contact with Helen Lunny our Community Partner for Leander Swimming Club ASC who advised us on what the club specifically wants and if it is suitable.

For team collaboration on the project we used the application Basecamp which allowed us to share project files, we also used Facebook Messenger for messaging each other on the project.

Meet the Team

The team comprises of Aoife Gallagher, Niall McKeown (me) and Adam Johnston. All of us with different expertise that we have brought to this project. During the entire production of this project, we worked collaboratively discussing each of our strengths and where it would best be that we put those strengths.

Aoife communicated with the Community Partner and created segments of the social media, she also gave creative direction for different project elements. I planned and created the main video for Leander, I also designed the main production elements such as the Brief, Benchmarking and Pitch documents. Adam created the graphic designs that Leander chose and also created social media templates and a schedule.



Aoife Gallagher
- Lead Communicator
- Social Media Designer
-Creative Direction



Niall McKeown
- Lead Video Editor
-Lead Production
Designer



Adam Johnston
- Lead Graphic Designer
- Lead Social Media
Designer

Project Specification

Within week one of Interactivity for Social Enterprise we were shown a variety of different community partners. The one that resonated the best with the group was Leander Swimming Club ASC. Speaking from my point of view I felt that this was best suited for me as within placement year I used many of the skills that are required.

My placement year was with Ulster University's marketing team, being a part of their team allowed me to build on my previous experience with After Effects, Illustrator and Premiere Pro. I created promotional videos which meant I had to film, create and design. This was great experience for the project at hand! However, I never worked with sports before and was assured that a project out of my comfort zone was a great way to gain more experience in that field.

When picking our community partners we were given a form where we gave our preferences within our groups ranging from 1-3, 1 being the one you want first and 3 being your less preferred choice. We were also given a section on how our interests, skills and abilities of our group meet the needs of the community partner. Within this section, we discussed each team member's strengths and what we achieved if we were on placement.

Leander Swimming Club

Project Specification:

Leander Swimming Club was formed in March 1964 by head coach Bobby Madine together with David and Nancy McCullough. They run swimming sessions at Lisnasharragh, Olympia, Templemore Baths, Whiterock Leisure Centre and the Grove. Over the years Leander swimmers have represented their country in the Olympic Games, Commonwealth Games and European Championships. In 2024 the club will celebrate its 60th birthday.

Using creative media develop a range of media outputs to celebrate the achievements of the club. Using interviews with the founder, the coaches and swimmers, video and photography to document the club's history and its plans for the future. Develop a suite of online materials that can be used to publicise the celebration on social media including a gif of the logo and social media templates.

PROJECT
SOCIAL



Skills Required:

After Effects/
Premiere/
Photoshop/
Illustrator/
DSLR skills/Video & Photography
Social Media skills

Initial Meeting

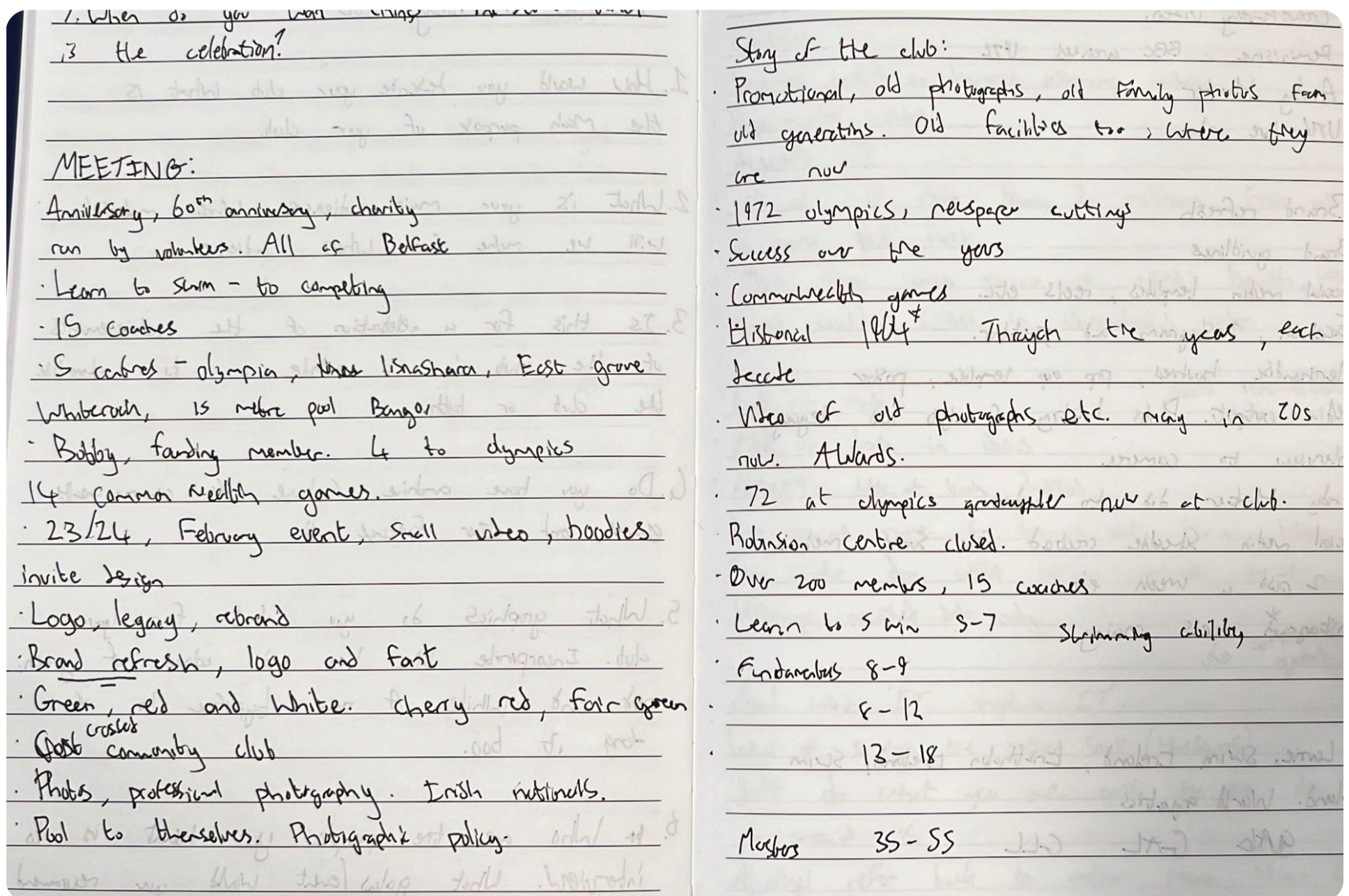
For the initial meeting with the Community Partner, we were introduced to Helen Lunny who would be our main contact for Leander Swimming Club ASC. This meeting was to gather insight into the Community Partner, what they're about, their target audience etc. Before this meeting, we collaborated on getting information on the Community Partner via their social media pages and website. With this information, we came up with questions to ask the Community Partner.

Leander Swimming Club Meeting Questions:

1. How would you describe Leander Swimming Club, what are your main club values?
2. Who are your target audience, are they club members, is it community based?
3. Is this project mainly for a celebration of the clubs achievements or to advertise the club?
4. Do you have any archival footage that we would be able to use for documenting the clubs achievements?
5. What graphics would you like for your club? Would you like a new stylised logo, would it include the lion and colours of green red and white? Would it include a new typeface too?
6. What do you have in mind for the gif logo? Would you like it to be animated, an updated version of your existing logo?
7. What photography would you like us to take, celebrations, facilities being used?, club members? Will this be used for social media too?
8. What type of social media templates would you like? Instagram, Facebook, X (Twitter), TikTok. Give you a brand guidelines to stick with like font, colours etc.
9. Who would you like us to interview for your club videos? Will this be at the clubs swimming pools or somewhere else?
10. Any events that you recommend us to attend for filming purposes?
11. When would you want this project finalised? When is the celebration?
12. For the video what would you like the message to convey to your target audience, will it be a family based video?
13. Would we have access to any trophies or anything of value related to the club for filming purposes.
14. Would you like any motion graphic pieces for the club?

Initial Meeting Outcome

The initial meeting lasted about an hour via Teams and all of the questions that we wanted asked were answered. Meeting the Community Partner Helen for the first time was a great way to understand the Club and what they wanted, Helen was very friendly and was happy to help in any way she could with the project.



During the meeting, I took quick notes of information from the questions that I thought would be useful to have on hand.

With these questions answered we gathered that they had a 60th anniversary in early 2024. This is what most of our project will be focusing on, we were also informed about undergoing a refresh of their brand, including a logo and font, a social media schedule and templates and branded merchandise. However, we were limited with colour as they wanted to keep the Club colours of red and green as they are a cross-community club. The club also wanted a commemorative video to celebrate their 60th anniversary. With this information, we were able to get started on creating the brief.

However, one component we wanted to try and include with the project was photography and filming of the members of the club. This is limited due to the strict guidelines of the filming and photography policy. We would like to be able to include photos and videos within the social media and commemorative video however, time constraints with the project and the policy may prevent us from doing so.

Excerpt from the Filming and photography Policy from Swim Ireland:

Filming and Photography Policy

The Filming and Photography Policy provides guidance for Swim Ireland members taking and using images. This policy is not about preventing images being taken, but to ensure that only those who have a right to take images do so. Promoting the safeguards in place minimises the risk of inappropriate taking and use of images.

Definitions – specific to this policy

Event: may include competition, training session, social function or any activity organised at any level of Swim Ireland

Image: refers to all photographic and film/video footage.

Permission to take images

Permission must be sought by the club, region and Swim Ireland to ensure that young people and parents are aware of when and how their images may be used. Permission can be obtained through:

- Individual permission where permission is sought for a single or specific event and has not been sought generally through membership/competition entry/other contract means – an individual permission form is provided
- General permission granted through completion of membership/competition entry/other contract where permission is included as part of the form. The wording used on the individual form should be included.

For third party photographers, film/videographers or other organisations employed to take images each person must complete the Swim Ireland Self-Declaration Disclosure Form for Service Providers (see Recruitment). For any other person wishing to use photographic devices at events they must first register their device with the organiser. Each person registering a device will be required to produce photographic identification as proof of identity. A template Registration Form is provided.

Announcement at events regarding taking and the use of images

The club/region/Swim Ireland should ensure the following announcement is read out at the start and during an event to ensure everyone is clearly aware of the need to register:

“All persons wishing to take photographs or film footage at this event must first register their device(s) with (name of organiser). Please note photographic identification will be required as proof of identity.”

If a company/person has been authorised by completing the Swim Ireland Self-Declaration Disclosure Form for Service Providers, the following should be included in the announcement:

“(Name of company) has been authorised to take photographs of individuals in accordance with Swim Ireland policy.”

Taking images in certain environments

Swim Ireland members and third-party photographers, film/videographers or other organisations shall ensure that images are not taken in such environments considered inappropriate irrespective of any permission sought. In certain cases, it may be an offence to take such images.

Using any type of equipment to take images is banned in areas where people are changing or would normally expect their privacy to be recognised. Examples of such areas would include:

- Changing rooms
- Open changing areas such as ‘villages’,
- Individual changing/private cubicles provided for personal use
- Toilets
- Medical/physio treatment rooms

Flash photography is prohibited in an environment where any performance may be affected or there is the potential for its use to cause harm to the young person.

Brief Development

For the development of the brief, we created a shared Word document and allocated roles for each component of the brief. This is what we thought would be best to distribute the workload between us.

For the development of the brief document we created it in InDesign and included images given to us by the Community Partner, we also introduced the colours associated with Leander; red and green.

Community Partner (A description of the Community Partner)

Leander Swimming Club is a cross-community club based in the Belfast area. They were founded in 1964 by Bobby Madine along with David and Nancy McCullough. Leander has had great success over the years developing swimmers who have represented the club at the Olympics, Commonwealth Games and World Championships. The club includes a range of ages spanning from the ages of 5 with learning to swim classes all the way up to master level with ages of 40+. Leander are always open to new members and contribute greatly to the swimming community in Northern Ireland.

Leander Swimming Club will soon be celebrating their 60th Anniversary. This will be a celebration of their accomplishments over the many years. Leander are open to the idea of a brand refresh for this event. This brand refresh includes creating content for their 60th anniversary. This will also include updating their social media, providing templates and a social media schedule leading up to their 60th anniversary event.

The Project/Aims (The project's main purpose and aims)

Our main objective is to create a commemorative video using archival footage for Leander's 60th anniversary. This anniversary represents a significant milestone for the club since its founding back in 1964, as many of its original members will attend this event. This commemorative video will celebrate Leander's long history and achievements within the community, such as the successes of members at the 1972 Olympics, the 1976 Montreal Olympics and even the Commonwealth games.

Another aim of the project is a brand refresh for Leander; this is due to their branding and logo having not been updated within recent years. A brand

refresh will help contemporise Leander's identity to ensure success in the future. This brand refresh will align with their original colour palette which was developed to ensure was represented under a cross-community club.

We will create brand guidelines and social media brand guidelines. These new guidelines will help the club achieve a strong sense of brand identity. We will include social media guidelines to maintain consistency. The visual identity will include graphics, photography and motion graphics. A social media schedule will also be developed to help create posts and content.

Target Audience (The main audience of the club)

This project primarily aims to engage with past and present members of Leander Swimming Club. The secondary audience are parents and children who may have an interest in swimming. Promoting the 60th anniversary of Leander will provide additional content that can be used on social media and

this may increase future engagement with the club for new families and children. Harnessing the celebration and achievements of the club will provide an opportunity to continue its legacy and ensure the future is bright for the club.

The Deliverables (what we will be creating for the club)

We will deliver:

- 1. Brand Refresh**
- 2. Brand Guidelines**
- 3. Social Media schedule/templates**
- 4. Promotional Video**
- 5. Photography**
- 6. Branded merchandise mockups (Hoodies, tracksuit, T - shirts)**

Tone, Message and Style

(The proposition of the content we will create)

For Leander Swimming Club a brand refresh will include their cross-community colours of green and red. Brand Guidelines will ensure a strong visual identity across social media and merchandise. The tone of the project will be a message of celebration outlining their legacy

and an opportunity of growth for the future. The media outputs that we will create for the celebration will help to raise the profile of the club to communities across Belfast to grow the membership across all demographics.

Budget (An estimate of the price for merchandise)

This is a budget breakdown for the proposed deliverables, although this is not a funded project it will show the different elements required to bring these ideas to fruition.

- Hoodies - £2,600 for 200= £13 per person**
- T - Shirts - £960 for 200= £4.80 per person**
- Tracksuits - £5,248 for 200= £26.24 per person**
- Towels - £1,562.40 for 240= £6.51 per person**

Time Frame (The weeks of development)

All three project members will produce a minimum of three alternative designs, and these will be shown through a design deck. These design decks will be pitched to the organisation in week 7. The Club will then be given the opportunity to pick a set of designs they feel best represents their brand in moving forward with the conclusive designs.

Once representatives from Leander ASC have given their feedback and chosen the design direction the project members will begin to work on the deliverables ready to be delivered to the Club in week 12.

Week 5:
Development of Brief and and sign off

Week 6:
Development of the Pitch

Week 7:
Pitch Presentation

Week 8-11:
Project Development

Week 12:
The Final Submission

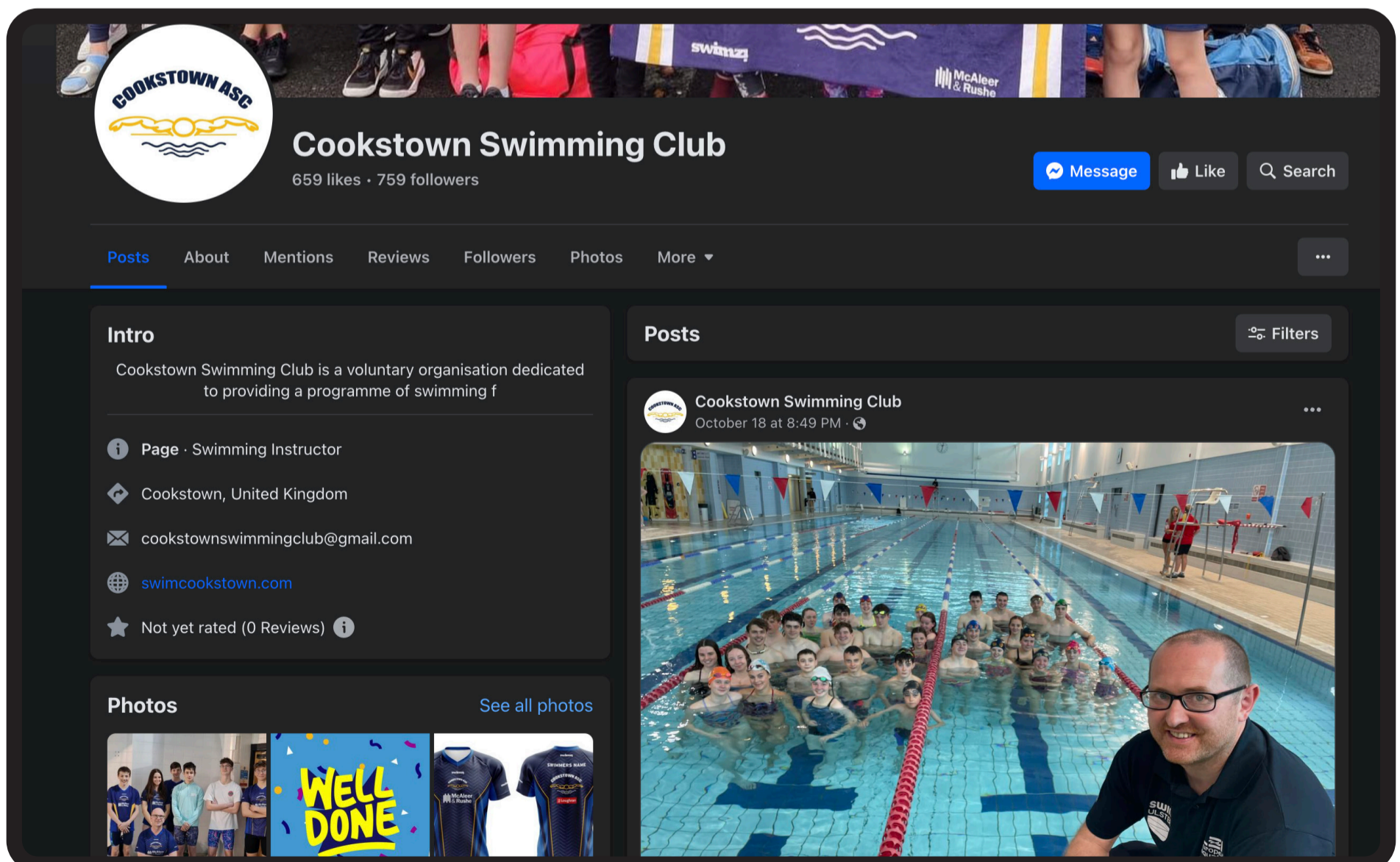
Benchmarking (Understanding similar organisations)


We performed a benchmarking process on similar organisations to Leander Swim Club. We discovered that Cookstown Swimming Club that is also located in Northern Ireland is a community focused club similar to Leander including the audience of 8-year-olds and older. Cookstown's social media presence shows many weekly posts that many of their community interact with averaging 20+ likes on each post with consistent posts and branding, they maintain their brand identity by always using blue and yellow in all of their posts on Facebook. Consistency is important and it is what we would like to enforce within Leander's social media presence.


Melbourne Swimming Club is a large club that has a big presence online via their social media and video content. Melbourne's main focus seems to be mainly on the competitive side unlike Leander's which is focused on the

community aspect. The main takeaways from Melbourne's social media is their consistency and video content which is high quality and helps to create more new engagement from outside of the community bringing more attention to the club and potentially drawing in new people to join their club. Video content is one of our deliverables and something we plan to implement into Leander's social media.

Stockport is very similar to Melbourne, with a professional presence online on their social media while also being very community based, which is something we will develop with Leander. What we took from this process is that we should focus on giving Leander strong social media guidelines that can be used on all their social media platforms and video content that presents them in a professional and family orientated light.







Melbourne Swimming Club

409 likes · 570 followers

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Intro

MSC IS A NEW EXCITING SWIMMING CLUB
Melbourne Swimming Club (MSC) consists of all age groups of comp

Page · Sports Club

<<not-applicable>>, Abbotsford, VIC, Australia, Victoria

enquiries@melbournesc.com.au


melbournesc.com.au

Not yet rated (0 Reviews)

Featured

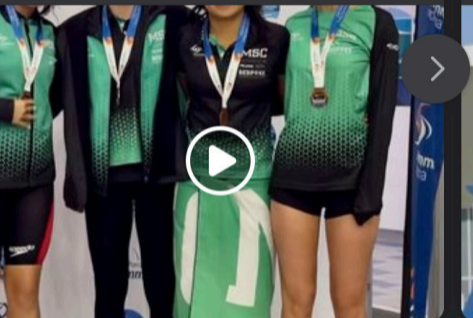
Melbourne Swimming Club
March 14 · 🌐


That's a wrap 2023 Victoria Age LC Championships! 5 days of tough of competition backing up heats and final...




Melbourne Swimming Club
February 20 · 🌐

And that's a wrap for 2023 Victoria LC Open Championships!







Stockport Metro Swimming Club

1.2K likes · 1.4K followers

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Intro

Welcome to the Official Facebook page of Stockport Metro Swimming Club.
We'll be using this page to

Page · Amateur Sports Team

0161 474 7766

michelle.jennings@lifeleisure.net

stockportmetrosc.co.uk

Always open

Featured

Stockport Metro Swimming Club
May 1 · 🌐

Daniel, we are proud to call you one of our own. We know your team mates country wide will be saddened to hear...

Scott David Miller
April 28 · 🌐

UPDATE NEW TARGET £10,000 🍊

GOFUNDME.COM

For the categories and features of the benchmarking, I asked Adrian what the best process would be. Adrian responded with the benchmarking reflecting the media outputs that you expect to make:

Benchmarking



Adrian Hickey · Oct 10 · Notified 4 people

Hi Niall

Got your email.

You benchmarking should reflect the media output you expect to make.

So yes, you will be best placed to look at how other swimming organisations use video in their social/web presence to share/market what they do.

You are trying to identify best practice which may include categorise like this:

Benchmarking		
Category	Feature	SBG BELFAST
Use of advanced editing and filming techniques	transitions	Mostly snap cuts between slo-mo and fast forward clips
	lighting adjustment (shading, vignette, etc.)	No visual editing used throughout video
	Motion graphics	No motion graphics used throughout video
Use of audio formats	Background music	Entire video contained use of background music
	Audio extract from another source	No extra audio, just the background music
	Usage of raw audio recording.	No raw audio used in video
Accessibility	Subtitles	No subtitles included
	Platform	Video can be found on their website and vimeo
Score (%)		37.5%

Screenshot 2023-10-05 at 14.20.21.png · 190 KB · [View full-size](#) · [Download](#)

But also, what else makes a good video? Lighting set up? Tripod/gimbal usage? Output quality? HD? 4K?

These would be the categories I would be focusing on.

Hope that helps...

I then made a benchmarking list that everyone could use when benchmarking the website that they picked. I also made an example in Excel that they could see as an example. Once everyone completed their benchmark processes I compiled them together into a table that was easy to read and understand.

Benchmarking:

- = Category
- = Feature

- First Impressions:
 - Aesthetics of social presence (anything that comes to mind first?)
 - Identifiable target audience
 - Identifiable 'about' description

- Use of Social Media:
 - Updated regularly
 - (Word I can't get) when their followers have good activity on their social media
 - How many social media platforms do they utilise?

- Use of Advanced editing and filming techniques:
 - Transitions
 - Lighting adjustment (shading, vignette etc.)
 - Motion graphics
 - Tripod/gimbal usage
 - Output quality (4K, HD, 720p etc.)
 - Rule of thirds
 - B roll
 - Intro
 - Outro

- Use of Audio Formats:
 - Background music
 - Audio extract from another source
 - Usage of raw audio recording

- Accessibility:
 - Subtitles
 - Platform (Where can it be found Facebook, Youtube, Vimeo).

- Use of graphics, typography, logo and colour:
 - Have high quality logo
 - Have a typeface that fits their content
 - Have a colour palette they stick with

- Use of Photography:
 - Photos of the facilities
 - Photos of people that attend the club
 - High quality photo
 - Photos of celebrations/awards

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club
First impressions	Aesthetics of social presence	Community Focused	High standards
	Identifiable target audience	10/11 and 8 years and older	All age groups
	Identifiable 'about' description	Yes	Yes
Use of social media	Updated regularly	Yes	Yes
	Popular social media	Good social media interaction	Good interaction but not as much as you would think on their scale
	Social Media Platforms	Website, Facebook	Website, Facebook and Instagram
Use of advanced editing and filming techniques	Transitions	No	Yes
	Lighting adjustment (shading, vignette etc.)	No	
	Motion graphics	No	No
	Tripod/gimbal usage	No	Yes
	Output quality (4K, HD, 720p etc.)	No	HD (1080p)
	Rule of thirds	No	Yes
	B roll	No	Yes
	Intro	No	No
	Outro	No	Yes
	Interview/commentary	No	Yes
Use of audio formats	Background Music	No	Yes
	Audio Extract from another source	No	No
	Usage of raw audio recording	No	Yes
Accessibility	Subtitles	No	No
	Platform of video content	No video content	Youtube and website
Use of graphics, typography, logo and colour	High Quality Logo	Low quality image	Yes
	Have a typeface that fits their content	No consistent typeface	Yes
	Have a colour palette they stick with	Yes (White, yellow and blue)	Yes (Teal, White and Black)
Use of Photography	Photos of the facilities	Yes	Yes
	Photos of people that attend the club	Yes	Yes
	High quality photos	Yes	Yes
	Photos of celebrations/awards	Yes	Yes
	Photos of committee members	No	Yes

Made a list of the benchmarking criteria, let me know if you'd add anything else u can think of

Benchmarking:

- = Category
- = Feature

- First Impressions:
 - Aesthetics of social presence (anything that comes to mind first?)
 - Identifiable target audience
 - Identifiable 'about' description
- Use of Social Media:
 - Updated regularly
 - (Word I can't get) when their followers have good activity on their social media
 - How many social media platforms do they utilise?
- Use of Advanced editing and filming techniques:
 - Transitions
 - Lighting adjustment (shading, vignette etc.)
 - Motion graphics
 - Tripod/gimbal usage
 - Output quality (4K, HD, 720p etc.)
 - Rule of thirds
 - B roll
 - Intro
 - Outro
- Use of Audio Formats:
 - Background music
 - Audio extract from another source
 - Usage of raw audio recording
- Accessibility:
 - Subtitles
 - Platform (Where can it be found Facebook, Youtube, Vimeo).
- Use of graphics, typography, logo and colour:
 - Have high quality logo
 - Have a typeface that fits their content
 - Have a colour palette they stick with

You changed the theme to Care 😊

11 OCT AT 11:01 AM


forgot to add in photography too

- Use of Photography:
 - Photos of the facilities
 - Photos of people that attend the club
 - High quality photo
 - Photos of celebrations/awards

Aoife

Thanks Niall

there's an example of what I have done



Aoife

That's really good, did you just do it all on excel?

Yeah, don't know of what way to get the percentage

Aoife

There's a formula you can do

Not sure what it is though

11 OCT AT 2:13 PM

Adam

Yeah that looks really good Niall

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
First impressions	Aesthetics of social presence	Community Focused	High standards	Community Focused	High Quality and professional	Feels very family orientated	Community Focused
	Identifiable target audience	10/11 and 8 years and older	All age groups	Ages 7 +	Target audience is 5+	Target audience 8+ more so for children	No
	Identifiable 'about' description	Yes	Yes	Yes	Yes	No	Yes
Use of social media	Updated regularly	Yes	Yes	Yes	Yes	Yes	Yes
	Popular social media	Good social media interaction	Good interaction but not as much as you would think on their scale	Yes (1k+ on each)	Strong Social Media presence, yes	No	No
	Social Media Platforms	Website, Facebook	Website, Facebook and Instagram	X, Instagram & Facebook	Instagram & Facebook	Facebook	X & Facebook
Use of advanced editing and filming techniques	Transitions	No	Yes	Yes	Yes	No	Yes
	Lighting adjustment (shading, vignette etc.)	No	Yes	Yes	No	No	No
	Motion graphics	No	No	Yes	No	No	Yes
	Tripod/gimbal usage	No	Yes	Yes	No	No	No
	Output quality (4K, HD, 720p etc.)	No	HD (1080p)	HD (1080p)	1080p	None	No
	Rule of thirds	No	Yes	Yes	No	No	No
	B roll	No	Yes	Yes	Yes	No	No
	Intro	No	No	No	Yes	No	No
	Outro	No	Yes	Yes	No	No	No
	Interview/ commentary	No	Yes	No	No	No	No

Category	Feature	Cookstown Swimming Club	Melbourne Swimming Club	Stockport Metro Swimming Club	Alto Swim Club	Swilly Seals	Leander Swimming Club
Use of audio formats	Background Music	No	Yes	Yes	Yes	No	Yes
	Audio Extract from another source	No	No	No	Yes	No	No
	Usage of raw audio recording	No	Yes	No	Yes	No	No
Accessibility	Subtitles	No	No	No	No	No	No
	Platform of video content	No video content	Youtube and website	Youtube and website	Instagram & Facebook	None	Facebook
Use of graphics, typography, logo and colour	High Quality Logo	Low quality image	Yes	No	Yes	Yes	No
	Have a typeface that fits their content	No consistent typeface	Yes	Yes	Yes	No	No
	Have a colour palette they stick with	Yes (White, yellow and blue)	Yes (Teal, White and Black)	Yes (Teal, White and Grey)	Yes	Yes	Yes (Cherry Red, Kelly Green & White)
Use of Photography	Photos of the facilities	Yes	Yes	No	Yes	No	No
	Photos of people that attend the club	Yes	Yes	Yes	Yes	Yes	Yes
	High quality photos	Yes	Yes	No	Yes	No	No
	Photos of celebrations/ awards	Yes	Yes	No	Yes	No	Yes
	Photos of committee members	No	Yes	No	Yes	Yes	Yes
Total		38%	86%	66%	75%	27%	41%

Brief Outcome

Once we completed the first draft of the brief we revised it with the help of Adrian and Claire who helped to fix grammar, punctuation and revise the design of the document. We then sent it off to be signed off by Helen, who would give us feedback and give us approval, we can then start the development for the pitch.

Thanks Aoife. I'll get a look at this later tonight and come back to you tomorrow to sign off. At first glance, it looks spot on -thank you for all your work to date on benchmarking as this has been very interesting!

The main thing I've picked up to date is that we don't appear from the outside to focus on competitive swimming which is something we would really like to change whilst keeping the family/community element! We are ultimately a competitive swimming club so we need to learn how we can promote this better so all help appreciated!

I'll be in touch soon.

Thank you
Helen

Hi Aoife, Niall and Adam

Thanks for sending through the brief. Happy to sign off on it. Looking forward to seeing what you produce!.

As per my last email, we would be keen to see how to appeal to competitive swimmers as this is an area which could be improved and where we are keen to attract new members. We've a waiting list in operation for the younger end of the club 'Learn to Swim'.

Let me know what else we can provide to help with the video. I've loads more old and more recent photos if needed. The event we are organising will be Sat 3 Feb so we can use design for the invite.

One of Helen's main concerns was with having a focus on the competitive swimming aspect. This is something that we brought into mind when moving further into the project. Helen also once again said she was happy to help with any more photos that would be needed to help create the commemorative video which was great to see!

Pitch Development

For the development of the pitch, we give 3 separate designs that each of us produces respectively. These designs will then be shown to the Community Partner with each of us going through our designs and explaining why we made these decisions. This is what makes the 'pitch'.

Every team member's pitch will contain

- a logo with two versions.
- a colour scheme.
- mock-ups of a towel, water bottle, hoodie and a t-shirt.
- device mock-ups presenting their new social media posts on Facebook, Instagram and Twitter (X).
- a storyboard for the 60th commemorative video

Logo

Once we completed the first draft of the brief we revised it with the help of Adrian and Claire who helped to fix grammar, punctuation and revise the design of the document. We then sent it off to be signed off by Helen, who would give us feedback and give us approval, we can then start the development for the pitch.

Original:



Design 1:



Design 2:



Colour Scheme

For the colour scheme, I knew that I had to keep the red and green. However, I wanted to update these colours as the original colours aren't very bright. I wanted to give it a pop of colour while still keeping the red and green.

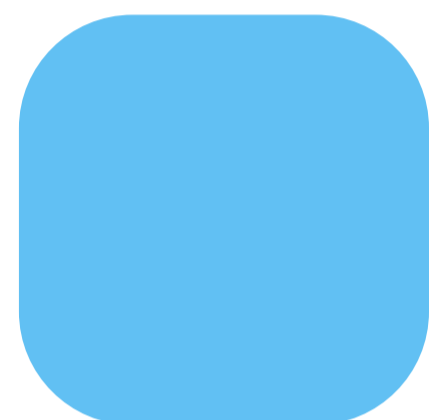
To get these colours I used Adobe colour to ensure that they complemented each other well. I also included a secondary colour of blue as having everything red and green can get quite repetitive blue could be used as a secondary colour from time to time, I chose blue because it incorporated the 'swimming' aspect of the club. I then gave each colour a name that went along with the club.



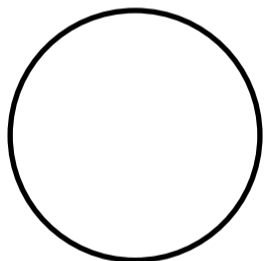
Inspired Green
(Primary)



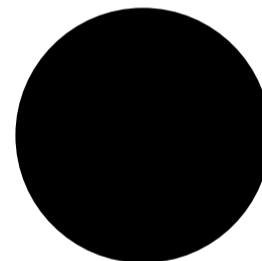
Advanced Red
(Primary)



Swim Blue
(Secondary)



White



Black



Mock-ups

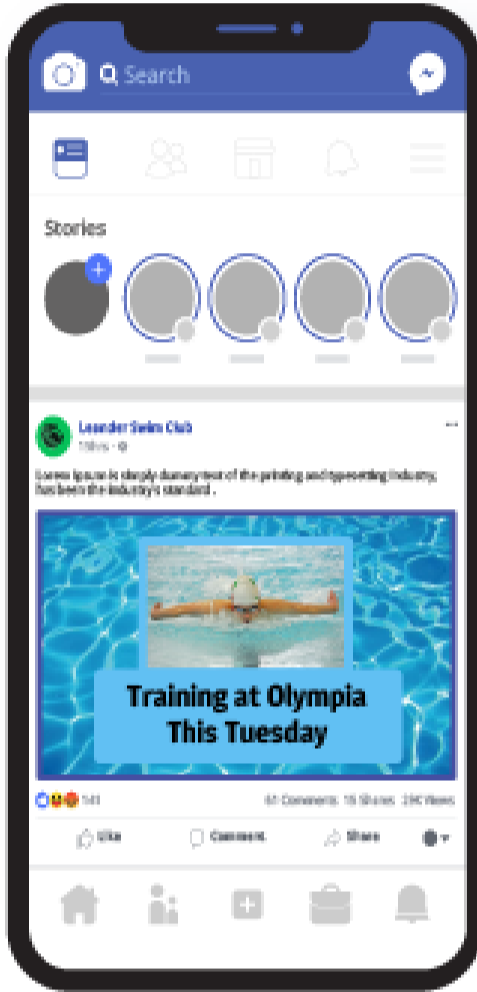
For the mock-ups, I wanted to include merchandise that the club would use, I also wanted to bring in the new and updated colours onto the merchandise too! For the mock-ups, I used Graphic Burger's website and sent them across to the team so that all of our mock-ups were uniform with each other.



Device Mock-ups

For the device mock-up, we all used the same iPhone mock-ups sent into Basecamp by Adam and integrated our designs for the social media. I included my versions of the logo in the mock-ups and also included the colour scheme. I also used an image of the water along with the social media post.

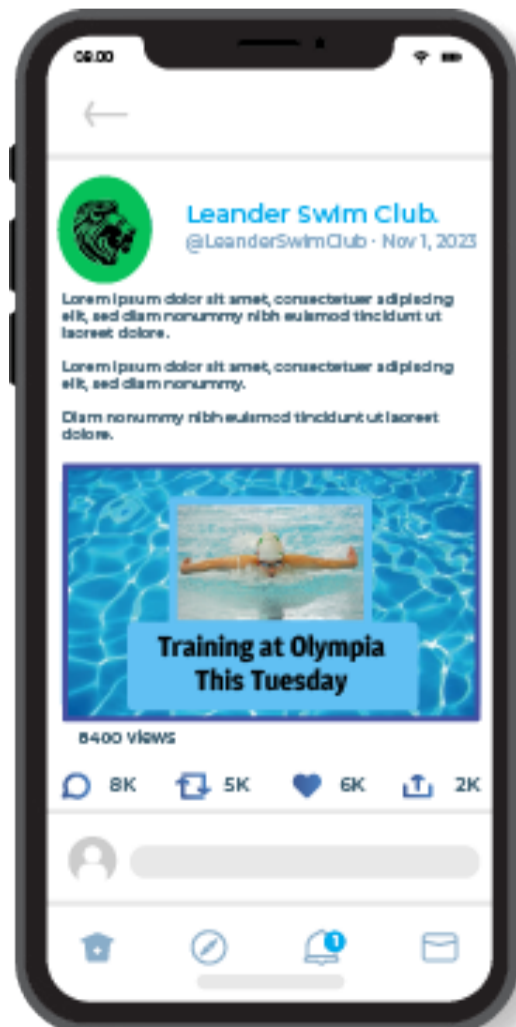
Facebook



Instagram



Twitter

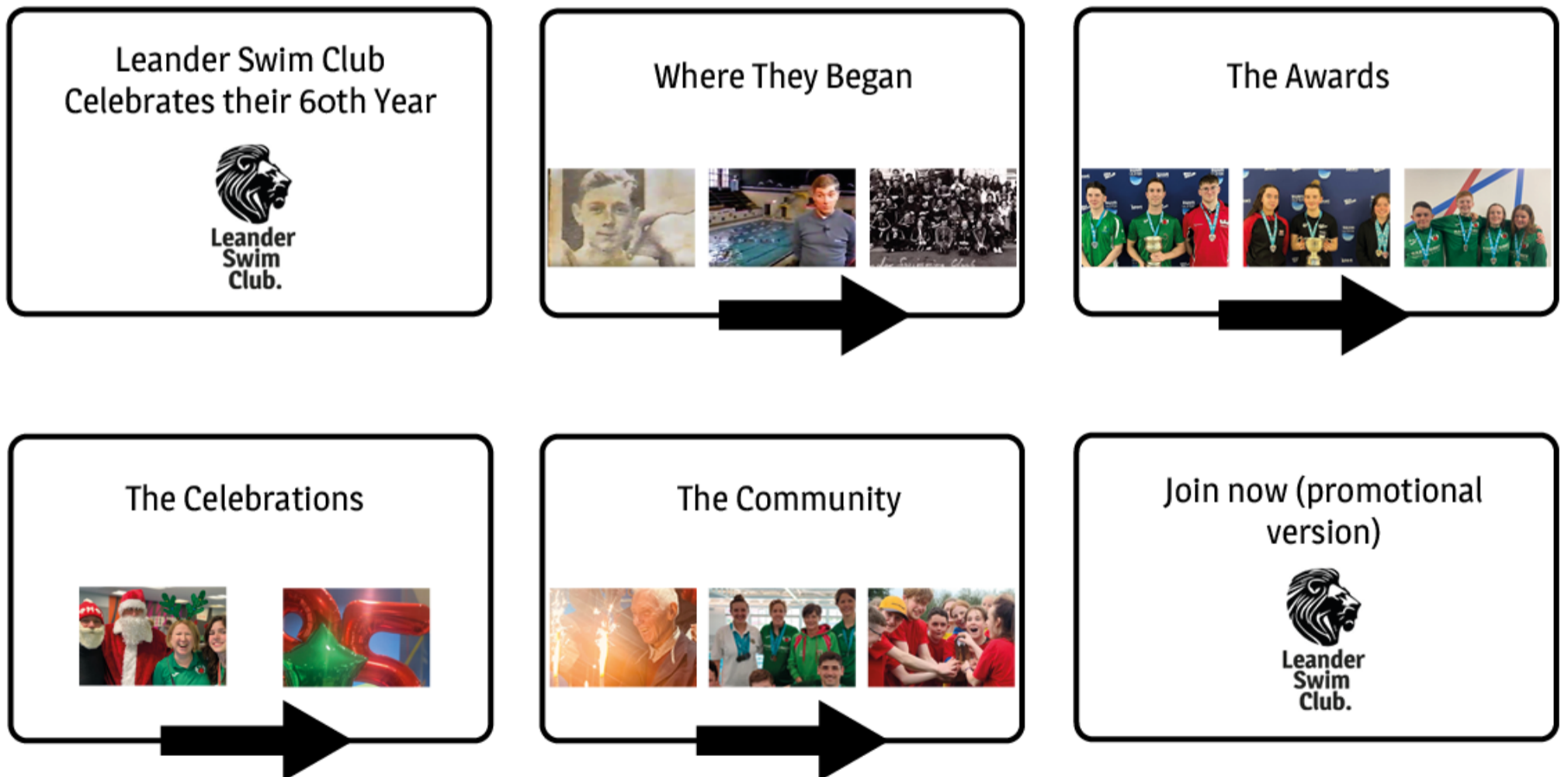


Storyboard

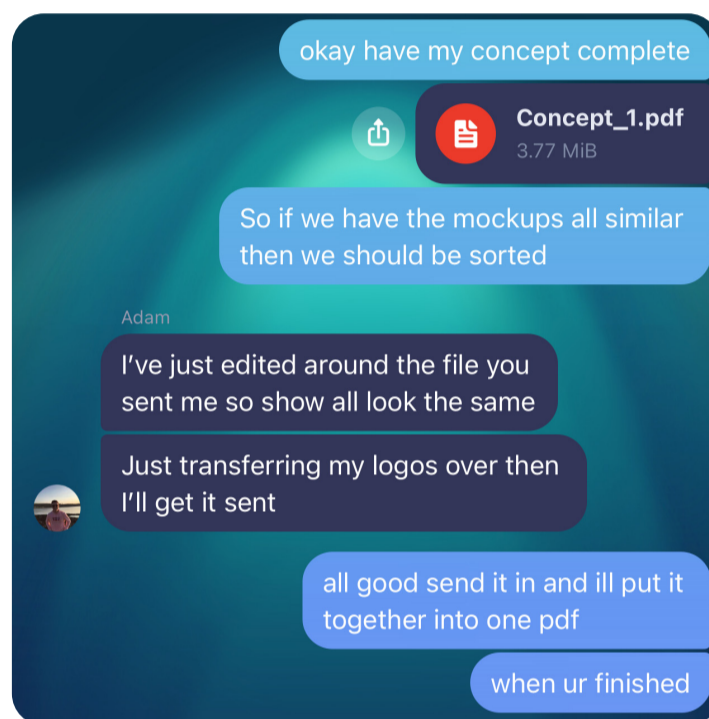
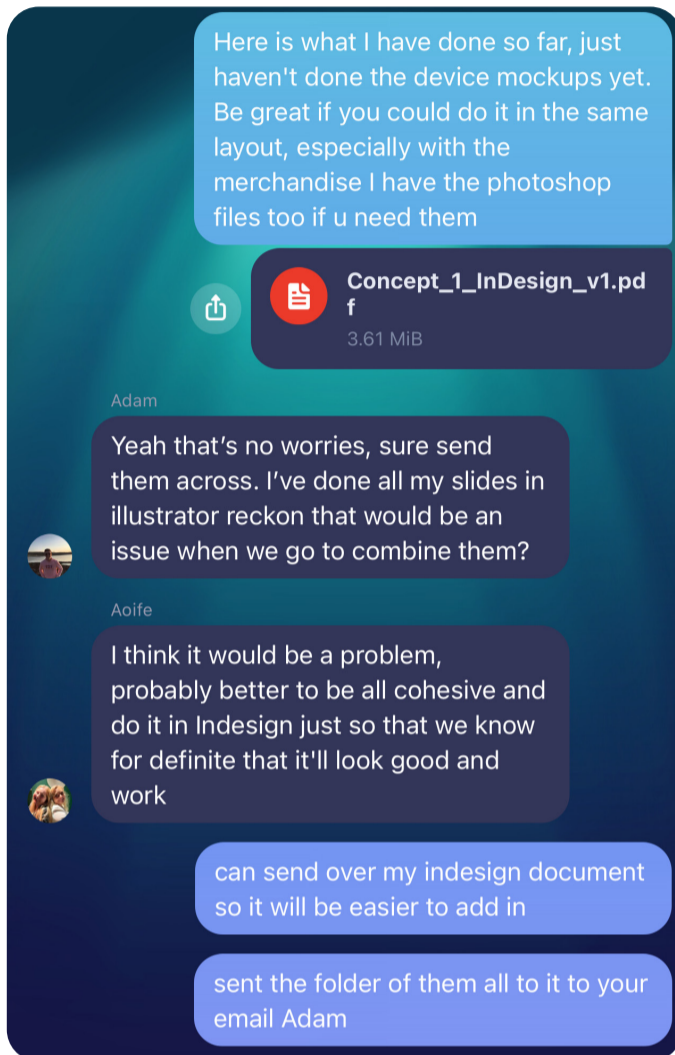
For the storyboard, I wanted to implement a celebratory video of Leander for their 60th anniversary this included 'where they began' using photos and videos that had been given to us by Helen I utilised them to present where Leander began and how much they have grown from the photos and videos provided to us.

For the awards section, I wanted to include all of the achievements that Leander was awarded with over 60 years. The celebrations included the photos where Leander celebrated including celebrating Bobby's birthday one of the founders of the club. The community section included the family and team photos of the club, they are one big family.

For the end of the storyboard I wanted to ensure that this video could be used to garner more members of the club that they could advertise on their social media as Helen said in the feedback from the brief on being "keen to attract new members".



When I had a version of my pitch document I sent over my version of it to everyone else so that the whole team's designs would all be uniform. Once everyone completed their version of the pitch I compiled them all into one PDF document for us to showcase to Helen. Once we got it complete we sent it to Adrian and he gave us feedback, Adam made these changes and gave me an updated version where I made an updated version. We couldn't change the second design due to time constraints



Adrian Hickey, Senior Lecturer in Interactive Media
This is fine and fairly consistent.

Not much difference between concept one and two. If you had a different concept I would replace number two with it.

If you have time I would try to fix all the images that are out of proportion and use the same typeface throughout - Adam is using Coolvetica which is at odds with the rest of the deck. You just need to communicate with each other on standardising the deck.

Good luck. Im sure when you talk through it will go well.

Niall M. added a new message called [Updated Pitch Document](#)
[Pitch_Document.pdf]

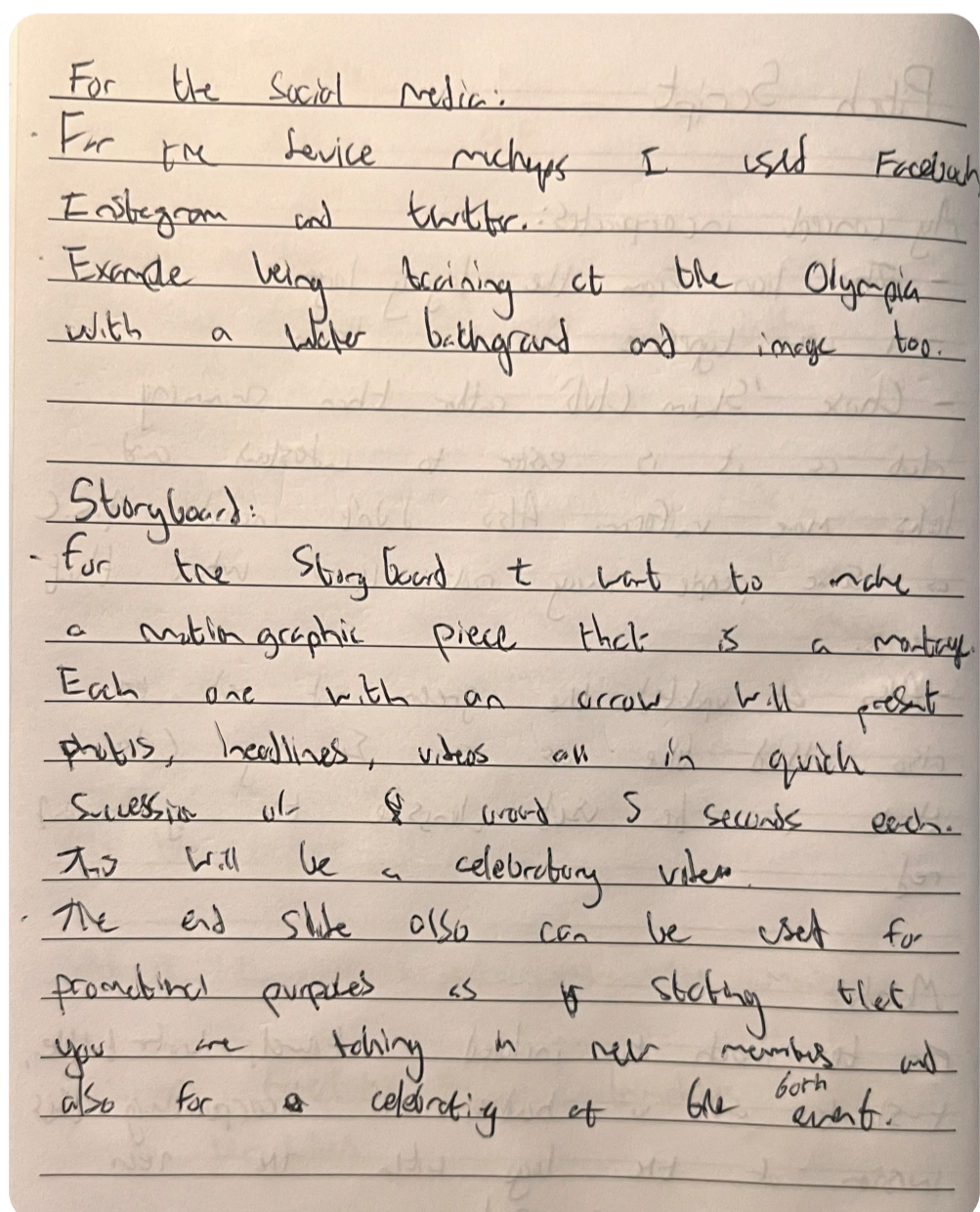
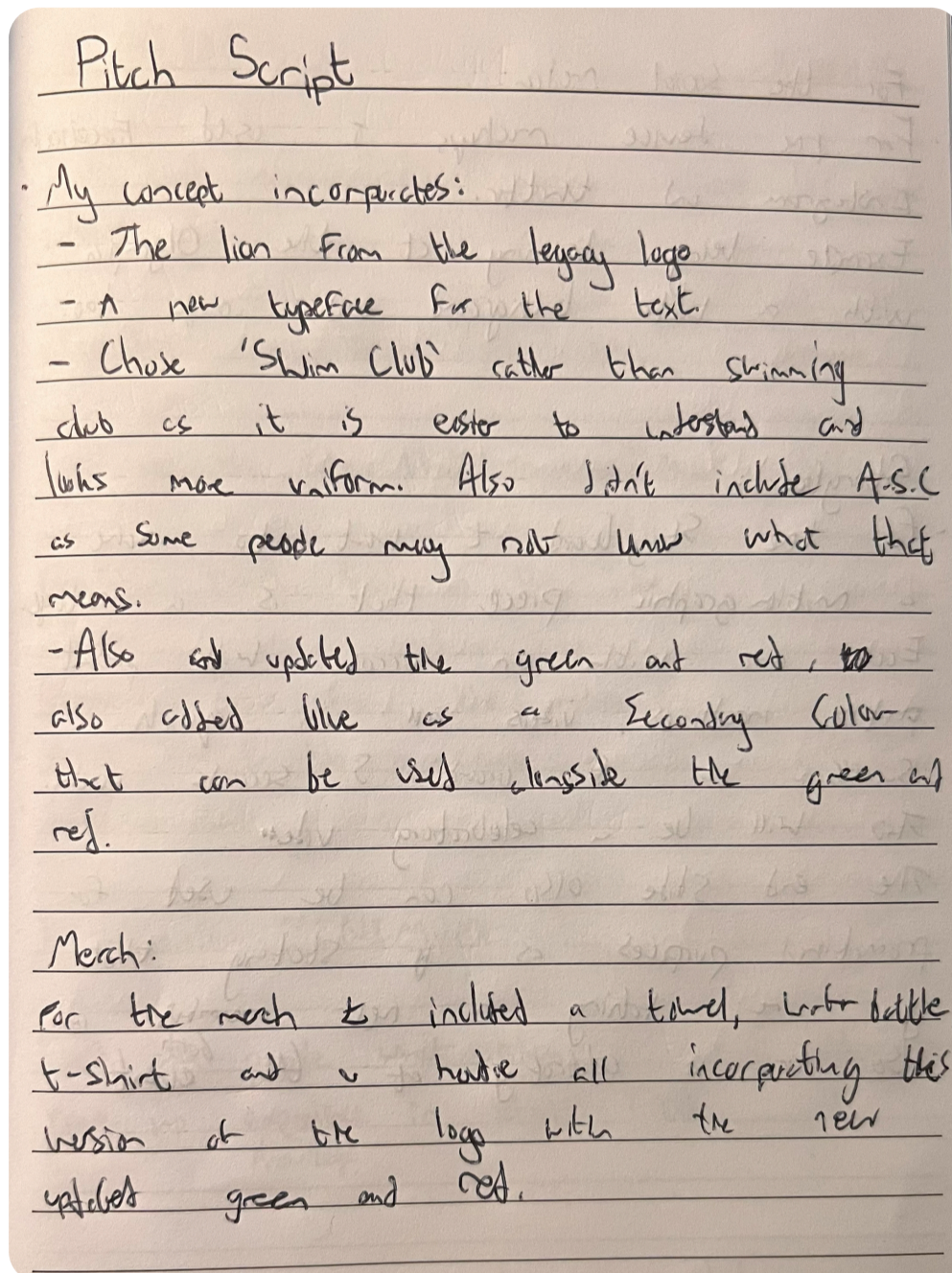
Pitch_Document.pdf · 12.8 MB

Adam J. added a new message called [Pitch](#)
I fixed my fonts and turned off facing pages, if you have time to add this new version Niall. [Leander ASC concept 3.pdf]

Leander ASC concept 3.pdf · 4.83 MB

Presenting the Pitch

Before presenting my concept of the pitch I made myself a script, I wrote this out just so I would remember what to say during my part of the pitch. I didn't use it to read during the pitch. I like to write stuff down to keep it in my mind.




Pitch Outcome

The pitch went very well and we all came across well in what we wanted for Leander Swimming Club ASC. Helen liked my idea of the storyboard and Aoife's storyboard elements too!

However, for the new logo design she didn't want a whole new logo, she said that many members of the club wouldn't like a new rebrand of the club. I understood this but would've liked a new look for Leander in the long run, but this is what the client wanted, she chose Adams's design of the logo which included a diamond for the 60th celebration. She was also eager to get this design on hoodies for the club too! I was happy with the pitch's outcome and was excited to get started on the production of the assets that Leander wants which are presented in Claire's notes from the pitch.

Pitch Notes

 Claire Mulrone · Nov 8 · Notified 4 people

Great pitch team, Helen was really impressed and grateful for your advice and vision. Heres a copy of the notes I took regarding the agreed media outputs.


Use Adams updated original logo
Spell out ASC
Include 'Celebrating Sixty Years' at the bottom on the inside of the circle
Design an invite and a save the date flyer


On merchandise please use a smaller placement of the logo on the left.
Explore the graphic on the back of the sweat shirts, provide new options for Helen to reweiw.
Please get the logo back to Helen once it's been signed off by Adrian for the purchase of hoodies in the works at the moment.


Use Niall's idea of a montage idea for the celebration with Aoife's facts for facts with the common wealth and other competition stats. Use the throw back Thursday posts. Helen has more old photos to send too.

Helen to collate headline facts that could be used, including venues, members, families, lessons etc
The celebratory event will happen on 3rd February 2024.
Devise a month long social media campaign for February using clips of the montage and historic facts and new updates to be used across all of the platforms.

Create in Canva, three standard templates for social media posts.
Create three celebratory templates for the social media campaign.
Develop a set of brand guidelines for the logo.
develop a guide on how best to develop posts for social media, include advice on the creation of reels and photography. advice on how to present the volunteer coaches photos on social media and the website.



Nov 8  **Adrian Hickey**, Senior Lecturer in Interactive Media
A clear way forward. Well done!



Leander Swimming Club ASC 60th Anniversary

Logo:



Leander Swimming Club ASC 60th Anniversary Hoodie

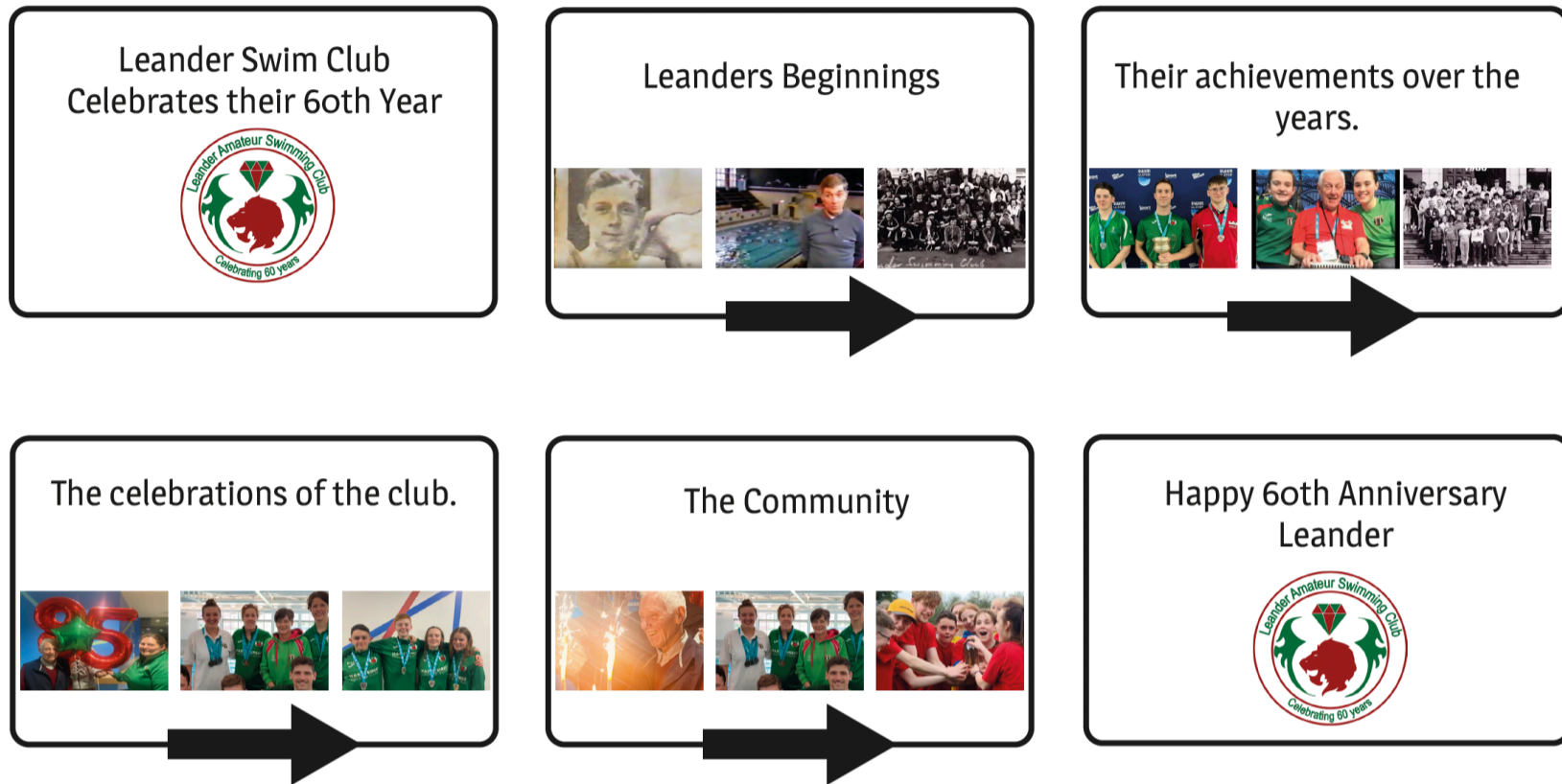
Front (Above logo on chest)



Back (font - **Coolvetica Bold**)



Leander Swimming Club ASC 60th Anniversary Storyboard (Niall and Aoife's Combined Storyboard)



The Creation

For the creation, I was given the duty of producing the video for the club's 60th Anniversary. This was one of the club's main deliverables and I was happy that I was the one that got to create it with my prior experience producing videos for the marketing team back in placement.

Aoife was given the duty of creating social media guidelines as Helen needed some guidelines to help her with creating social media posts and using each social media application. She also created Instagram Reels from the photos that were given to us by Helen.

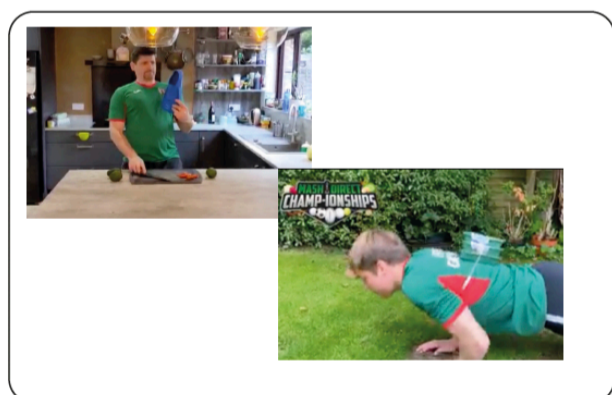
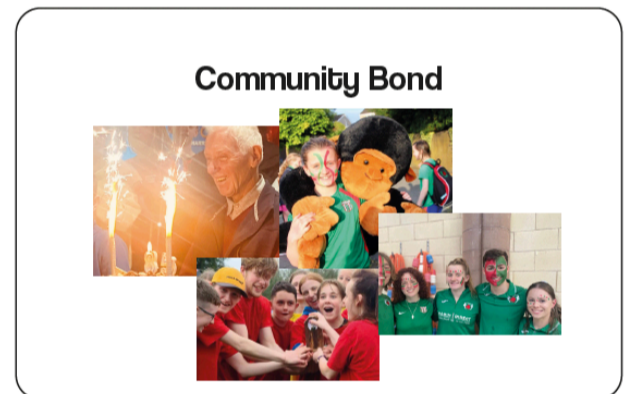
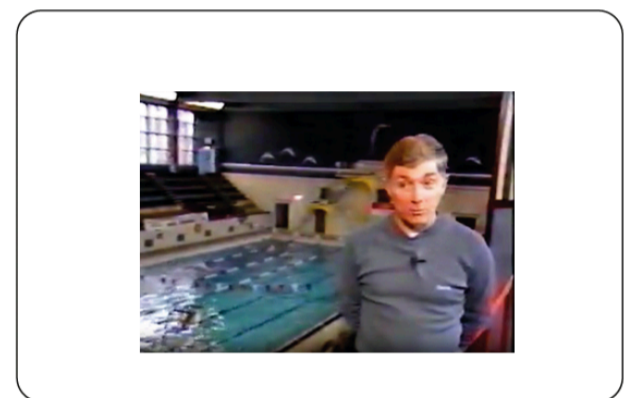
Adam created social media posts in Canva, created a social media schedule that would be used leading up to the celebration of Leander's 60th anniversary and also created the invite for the 60th celebration.

We came up with these roles in particular as the person who had the most skills in that area was the person who produced it. We discussed this in class and everyone agreed with what they has to do.

Storyboards

Before creating the video I went through many storyboard iterations to ensure that I had a good storyboard to follow when creating the video. For the different versions, I got feedback from Adrian and revised each version until Adrian and the rest of the team were happy with me moving onto the production of the video

Storyboard Version 1



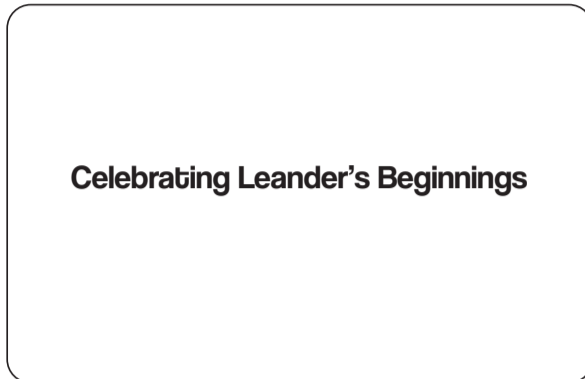
This is the first version of the Storyboard, I was told to make it much more detailed and to give an explanation below each storyboard frame.

Storyboard Version 2

Pg 1



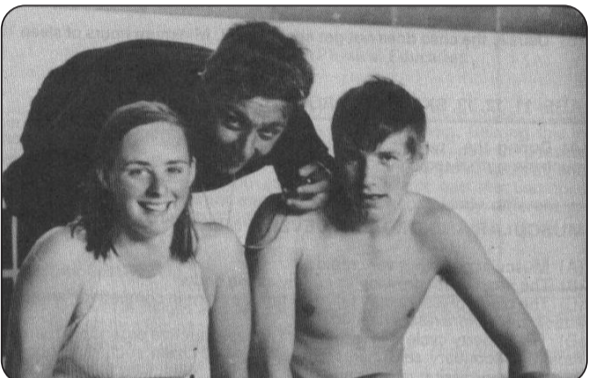
Opening animated graphic with new 60th Anniversary logo, incorporating the green and red. (Approx 5 seconds).



Animated text of 'Celebrating Leander's Beginnings' will appear after opening sequence. (Approx 3 seconds).



Beginning of first montage sequence, opening with newspaper clipping featuring Leander founder Bobby Madine. (Approx 2 seconds).



Another newspaper clipping featuring Bobby Madine along with his wife Heather and Olympic participant Andy Hunter. (Approx 2 seconds).

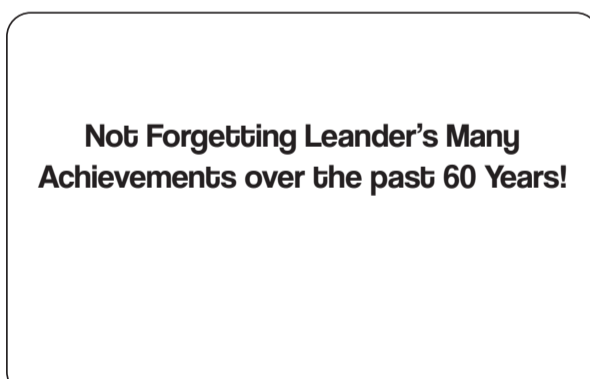


Moves into another image of Leander Swimming Club in 1977. (Approx 2 seconds)



Video of Bobby having an interview on UTV in 1986 from 2.29 to 3.24 where he is awarded a stopwatch. (Approx 55 seconds).

Pg 2



Animated text of 'Not Forgetting Leander's Many Achievements over the past 60 Years!'. (Approx 5 Seconds).



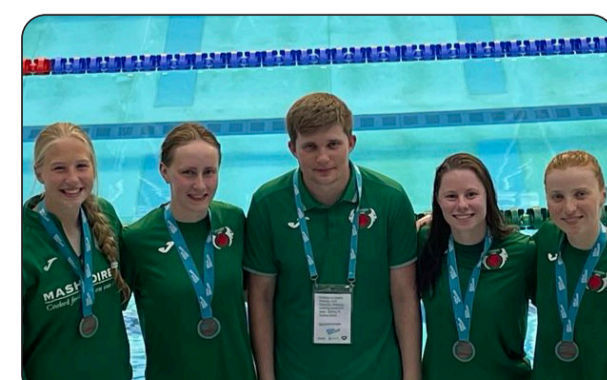
Representation at International Level, each competition getting representation, 2 seconds each. Includes animated text along with animated background including Leander colours. (Approx 14 seconds)



Again presenting the many medals that Leander has been awarded over their 60 years on screen for 1 second each. (Approx 15 seconds).



Images of Leander members with their medals. (Approx 2 seconds each).



Pg 3



And our Amazing Community!

Animated text of 'Our Amazing Community'. (Approx 3 Seconds).



Images of the Leander Community over the years. (Approx 2 seconds each).



Pg 4



Video clip of mash direct video from 00.30 to 00.38. (8 seconds).

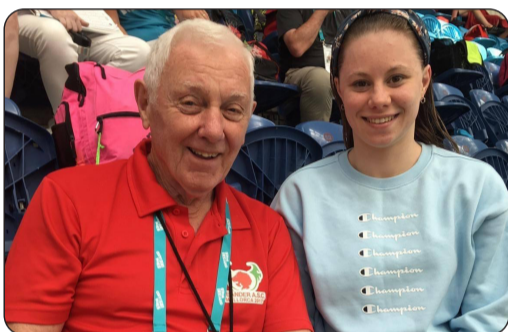


Clip from Flipper video from 1.01 to 1.14 (13 seconds).

**Thank you for being a part of Leander!
Happy 60th Anniversary**

Another animation of text with 'Happy 60th Anniversary' then going into a montage of more pictures from across the years, 1 second each.

Pg 5



Pg 6



End on this image, portrays who Leander are, then then fade to black (approx 8 seconds).

Whole video will approx be 3 minutes in total.

The feedback I received on version 2 of the storyboard was mainly on how much content I was trying to get across. The main problem was with page 2, and presenting all of the games and achievements, Adrian brought up that nobody would want to watch 14 seconds of titles being shown on the screen, I agreed and changed this with the next iteration. I also wanted to compact the part with each photo. We also got clarification from Helen on who people were thanks to Aoife messaging Helen.

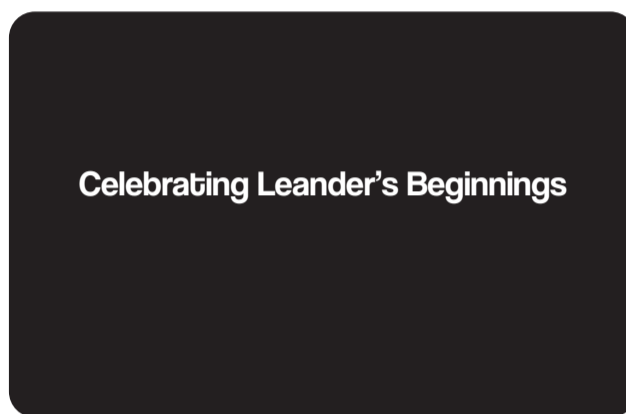
Storyboard Version 3 (Final)

Pg 1



Opening animated graphic with new 60th Anniversary logo, using CC Light Sweep (shine effect) and motion blur animation with green and red transition.

(Approx 4 seconds).



Animated text of 'Celebrating Leander's Beginnings' will appear after opening sequence, fades into next frame

(Approx 2 Seconds).



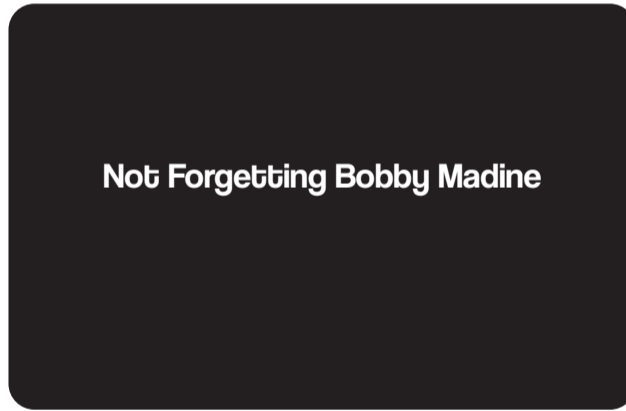
Image fades in and is slowly zoomed in, fades into next frame.

(Approx 3 seconds).



Image fades in and is slowly zoomed in, fades into next frame.

(Approx 3 seconds).



Animated text of 'Not Forgetting Bobby Madine', fades into next frame.

(Approx 2 Seconds).



Video of Bobby having an interview on UTV in 1986 from 2.30 to 2.53 where he is talked about being in Leander and being interviewed. Fades into next frame.

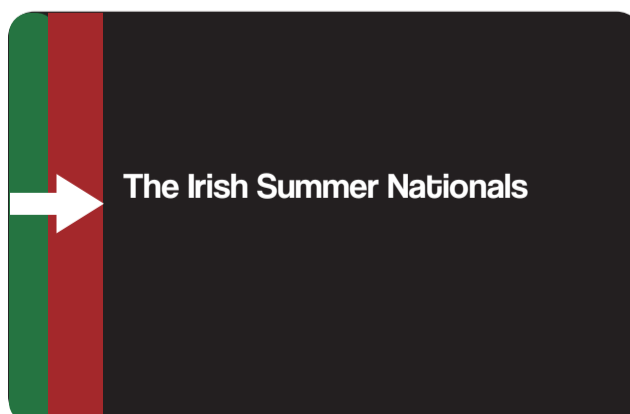
(Approx 23 seconds).

Pg 2



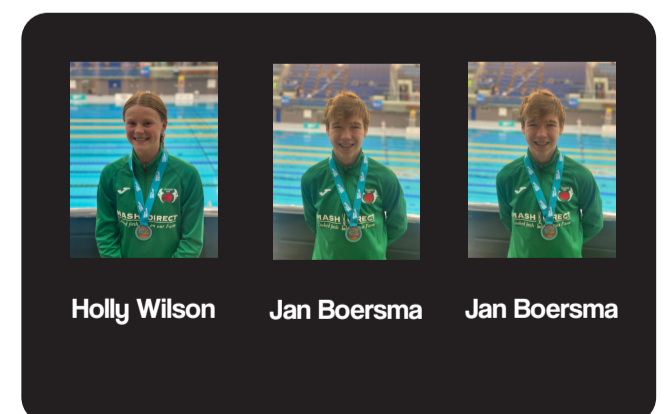
Animated text of 'Leander Swimming Clubs Recent Achievements', fades into next frame.

(Approx 2 Seconds).



Animated text of 'The Irish Summer Nationals', then animation with Leander Green and Red.

(Approx 2 Seconds).



Animation of the achievements one after another. Repeat for each achievement and so on.

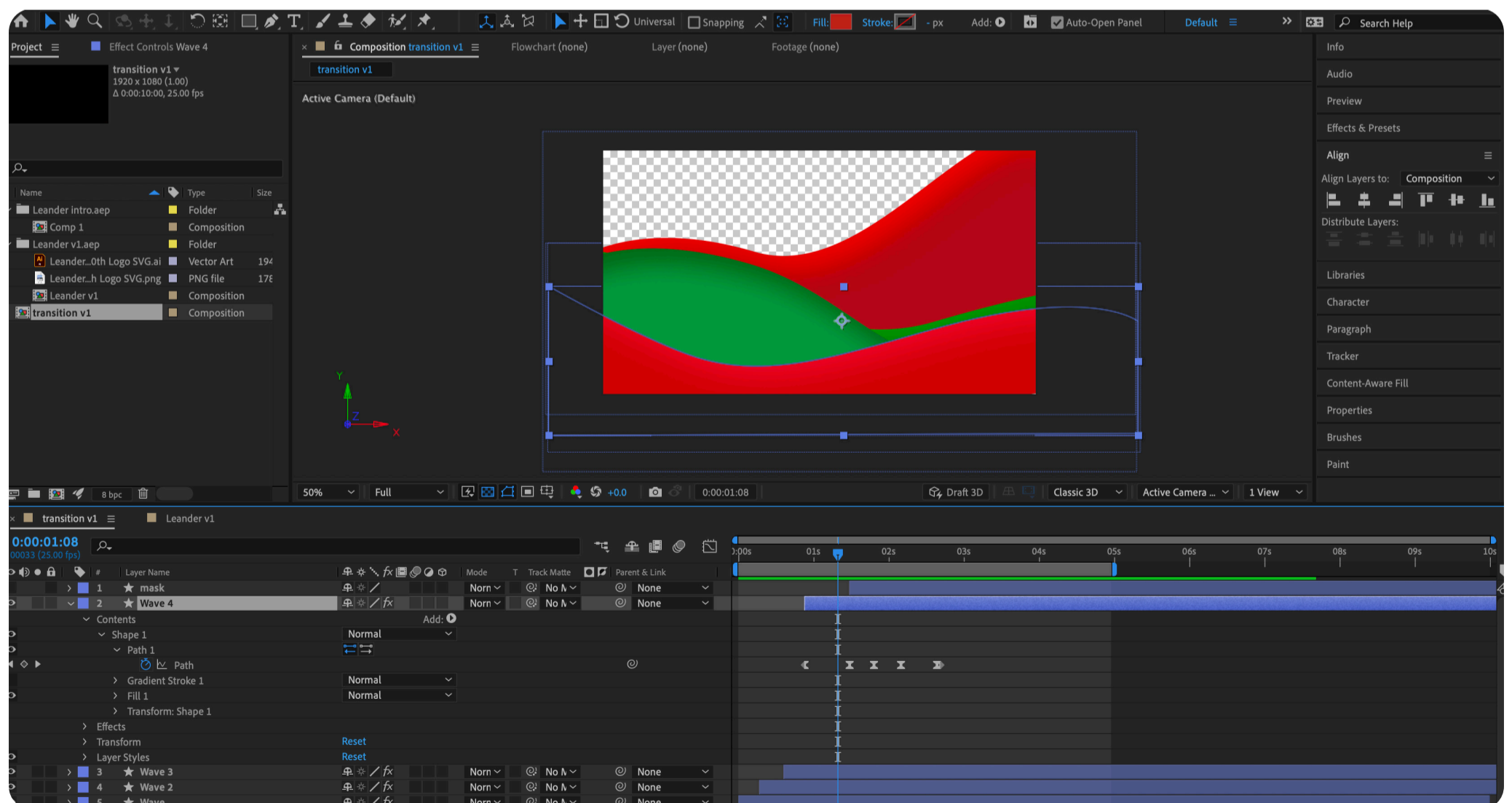
(Approx 2 Seconds).

Version 3 of the storyboard is much more compact and features the main structure of the video. This includes the animation of the beginning of the video with the 60th anniversary logo, and also each introductory title before presenting each part of the video. This process will be repeated for each part of the video.

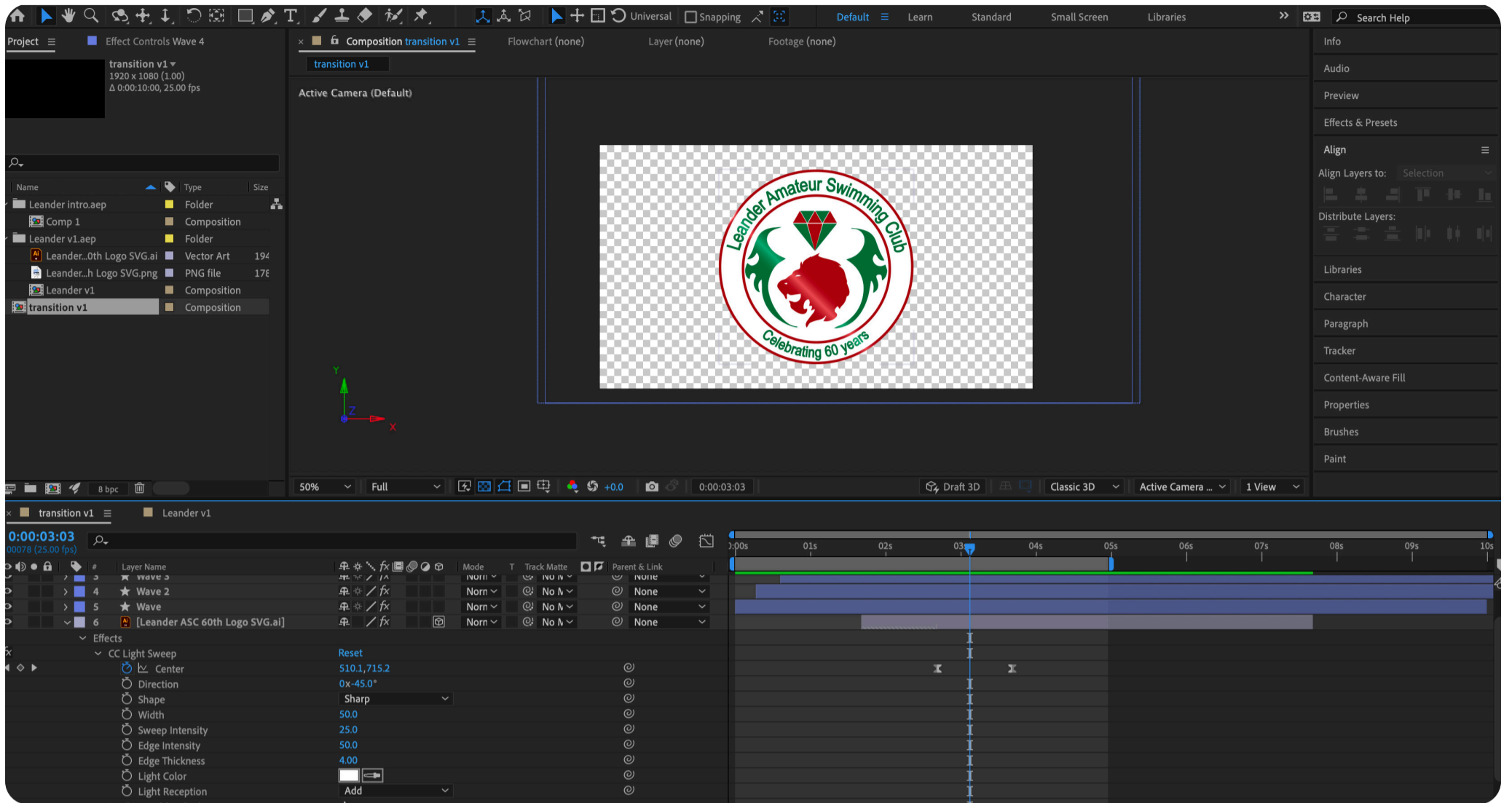
Video Production

The editing of the video was a big process. First I had to correlate all of the photos that I would be using in the video these included old and new photographs from Helen. I made a folder with all of the photos I would be using in the video.

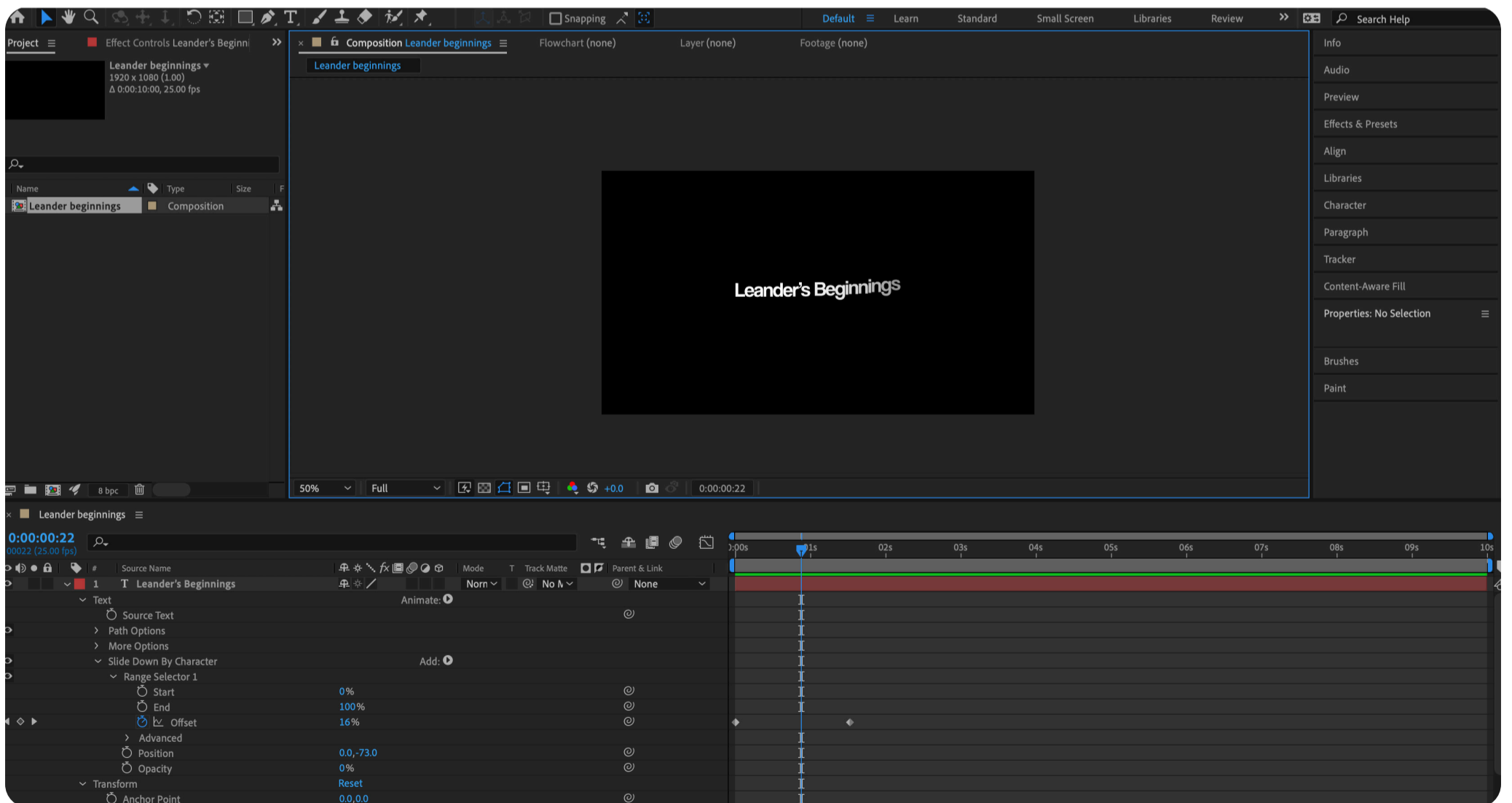
The first segment of the video is the transition of waves using the Leander colours of red and green. To create this transition I used After Effects, I first started by using the pen tool and creating a wave, I then changed the position of the wave's path so that it would animate from the bottom to the top of the screen. I repeated this process three more times and added the colours of the waves to red and green. I then added another wave that was a mask so that it created a wave that showed the logo behind it.



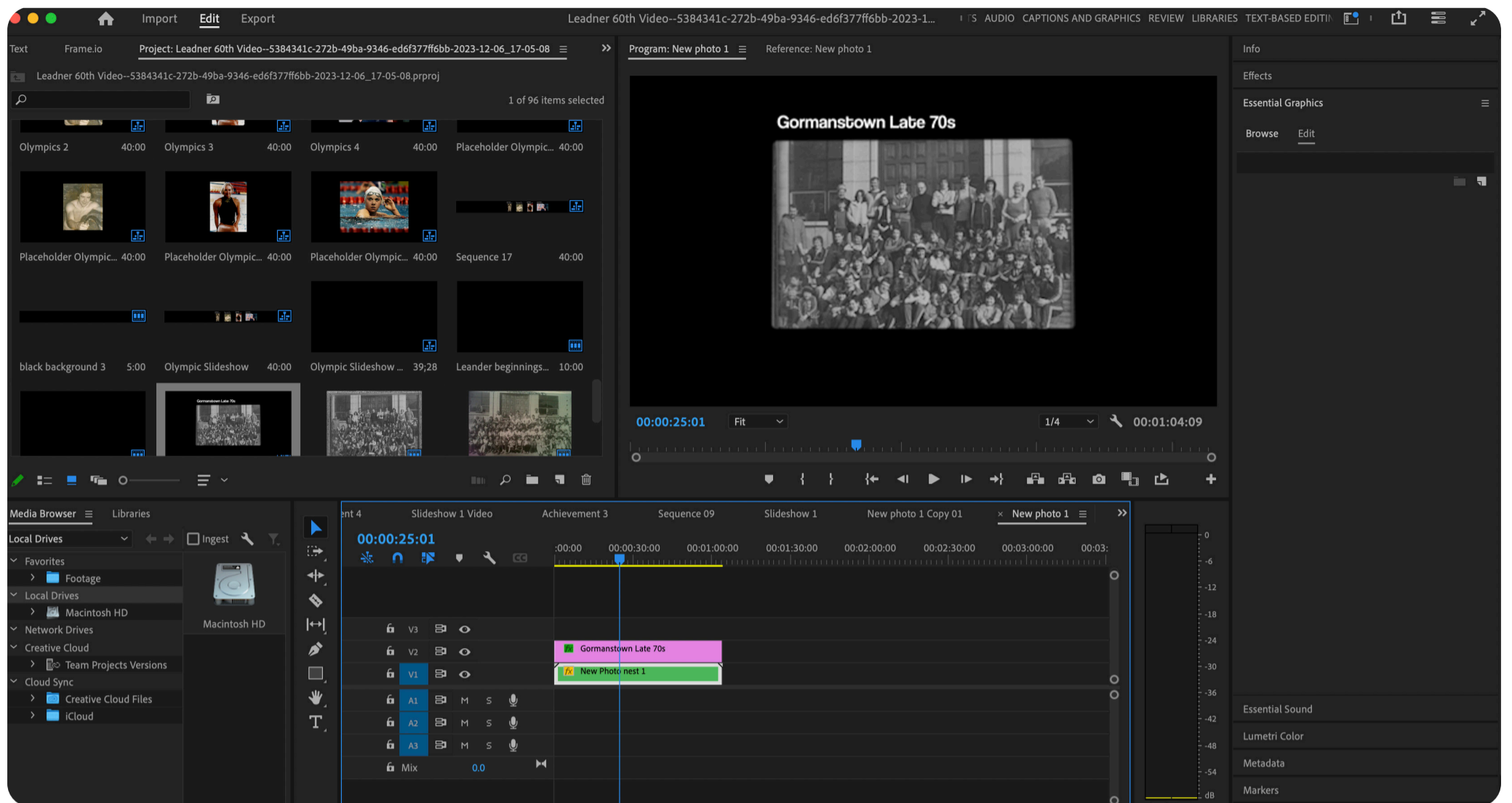
For the logo, I made the logo a 3D object and added the 'CC Light Sweep' giving the logo a shine effect.



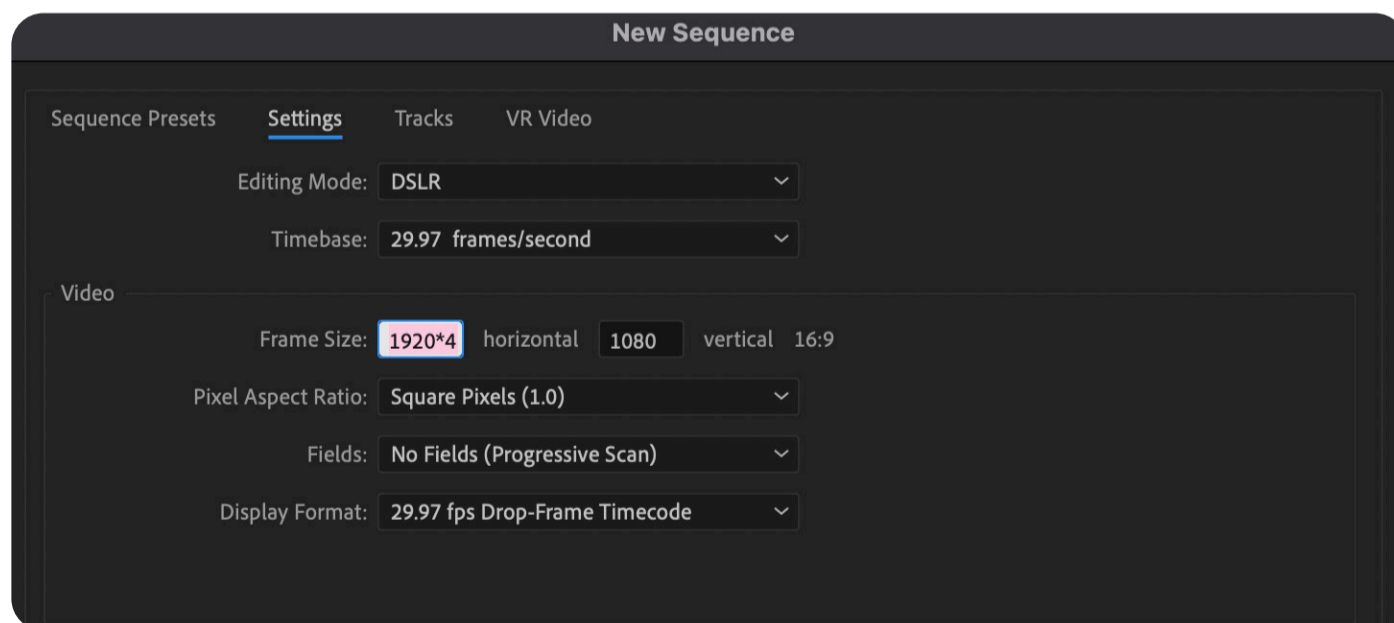
For the logo, I made the logo a 3D object and added the 'CC Light Sweep' giving the logo a shine effect.



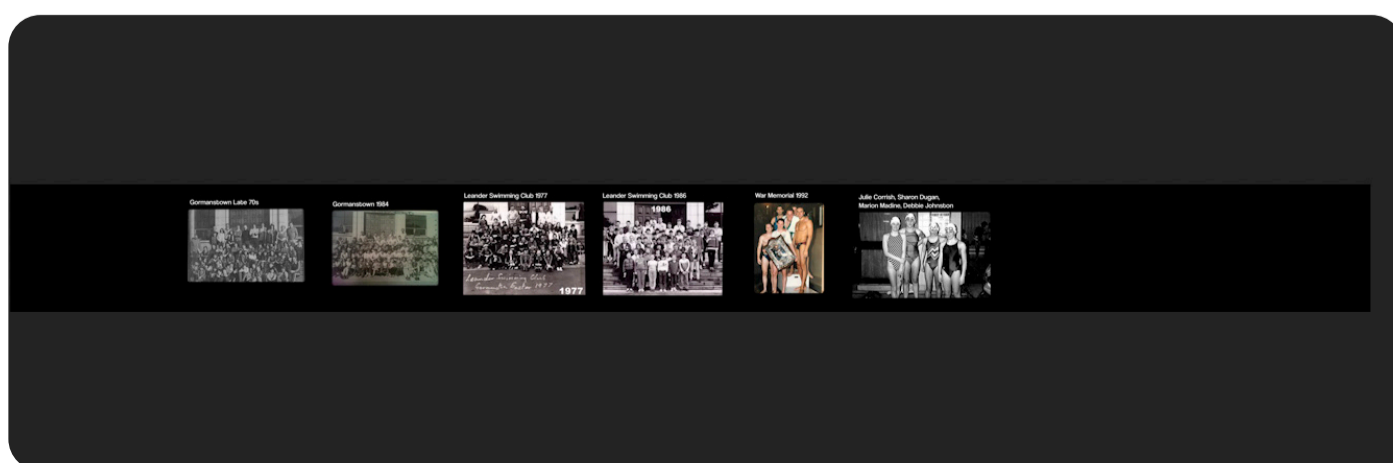
For each photo, I then added it to a sequence and added a title. I did this for all the photos I would be using in the 'Leander's Beginnings' section.



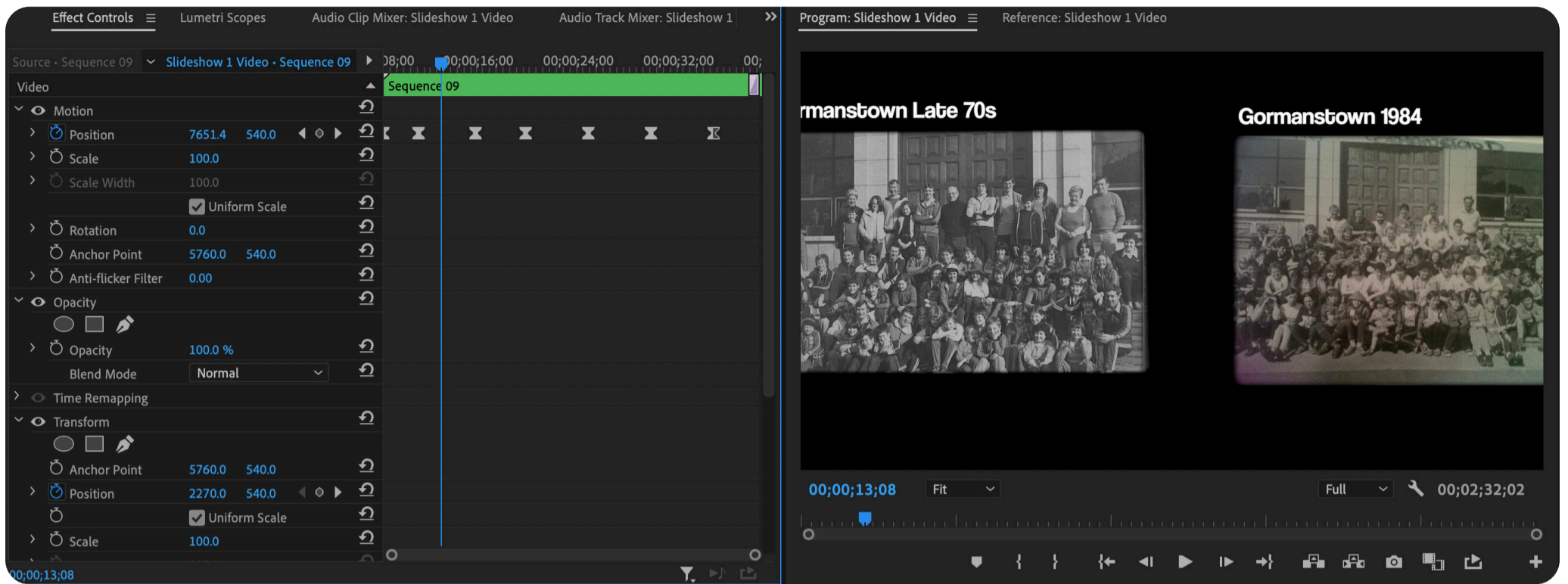
Once I did this for each photo I made a new sequence and made it '1920*4' which made the frame very long, this is where I would put all of the images in a sequence.



Once I did this for each photo I made a new sequence and made it '1920*4' which made the frame very long, this is where I would put all of the images in a sequence.

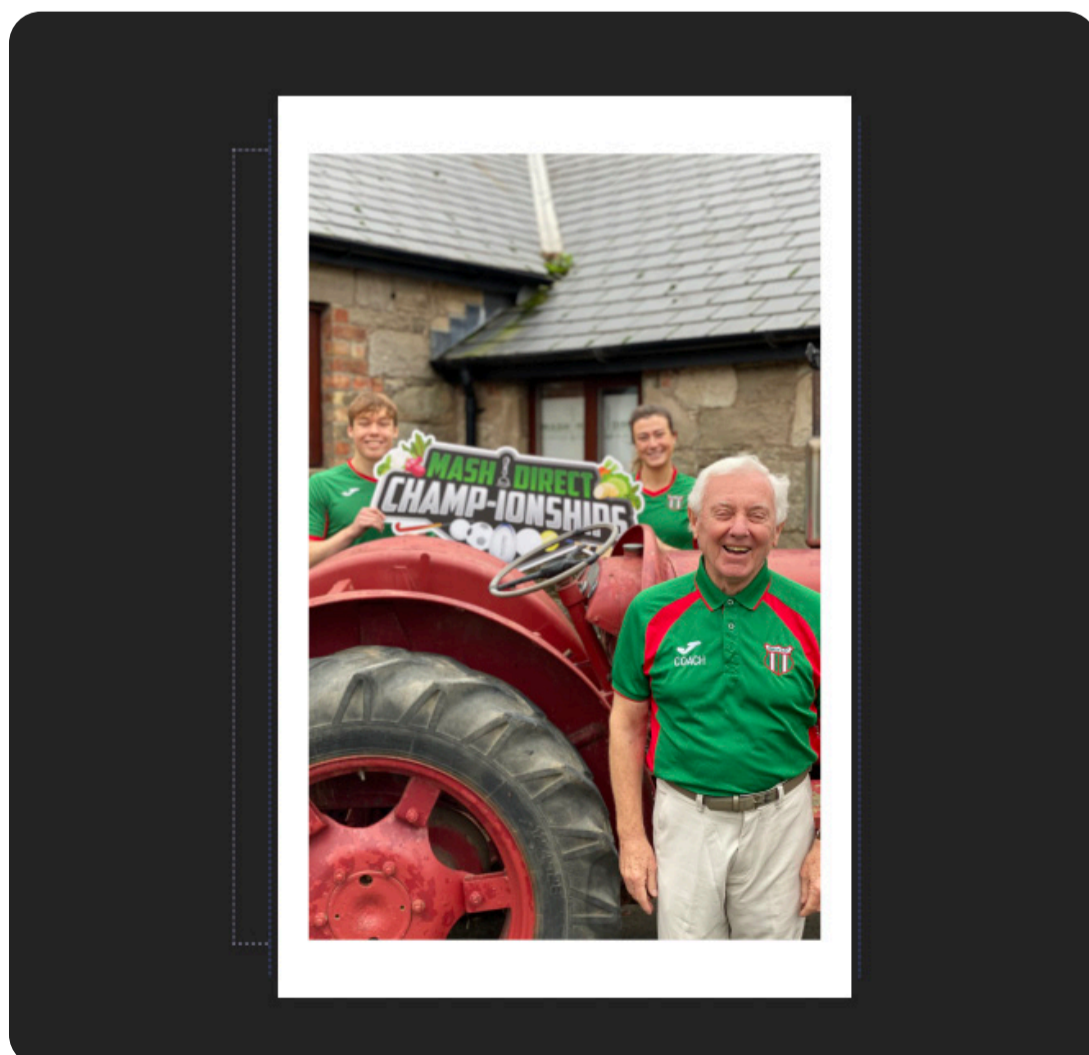


Once this was complete I added keyframes to move across the images while the video played. This was a tedious part of the editing process but was great to see once it was complete.

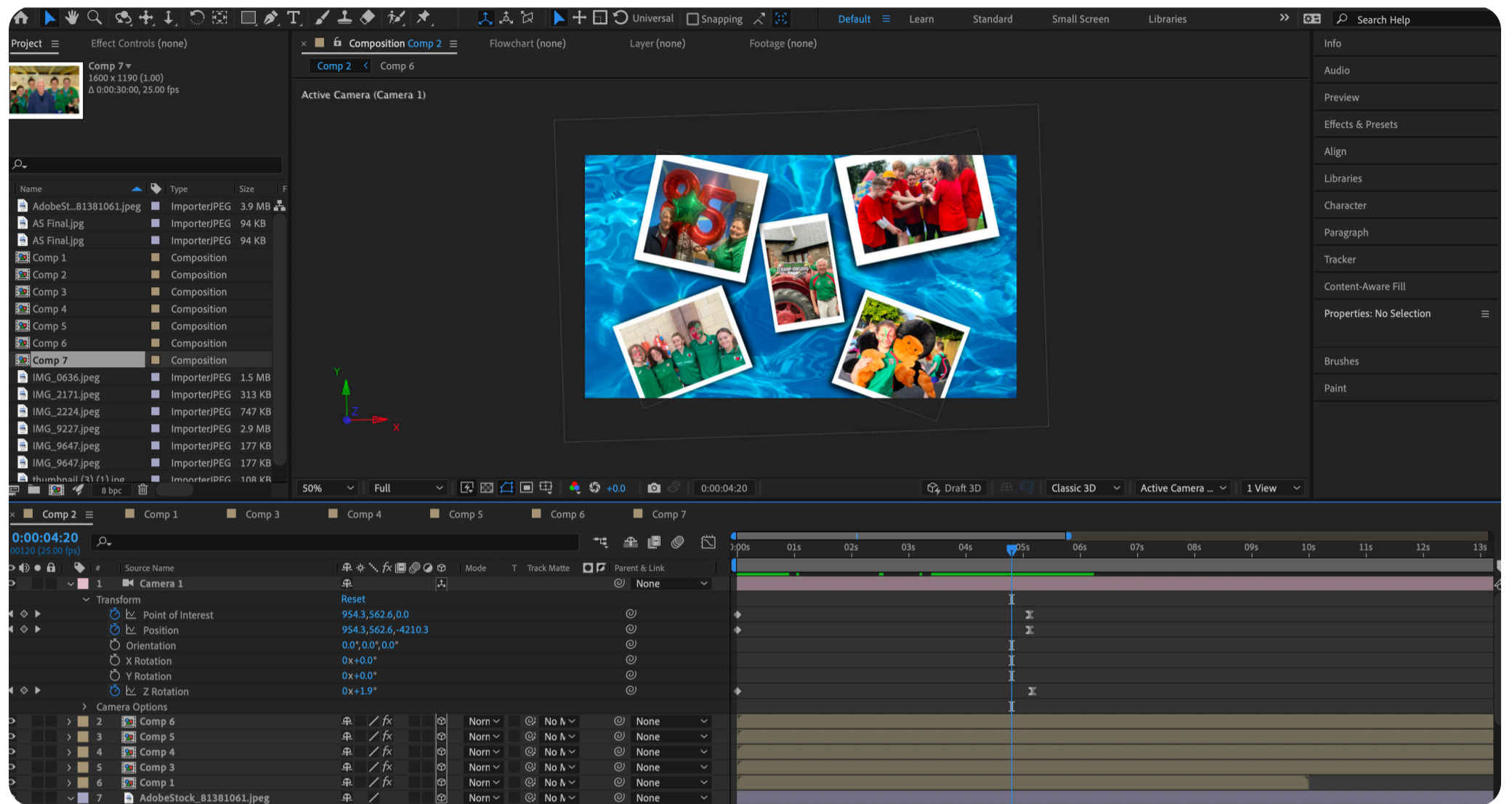


I then added the archival video of Bobby Madine into the video and added another segment named 'Leander's Outstanding Achievers' which incorporated all Leander club members who attended the Olympics. I repeated the process from the 'Leander's Beginnings' section.

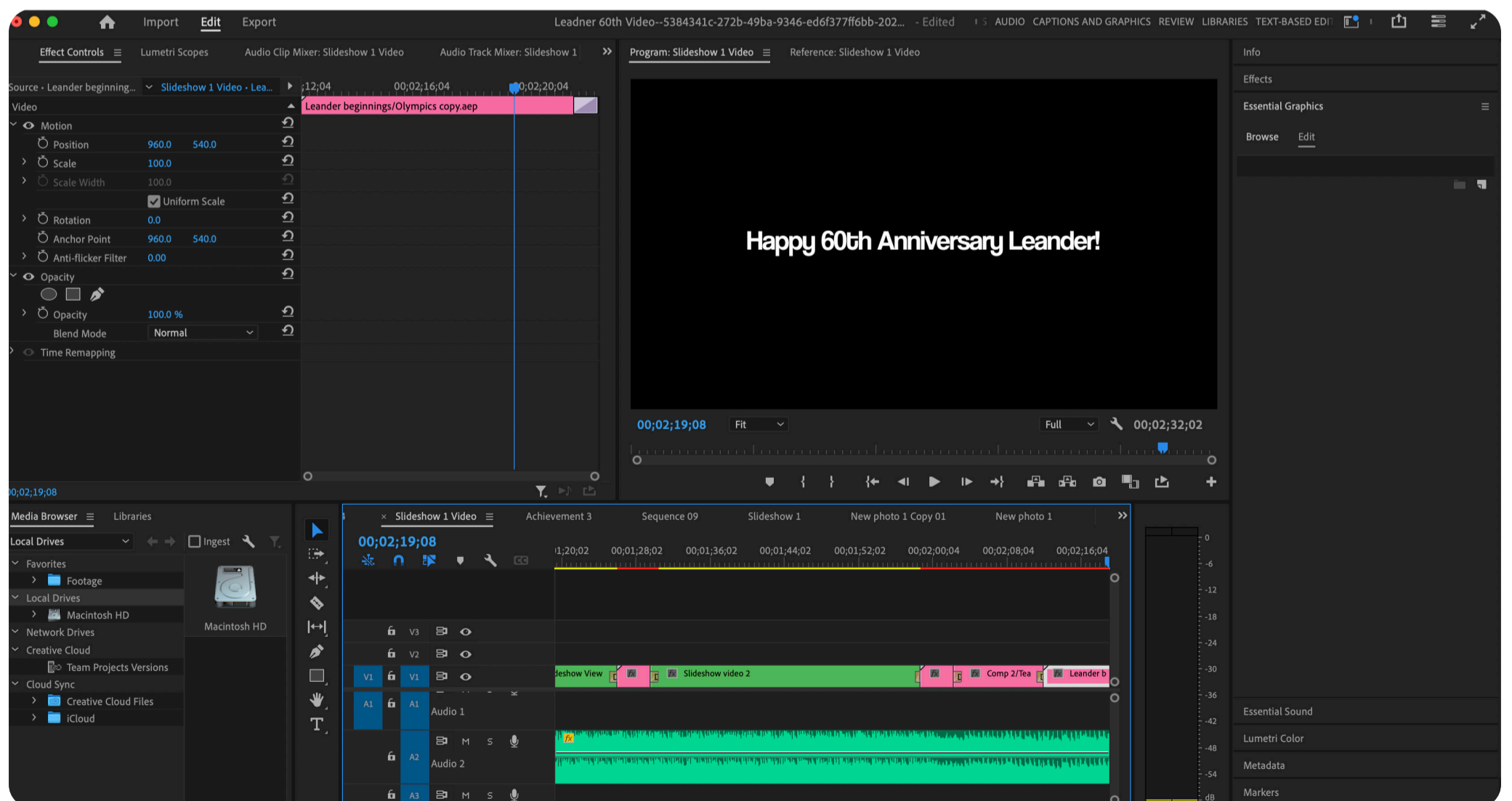
For the 'Leander's Team Spirit' section I used After Effects, I added a border to the images to create a polaroid picture effect to the images.



I added the images onto a background of water, I added shadows to each image also. I then added a camera to the composition so it would zoom out from the photos making them all enter view.



Once this was complete I added it into Premiere Pro. I then finished the video with another title 'Happy 60th Anniversary Leander.'



I also added in a royalty free background music for the video that I felt fit the video very well. I then sent the video along with the other content from Aoife and Adam to gain feedback.

Feedback on the Video

For the feedback on the video, I asked Helen if she would be able to give me timestamps as this would be an easy way to know where the feedback would be needed.

Hi everyone

Thank you for sending through the video etc. See below for requested edits if possible - all easy to change hopefully! If not, if we can get a copy that we can edit ourselves, we can do this as know you are pushed for time:

00.00.06: Change to 'Leander through the years'

Maybe remove 'Irish Relay' as not sure of year or event - correct spelling is 'Marion'

00.00.28: Replace this photo with attached 'War Memorial' photo as this one duplicates another one which comes shortly after

00:01:06 - Change sub-heading to 'A History of Competitive Swimming at all levels'

00:01:18: Wrong names - only Mollie McAlorum

00:01:26: Event is 'Ulster Masters 2022'

00:01:38 - Can this section showing Olympians be moved to start of this section i.e. to 00:01:07

00:01:42 - Not sure where this photo came from as think it is an American Olympian Mark Spitz - def not Andrew Hunter - can the attached photo 2974 (news cutting) be used instead please and change name to 'Andrew'

00:01:46: Change name to 'Robert' and add in RIP

Can photo of Syckerika be changed to attached one from Olympics please

Olympics locations are as follows if they could be added: 1972 Munich. 1976: Montreal. 1996: Atlanta 2012: London,

If there's flexibility at all - can more photos be added into the competitive swimming section such as those attached - I've done a few collages to save space

Happy to chat on any of the above - most are just minor amendments

Helen gave feedback on adding different photos and corrections on different parts of the video, these were fixes that I was happy to complete, thankfully it didn't take too long, however, I had to rearrange the photos in the long sequence so that they were all equal and fix the keyframes also.

I got these corrections completed and got it sent back over to Helen.

I mistakingly forgot to update the names but got this done as soon as I got Helen's email, I was just waiting on getting the extra photos to be added to the competitive section of the video.

Thanks Niall - nearly there! I will get back to you ASAP - there's a couple of names still need amended - Andy to Andrew and Robbie to Robert. Other than this - the only other thing would be to substitute a couple of the 'Competitive' swimming photos for other ones as otherwise it is very 2022 focused so would be good to get a mix without having to add additional. I'll send the ones through that could be used.

Thanks

Helen

...

It was close to the deadline for getting all deliverables complete and sent to the Community Partner. However, I still didn't receive the extra photos, we were in class and Claire helped to email Helen asking for the final images to be implemented.

Good morning, Helen,

Many thanks for letting us know about the names and the photos. We have corrected the names this morning but urgently need the new photos and related captions as we have to upload the work for marking.

This uploading process takes a lot of time so unfortunately, we need to complete this in class this morning.

Can I ask that you forward the extra photos and captions in the next hour.

We would also be very grateful for feedback regarding all if the other work the students have undertaken within the project. This is critical for the productions logs the students have to submit with their interactive media outputs.

Many thanks in advance.

Claire

Helen was in the office and didn't have her laptop to be able to send the photos, but she said she would try to get them to us as soon as she could.

Hi folks

I'm in the office this morning and have a meeting at 11.45. I will do my best to forward on a couple to be used but have only access to my email and not my personal laptop where everything is-I was planning to do after work.

I'll send on a couple of emails now with alternative photos

Thanks

Helen

Once I got the photos I was able to get them implemented into the video, the photos were not of the best quality as they were pictures of newspaper clippings but I did the best I could do with the time and got them edited into the video for final submission!

Sorry rushing here - Can you replace photos at 1:34.00, 1:49:00, and 1:58 with the attached 3 please

I'll try to get the feedback form done now but may have to wait until later as my meeting is starting now

Barbara McCullough and Heather Agnew

Example of photo sent by Helen:



Final Feedback

Logo

The feedback on the logo produced by Adam has been very positive and it is now being used on the Anniversary hoodies which I'm collecting today.

Overall, the other design work in relation to social media templates etc. has been fine - probably just a little more basic than I had anticipated it would be e.g. in relation to the graphic for the back of the hoodie. The video has turned out well - it would have been good to have captured a bit more within it but understand the time constraints so we can add to this if provided with an editable copy.

I have found the students very easy to work with and understand I bombarded them a bit with so many photos to work through. More active interaction on the context in which the photos were being used would have helped as I didn't realise only about 10-15 would be possible and was struggling not to miss any key people.

I would like to pass on my thanks for all the work they have done and wish them the best in their studies.

I'm happy to provide more feedback later but have to run now - so sorry.

Thanks

Helen

On behalf of Leander ASC, many thanks everyone for this - it looks great. Apologies for the delay in responding but I keep getting locked out of my yahoo account and it's been a nightmare!

Pleased to say I collected our Anniversary hoodies yesterday with the new logo you designed and the Eventbrite link for our Feb event is going live tomorrow using it. We look forward to using the other social media templates over the coming months - can they be sent as jpgs or in other versions that I can use/ share online - you'll know better what I need to do this! I think I need the logo in a jpg too.

Thank you for all your time and patience with the million photos! All the best in the rest of your studies and hope you get a break over Christmas!

Thank you

Helen

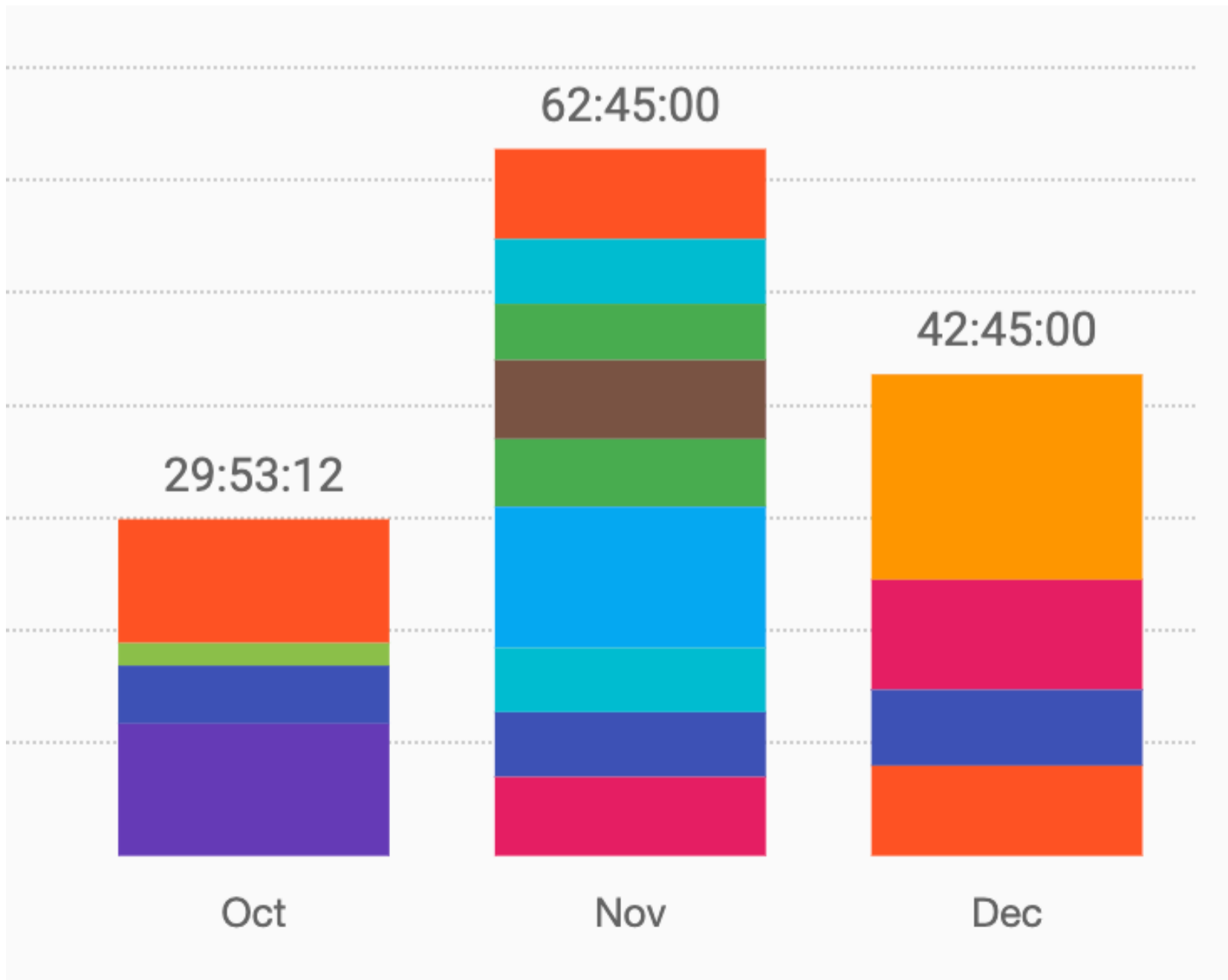
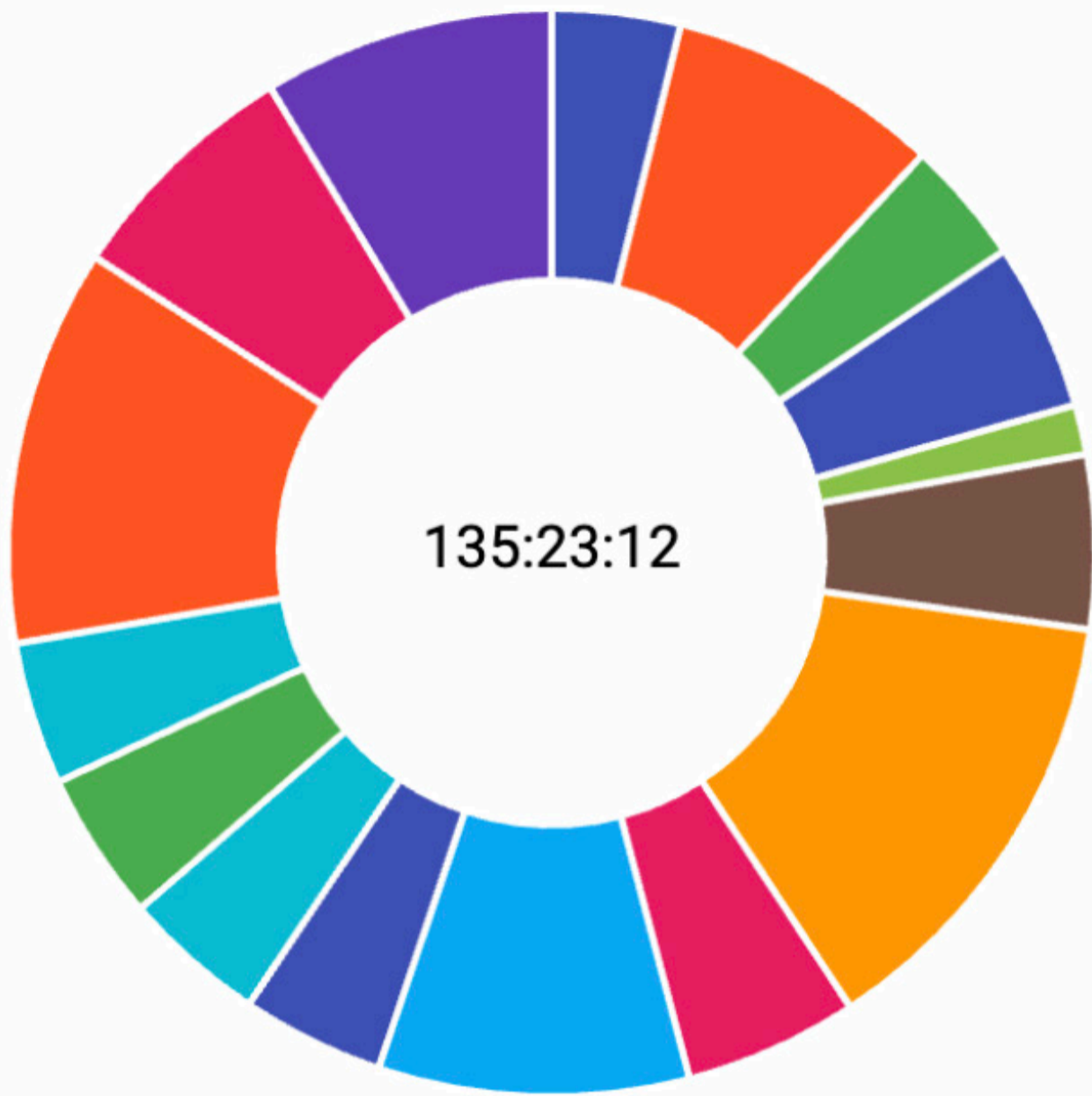
The final feedback received from Helen is shown above, The hoodies she was very pleased with, the hoodies had the 60th-anniversary logo that Adam designed. She was also happy with the social media templates but described them as basic, I felt that this was because we were restrained to Canva to produce these, but I was happy with what Adam produced for the club.

The video she described as turning out well, she also discusses having better interaction on what images would be used with the video. There were many images to use for the videos and I didn't know which were the best to use, in hindsight, I should've discussed this more with Helen, but there were many photos and I didn't want the video to be too long. I will learn from this experience and ensure that I have good communication with work colleagues in the future.

Project Management

For Project Management I used the application 'Clockify' to record time spent on each aspect of the project. I used this application throughout the development of the project for Leander Swimming Club ASC.

2	• Benchmarking - Leander Swimming Club	05:10:00
2	• Completing the brief	11:00:00
1	• Creating the Pitch	05:00:00
1	• Group Production Upload - Leander Swimming Club	06:45:00
2	• Meeting	02:00:00
3	• Pitch	07:00:00
3	• Production Log - Leander Swimming Club	18:15:00
1	• Reels & Social Media Guidelines - Leander Swimming Club	07:00:00
1	• Social Media Guidelines - Leander Swimming Club	12:30:00
1	• Storyboard - Leander Swimming Club	05:45:00
1	• Storyboard Version 1 - Leander Swimming Club	05:45:00
1	• Storyboard Version 2 - Leander Swimming Club	06:00:00
1	• Storyboard Version 3 - Leander Swimming Club	05:45:00
2	• Video Editing - Leander Swimming Club	16:00:00
2	• Video Feedback - Leander Swimming Club	09:45:00
2	• Writing the brief - Leander Swimming Club	11:43:12

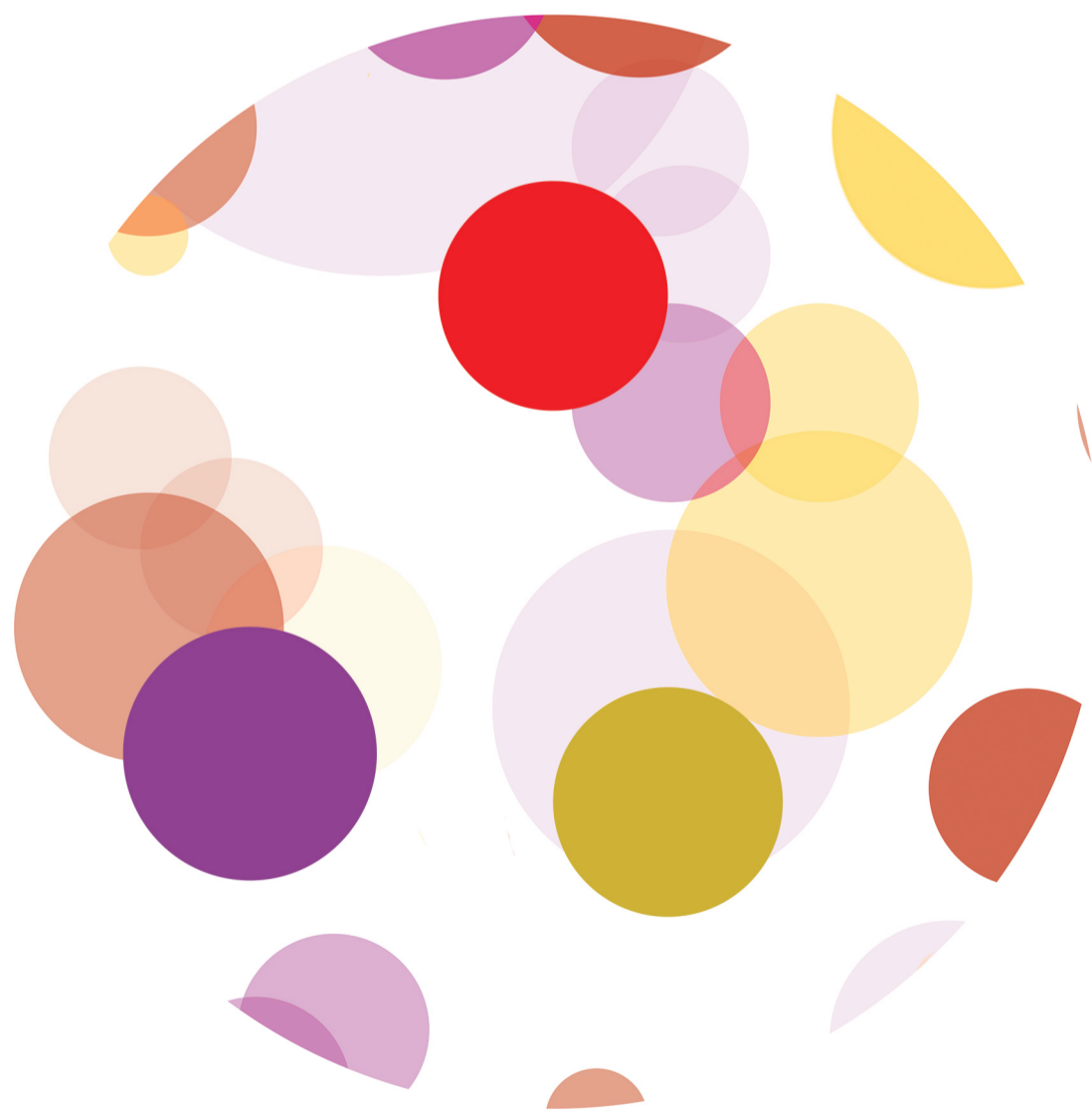


Reflection

Project Social is a great example of working closely with a client, It wasn't my first time working closely with a client, but it was my first time working closely with a client who is small and community lead. I did enjoy this experience it made me learn about myself and also helped me to better myself for any future projects that will share some of the same experiences. I was also happy to be working with a client that was happy with our involvement and was an even better experience knowing that we helped to improve their community!

Working closely with a team of 3 was hard at times but it did help to improve my team working skills and involvement within team projects. I know that everyone has their respective strengths and weaknesses and that each team member has their respective place within a team. I will use the skills that I have developed in this team project in any team projects that I do in the future.

In conclusion, I am happy with the end result, however, I will improve my ability with communication as I have known that this is an area that I have difficulties with. Knowing this I will try and improve this in any way I can moving forward.



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