

Basketball

Northern Ireland



Production Log
Sarah McGarrity / B00811632



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A stylized black line drawing of a tree or plant structure on a yellow background. The drawing consists of a central vertical stem that branches out into several curved, leaf-like shapes. The lines are thick and smooth, creating a simple, abstract representation of a plant. The word "INTRODUCTION" is written in white, bold, uppercase letters across the middle of the image, centered over the stem.

INTRODUCTION



The Module

This module is about working with a client and using a brief to create a piece of production applying the skills I have so far developed in the two or three years of studying Interactive Media.

This production log will showcase the ideas and concepts that were developed and every step that was taken to get to the final. It will evaluate the process and reflect on what we achieved.

The team were partnered with a community partner to work alongside with guidance from Adrian Hickey and Claire Mulrone. This enabled us to create a brief and produce what has been asked from the community partner by combining our individual skills

Overall aims of the module:

- An opportunity to work as a team.
- An opportunity to bring our own strengths and skills developed in previous years studying Interactive Media.
- Knowledge of Project Social and how to apply interactive media ideas and concepts to this project.
- The ability to develop an agreed production by sticking to a brief.
- An opportunity to work professionally with a client and prepare us for future employment.

The Team

Due to our project including 2 different basketball clubs and having the desire for different social media campaigns we all took part in different aspects, whether it be motion graphics, design work, video editing or filming, meaning all of our skills were put to good use.



Sarah Geoghan (Sarah G)

Sarah's skills came in handy when shooting content and her passion for photography, alongside her motion graphic creations. We knew her passion for photography would come in handy for getting those action shots!



Sarah McGarrity (Me - Sarah Mac)

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.



Noble Moncy

Noble's skill set came in handy when shooting content and the editing of footage. We knew that he would be great at working on the video editing after completing his placement year with a social media team.

The Project

Originally our community partner was set out to be NI Sports Forum. The NI Sports Forum exists to promote amateur sport and physical recreation, which results in improved physical and mental health. 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.

When we were first introduced to our project, there was not a clear output of what they wanted. We knew they wanted to capture sport activities across Northern Ireland to use on social media platforms.

The Skills required:

- Social Media skills
- DSLR skills/ Video & Photography
- Premier Pro
- Photoshop
- InDesign

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**



Skills Required:

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



We had our first meeting with Richard and Niamh on the 12th October to start discussing the brief.

The wanted to focus on 3 or 4 sports with a few in mind;

- Basketball
- Netball
- Sailing
- Boxing

However, Claire stated we would produce better quality work if we focus on one sport, as 4 would be too many to balance filming etc.

It soon became clear that NI Sports Forum were not sure on what sport they wanted to campaign for, or how. We left the meeting and gave Richard a couple of days to have a think of which sport they wanted to focus on.

The next day...

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Claire Mulrone (Basecamp) <notifications@3.basecamp.com>



13/10/2023 18:16

To: Sarah McGarrity

Great NEWS!!!! Basket Ball is the focus of this project. I'll arrange a suitable time for a brief development session Monday or Tuesday as greed. 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.

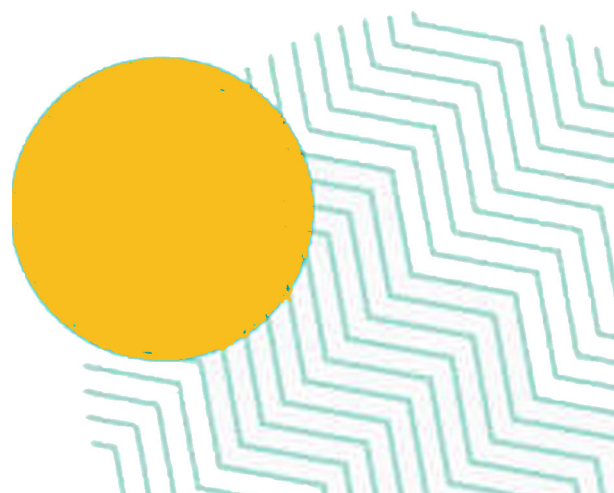
Best,

Niamh

Niamh Mac Manus
Member Services Officer

Woohoo!! We found our focus point!

We quickly arranged a meeting for the 18th to finally discuss our brief with basketball NI. (Our new community partner).



Our community partner is Basketball NI exist to promote and deliver the sport of basketball and physical recreation, which results in improved physical and mental health in Northern Ireland. Basketball NI is a member of the Northern Ireland Sport Forum, working with over 70 member NGB's and organisations from across the sporting sector.

Marc Mulholland (BNI Vice Chair) and Lauren McCullough (Club Engagement Officer), wanted our team to build and produce 2 separate campaigns, inside 2 particular basketball clubs, Newry Fliers and the Antrim Jets, for 2024 that showcased the importance of sport, mainly focusing on young women and juniors.

The two campaigns they wanted us to produce was for International Women's Day, with Newry Fliers basket ball team and the Basketball Promotional Day, with Antrim Jets.

International Women's Day-

A global holiday celebrated on the 8th of March to celebrate the powerful achievements of women across the world.

Basketball Promotional Day-

A day were all the teams involved with basketball NI come together to promote their clubs to get people to join ranging from all ages.

The campaigns will be run on all Basketball NI Social Media platforms, and Newry Fliers and Antrim jets, Facebook and Instagrams.

The same skills provided with the NI Sports Forum Project go along side this project, sticking with:

- Social Media skills
- DSLR skills/ Video & Photography
- Premier Pro
- Photoshop
- InDesign





The Client

We, as a team took it upon ourselves to do a bit of research to find out more about Basketball NI before meeting with them.

Their Vision:

They want to provide every person, young or old, to have a good, strong, relationship with the sport.

Their Purpose:

They exist to promote and deliver the sport of basketball and physical recreation, which results in improved physical and mental health.

Their Mission:

They “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.”

How do they do this?

Basketball NI is a member of the Northern Ireland Sport Forum, they work with over 70 member NGB's and organisations from right across the sporting sector throughout Northern Ireland.

They are responsible for the strategical development of the sport, this helps to provide programmes that help club and their members be able to have these opportunities for all men and women, young and old, to take part in this sport.

Project Management

We mainly used the platform Basecamp as our form of project management as it was recommended by Adrian and Claire and seemed to be the most beneficial. It allowed us as a team to work on a professional platform that future employers love to hear about. It was a fast and easy way for the team to share ideas or problems we had.

We soon got into the routine of sharing our ideas and work we had started on with the team via Basecamp.

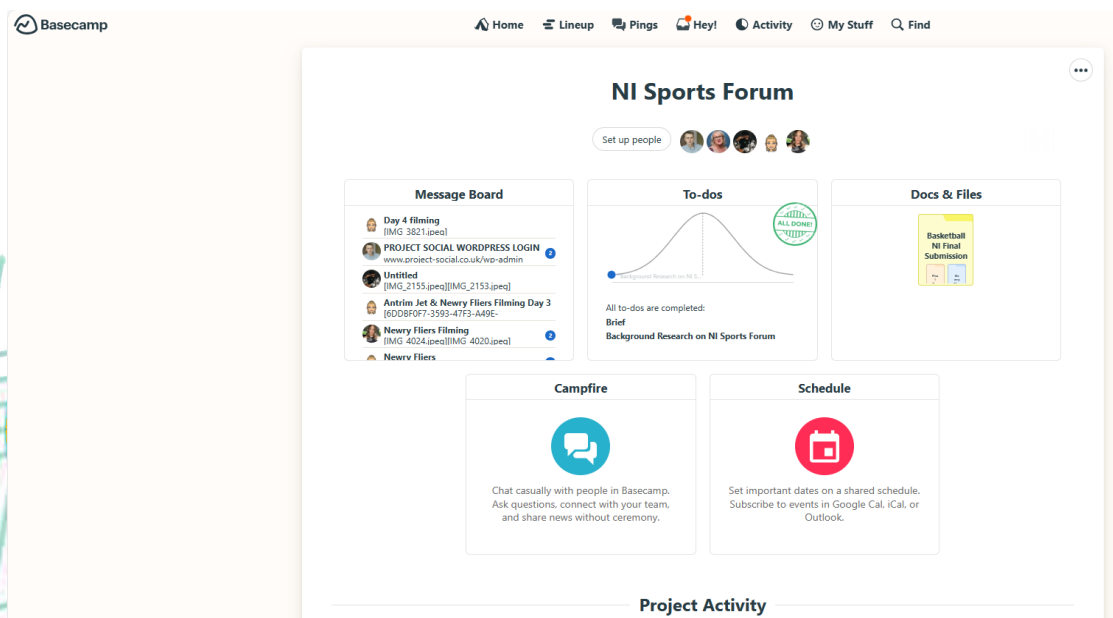
A lot of the time we brainstormed ideas and came together every Tuesday before or after our 518 module class to get talking about what our next steps we were going to take within this project.

We used 3 out of 5 of the tools on Basecamp; the message board, to-do's and docs and files.

The message board was used equally by us all, Claire would use it to notify us about meetings or to clarify with us about the key points we talked about in class, or in meetings so we were all on the same page, the team would use this to post pictures from filming days or to let Adrian and Claire know when we were shooting and filming.

The To-do's came in very useful for keeping us all on track, we each knew that role we were taking and when it had to be done for.

The most used tool was of course the Doc and files. Every document was uploaded here, from the very first draft to the very final outcome. Once we got the hang of it we were able to organise everything into folders so we knew where everything was.



We did not use the Campfire or schedule tool. Using the campfire tool would of been more efficient than just using the message board because it is more alerting and you are able to mention certain people so that they were notified quicker.

The schedule tool could of been used a lot more efficiently to slot in meetings, or days we were going to be shooting content, or even when elements needed to be done for.

The good thing about Basecamp is that you were constantly notified anytime someone posted something, or messages, or the slightest thing of ticking something of the to-do list. This meant no one missed nothing and we were all on the same page constantly.

I have really enjoyed getting the hang of Basecamp and hope I will get to put it to good use when I enter an agency or firm that use it or a similar set up. It was handy to manage a project like this because if we could not find a file we needed, we knew it was on Basecamp, from the first ever draft to the final production with every little change.



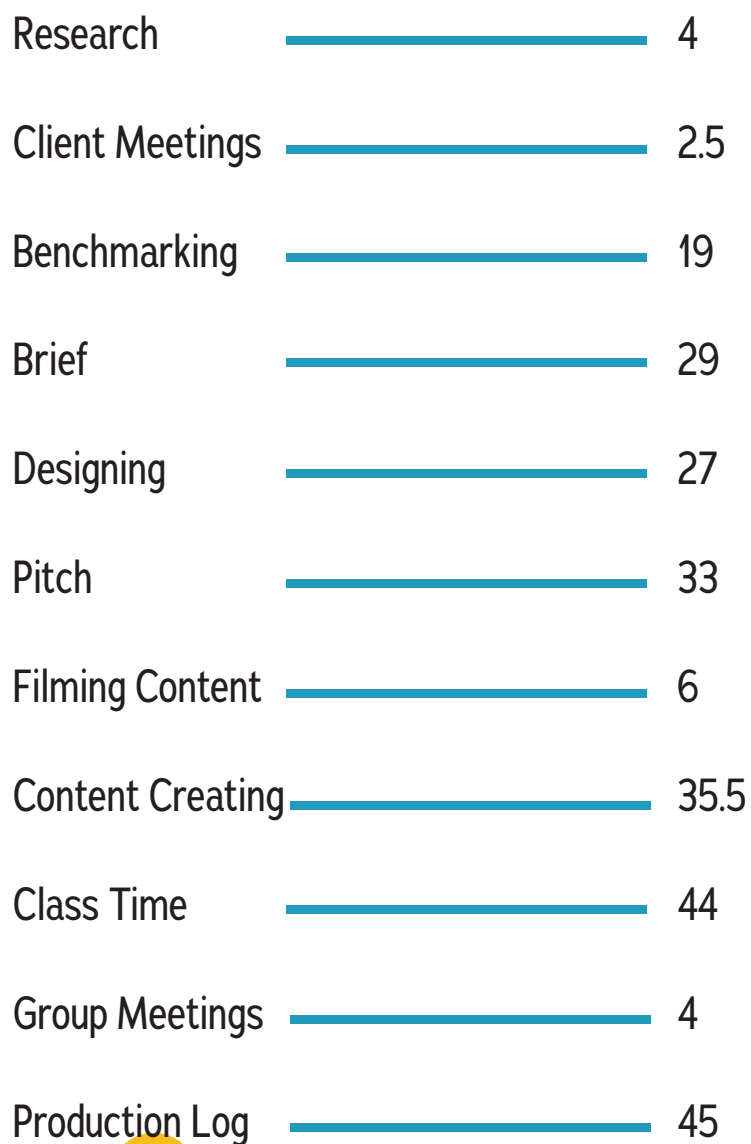
Between myself, Sarah G and Noble we had set up a Whatsapp group chat as well. This allowed us to chat casually and contact quicker when we were out shooting etc. It allowed us to also discuss when we were free to film together with our work schedules and organise quicker.



Time Management



To Track and manage my time I was spending on this project, I used the platform Clockify. It was a fast and easy way to document each step and piece of work I took during this project.



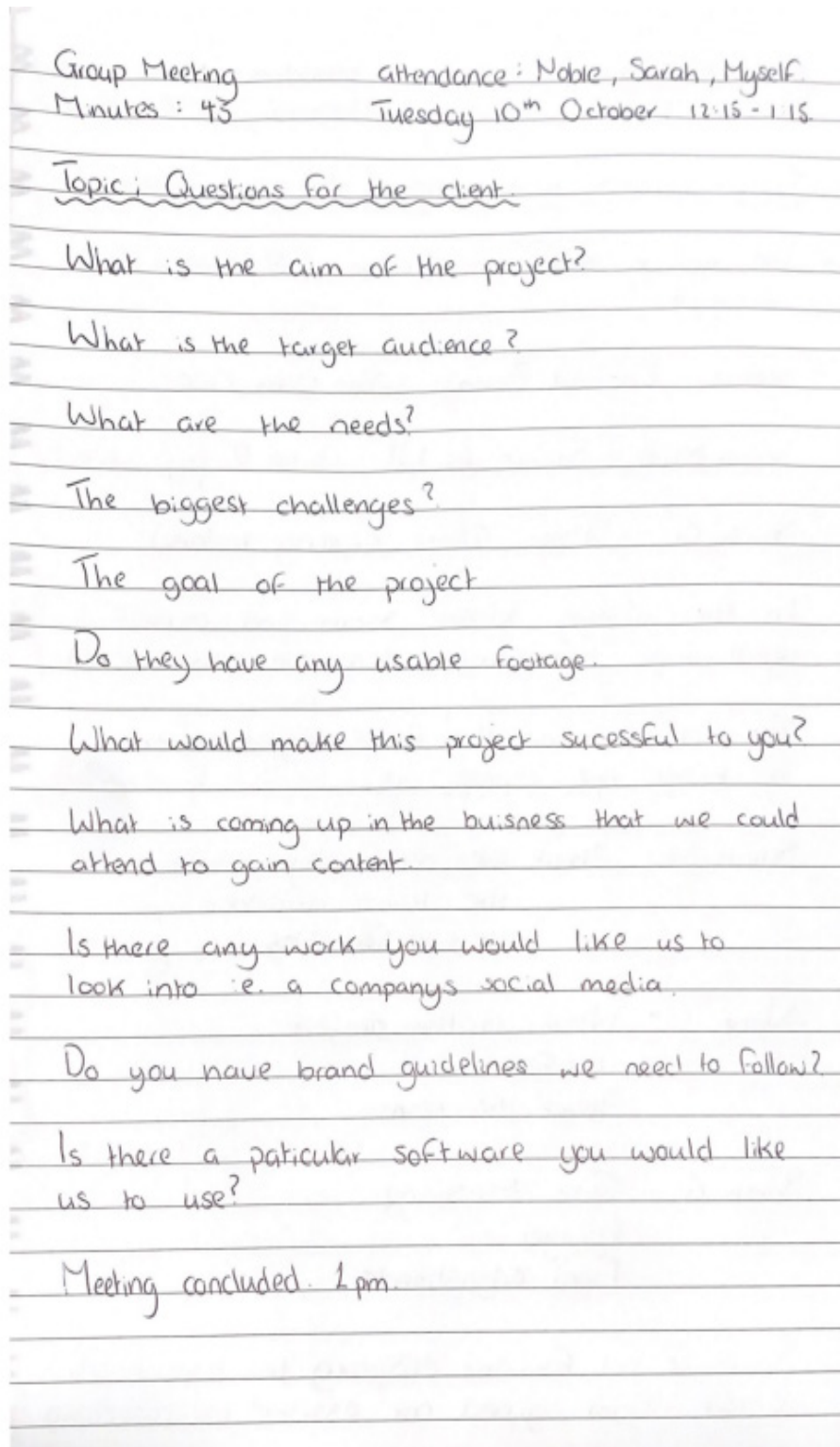
Overall = 249 hours

A stylized black line drawing of a tree or plant structure on a yellow background. The drawing consists of a central vertical stem that branches out into several curved lines, resembling leaves or smaller stems. The lines are thick and black, creating a simple, abstract silhouette. The background is a solid, bright yellow color.

STAGE 1

Client Meeting

Before meeting with the client the team and I met to discuss what we were going to talk about or any questions we wanted to ask. We done this before meeting with NI Sport Forum, but because it did not go as planned we held onto what we wrote down to be prepared.



After our first meeting with NI Sports Forum and hearing back that we would be working with Basketball NI Claire was straight on the ball to set up a meeting with them for the week after.

We were hoping to hear back by the Monday, the 16th October, however we were still waiting. Claire followed this up the next morning and notified us that via Basecamp that we had an available time for a meeting on the 18th.

18th October



Our first official meeting for our brief took place on the 18th October at 11:30 am, where we expected to meet with Marc Mulholland, the vice chairperson and Lauren McCullough, the club engagement officer, to which we were only greeted with Lauren.

Claire spoke to us before the meeting, making it clear that she wanted to get straight to the point in this meeting because we had already felt a week behind from the Sport Forum meeting being unsuccessful. We thought this project was going to be a video for Basketball NI and to focus on the sport..

I took notes throughout the meeting to ensure that the team and myself had a clear understanding of what Lauren wanted and so that we could reference back to this when we were sending our production and brief etc back to them for feedback.

↩ Reply ↶ Reply all → Forward ⋮ Try the new Outlook

(NI Sports Forum) meeting

 Claire Mulrone (Basecamp) <notifications@3.basecamp.com> 
17/10/2023 15:27

To: Sarah McGarrity

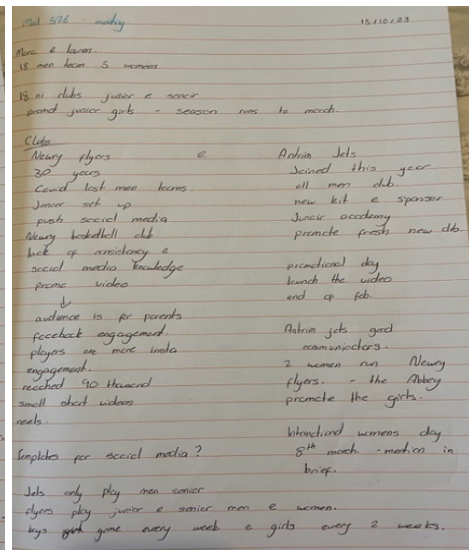
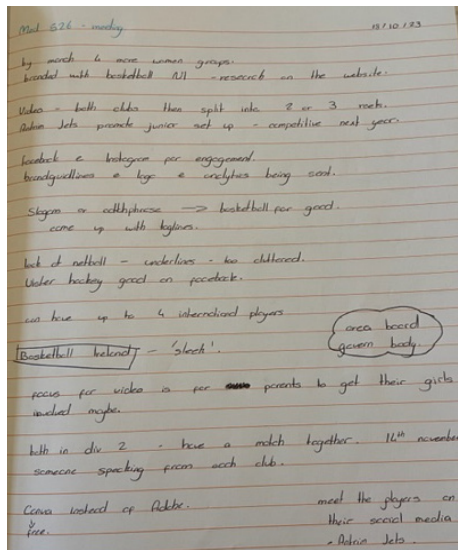
Afternoon team,
are you available tomorrow, Wednesday morning at 11.30am for a teams meeting.
let me know
Claire

 You can reply to this email or [respond in Basecamp](#).

This message was sent to Adrian Hickey, Claire Mulrone, Noble Moncy, Sarah Geoghegan, and Sarah McGarrity.

[Unsubscribe](#) • [Change your notification settings](#)

Get the Basecamp app for iPhone or Android!



What we took away from the meeting:

We soon found out this project would be a social media campaign for 2 different teams.

For both basketball teams Lauren made it clear that Social Media templates would be needed, slogans, action shots and promotional videos.

Antrim Jets;

Mainly focusing on juniors and a promotional video showcasing this to be used for the promotional day that gets held in February 2024.


- Social Media Templates
- Tagline/ Slogans
- Action Shots
- Brand Guidelines

Newry Fliers;

Newry Fliers was similar only for the promotional video to be mainly focused on women to be used on international women's day on the 8th March 2024.

- Social Media Templates
- Taglines/ Slogans
- Action Shots
- Brand Guidelines

After our Brief meeting with Basketball NI the team and I had a meeting about our benchmarking just to see what we were missing and it worked with out new community partner, Basketball NI.



Group Meeting attendance: Noble, Sarah x2
Minutes: 1 hour Wednesday 18th Oct 3-4pm

Topic - Creating and adjusting the benchmarking

* The meeting ^{has taken} ~~took~~ place after the second First meeting*

- Noble - England Boxing, The Open Golf
- Sarah McG - Soccer for NI, Irish Rugby
- Sarah G - Ulster GAA, Cycling Ireland

In the meeting Noble, Sarah and myself went over the benchmarking we had created.

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

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

Noble - 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.

Research & Benchmarking

After our meeting with Lauren me and the team had a clearer understanding of what we were being asked to do... finally. Before our meeting with basketball NI we had started to research and start our benchmarking process. This is when we would research similar companies or sport forums that showed the best practice of social media, videos promotional content etc. However, after the meeting with Basketball NI we could go away and fix this to make it relevant to the content we would be creating.

We each split it between us equally, taking 2 sporting clubs/ associations to benchmark. I focused on;

- NI Football League

- Irish Rugby

The first association I had researched was NI Football League. They had a clear theme throughout their social media, as the content was fairly accessible through their Instagram, TikTok, Facebook and Twitter. The content included a lot of fixtures, final scores, match highlights, training sessions, images, motion graphics and a lot more. You can clearly tell their content is aimed towards people who support teams in the NI Football League.

The second association I had researched was the Irish Rugby. They were very professional in everything they post, from their videos, to their colour schemes. It was clear they stuck to strict brand guidelines and used good use of social media templates. They as well, have a Facebook, Twitter, TikTok and Instagram, however through research I found that their TikTok videos were a lot more personal and you got a better insight to the players personalities, where as their Instagram and Facebook were more professional with scores, highlights, fixtures etc.

Sarah researched and benchmarked

- Cycling Ireland

- Ulster GAA

Noble researched and benchmarked

- England Boxing

- The Open Golf

| 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 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. |
| | 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 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. |
| | 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 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 | 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. |
| | 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. |
| Score | | 75% | 75% | 75% | 25% | 75% | 63% |

| Category | Cycling Ireland | Ulster GAA | England Boxing | The Open Golf | NI Football League | Irish Rugby |
|----------------------------|---|---|---|--|--|---|
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| Score | 80% | 100% | 100% | 60% | 100% | 100% |

We understood we would be working with two different teams with different vibes and styles so we researched about them a bit more to see how they post on their socials and what they like to post. We wanted to know who we would be working with to get a feel for them before we started to produce content directly with and for them.

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.

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.

The Brief

The purpose of a brief is to show we understand what we are being asked from our community partner, Basketball NI. It sets out about the Community partner and our project aims. It will acknowledge what the community partner has asked for and provide the time-frame to deliver these final production..

In this case we had to talk about the three partners, are main community partner Basketball NI and the teams we would be working with, Antrim Jets and Newry Fliers. For the Brief we split the work between us. I had the role of researching and talking about the community partner, the target audience and the deliverables. The rest of the team focused on the other elements. Myself and Noble then sent our work over to Sarah who took the role of compiling the document together.



Before we got straight into the brief we had a team meeting about it fairly splitting it between ourselves and to understand who was doing each sections.

Group Meeting
Minutes: 60

Attendance: Noble, Sarah x2.
Tuesday 24th Oct 12:15 - 1:15

Creating the brief

Sarah Mc - Discussed the community partner where we went over information that should be include when discussing the brief.

Noble - Noble communicate about how the timeline would suit us as a team. Understanding when we would have deadlines.

14th November to capture content with Newry Fliers Vs Antrim Jets.

Sarah G - Discussed and further asked questions on what should be included within the budget.

Meeting concluded at 1:07pm.

A bump in the road...

We started getting stuck into the brief, however half way through we realised we were making two separate campaigns for two different basketball teams. We then got talking and we were stuck how we were going to make one brief sort of fit three different partners.

We chatted with Claire and Adrian during class and we came to the conclusion to divide it into sections and headings.

We now had a better understanding and were able to make our changes and get back on track.

Heading back into the brief with clear guidance from Adrian and Claire allowed us to make all further changes.

We had our first draft done and we then had it checked over with Adrian and Claire and once they were happy with the changes made we then sent it over to Lauren and Marc for sign off and approval on the 31st of October.

We took the same research methods as we did for the rest of the associations.

Feedback & Resolutions

We had to fix our benchmarking to fit the project, so we had to add benchmarking for Basketball NI, Newry Fliers and Antrim Jets, myself and Noble split this between us and Sarah got stuck into designing the brief document.

| Category | Feature | Newry Fliers | Antrim Jets | Basketball NI |
|--|---|--------------|-------------|--|
| Use of advanced editing and filming techniques | Transitions | N/A | N/A | Shot clips have been posted on Basketball NI Facecebook. The interview is shot on a phone with no transitions. |
| | Lighting adjustment (shading, vignette, etc.) | 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 | N/A | N/A | N/A |
| Use of audio formats | Background music | N/A | N/A | N/A |
| | Audio extract from another source | N/A | N/A | N/A |
| | Usage of raw audio recording | N/A | N/A | The use of the raw audio within the video has been used in all clips. |
| Accessibility | Subtitles | N/A | N/A | Auto-generated subtitles have been used that do not match what has been said. |
| | Platform | N/A | N/A | The platform for the videos is Facebook. |
| Score | | N/A | N/A | N/A |

| Category | Newry Fliers | Antrim Jets | Basketball NI |
|---------------------|---|---|--|
| Video Views | 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 | 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. Although content created via graphic designs are frequently posted with multiple posts a week. |
| Templates Used | 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 | 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 | 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 | 40% | 40% | 60% |

We took the same research methods as we did for the rest of the associations and looked for the same things. Adrian and Claire gave us a few minor changes but once they were both happy with the final product it was time for send off!

Re: (NI Sports Forum) 📧 Brief



Adrian Hickey (Basecamp) <notifications@3.basecamp.com>
27/10/2023 09:30



To: Sarah McGarrity

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Once Claire is happy, I am happy for this to go back to the community partner for signoff in an email but please CC Claire in.

Well done!

We waited a while on the community partner getting back to us, however we got stuck into the designing and creative process to stay ahead.

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

**Lauren McCullough -
Basketball NI**

A stylized black line drawing of a tree or plant structure on a yellow background. The drawing consists of a central vertical stem that branches out into several curved lines, resembling leaves or smaller stems. The lines are thick and black, creating a simple, graphic representation of a plant. The background is a solid, bright yellow color.

STAGE 2

Initial Designs

The team and I decided to go off and start the creative process, we each came up with our own designs and ways to go about the campaigns. We each made social media templates for both, Newry Fliers and Antrim Jets and drew up storyboards so that the community partner could get an idea of what we would plan to do for the promotional videos. We all had to make storyboards for both the Promotional day and international women's. I went away and looked on Basketball NI's website and socials to gather a few ideas and see if they stick to a theme with their videos etc. I then had another look on the associations we looked at when benchmarking and had a look on You Tube too.

Before getting stuck in to designing I went away and researched a lot for sporty social media templates to get the feel for them. I looked at different clubs and sports to see how they all tie in with the sport. I gathered a few that caught my eye and started to play about.



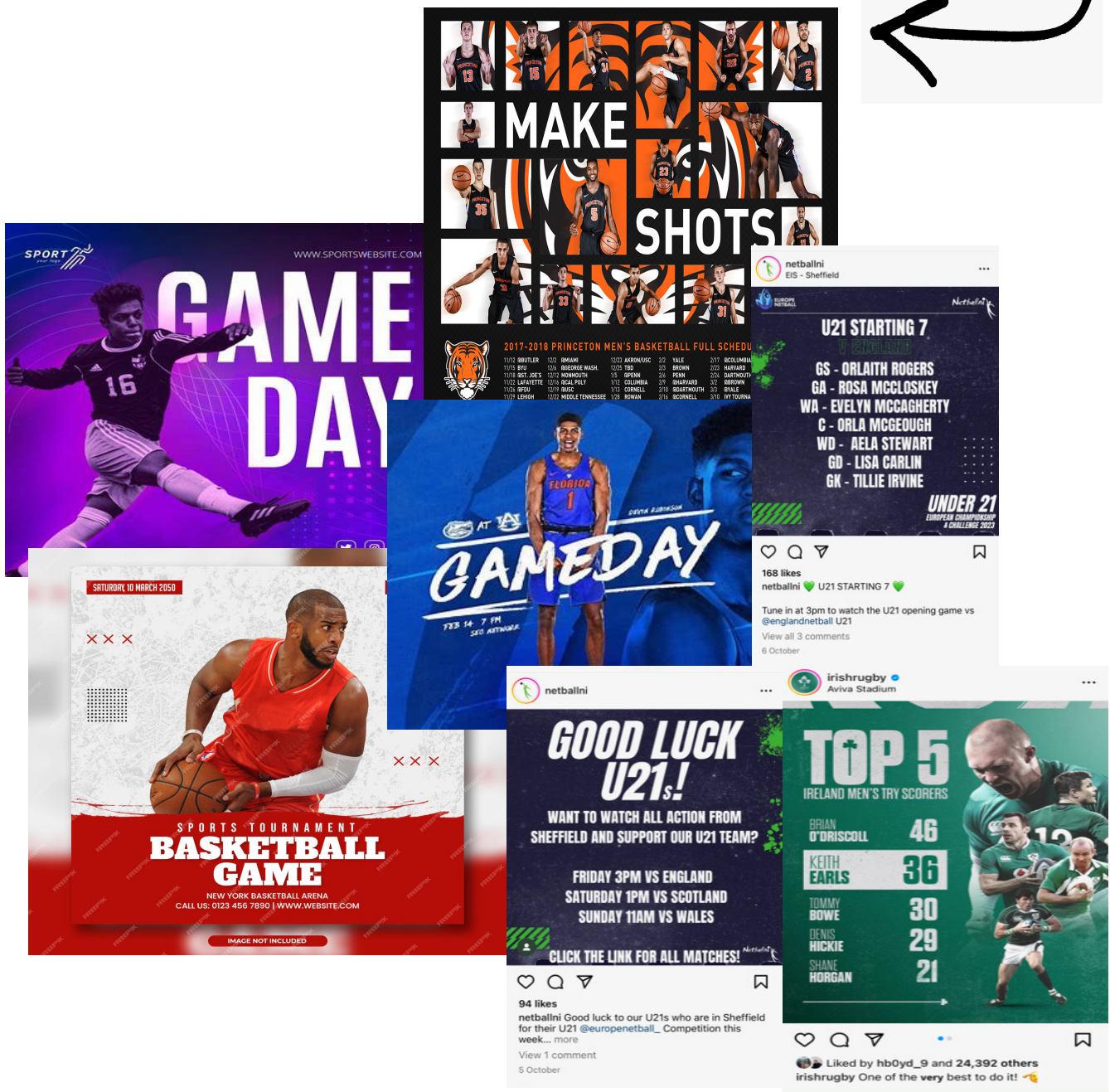
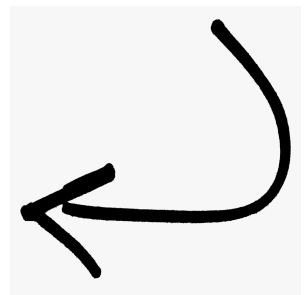
The clubs had already got their colours, initially, I thought Antrim Jets was going to be hard to make templates for with their colours being dark blue/navy and what looked like to us a “snot greeny colour.”

I went away and researched loads of different templates that other sports and clubs have used and wanted to create designs based on what I had found.

I wanted to keep my designs sort of simple but have a sporty feel. We wanted to stick to 3 main posts;

- Fixtures
- Announcements
- Player of the week/month

INSPO



Newry Fliers

I started off by thinking about the international women's day campaign and the type of video I wanted to showcase. I had went away and researched women's sport videos and how they have showcased women, a lot of what I looked at wasn't as powerful as I would of wanted. I started to have a few ideas of how I wanted to promote this. I wanted this campaign video to make women a dominant figure in the sports world, particularly, in basketball. So I focused heavily on the preparation stages for a match building up to the match, but making every movement drastic, for example, women tying their hair and laces in slow motion. Small clips like this making a big effect. We live in a world were sports and men are like an allie, I wanted to prove the importance of women playing sport and to showcase women are as good as men playing sports (or better).

I knew by heavily focusing on the women it would appeal to all ages, young and old and it would also inspire younger girls to be as great as the women that would participate in the video.

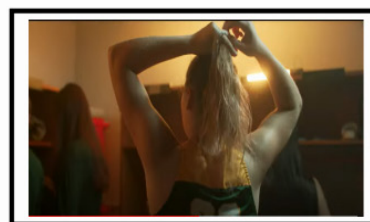
Storyboard for Promotional Video - Internation Womans Day:



The promotional video will start with young women before a match.



sliding into a coach being interviewed/ continuing to talk in the background of the video.



Sliding into the girls preparing before a match.



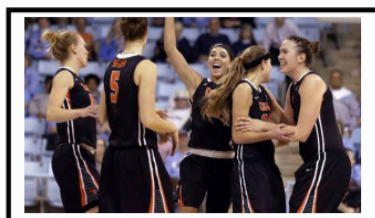
Sliding into the girls planning before a match.



Sliding into action shots.



sliding into action shot of basketball going in the hoop in slow mo.



Sliding into the girls celebrating.



sliding back to the coach being interviewed.



Sliding into a shot of the girls looking strong.



For the next part of this campaign I focused heavily on the social media templates. These were for the club and not just for international women's day so I had to make sure they fit the theme of the club and something they would be happy to use.

Design 1;

This design was mainly focused for the club to post announcements on, for example, training times, joining the team, an event etc. I wanted to keep it simple and sleek, but have a sporty feel. I also had to make sure I stuck to the club's colours because we were going to be making brand guidelines for the club to stick to. I used this specific logo because it still kept it simple, I took it from the Newry Fliers original logo which would be added to the brand guidelines as a new logo for them to use.



Design 2;

This design was focusing on the matches and group stages etc. This was important to have as a template for the team to post who they are playing against and when. Again, it sticks to the same layout as design 1. I wanted to keep the same use of logo to show that these go together as a template and to have the same vibe.



I was happy with how these turned out as they kept that sport aspect but also look sleek and fitting for the club.

For Design 3 I wanted to play about with. However, looking back now I know it did not fit for the team or would not have worked well for announcements or fixtures etc. The colours work well, however the newspaper sort of theme does not really make sense.



Design 4, again, looking back does not match the vibe of Newry Fliers, however this stage was all about trial and error. It does work well and look the part, however, it is not practical. I wanted to incorporate a photo of their player so that they could use this for maybe player of the week/ month, or for match announcements. It also doesn't match design 3 and they would not work well together if they were to be chosen.



I wanted to make some tagline and slogans because I remember from the brief meeting Lauren mentioned this but was not 100% sure. I thought I would go ahead and give a few ideas anyway.

I researched to see if Newry Fliers had used any themselves already and one that was recurring was #FlierFever, so I put that on the list and kept researching to see how different sports incorporated them.

DRIBBLE THE DREAM

FLIER FEVER

WHEN IT COMES TO SPORTS, GIRLS RUN THE WORLD.

I was pleased with how these sounded. I knew I wanted to make one heavily focused on women for the international women's day promotional campaign to go with the video. Each one of them are simple, to the point, but sporty and go with the sport basketball.



Logo used for darker backgrounds



133ba1



Logo used for lighter backgrounds



045aac



Alternative Logo used for dark/ light backgrounds



f2c118



ffffff

I then made some brand guidelines for the team to follow when posting on social media. I selected their logos and wrote a short description of how these would be used, whether it would be on a dark background or a light background.

I added the alternative logo, that could also be used to their Instagram and Facebook profile photo because we noticed, when we were researching the team their original logo does not fit into the frame properly, so this would more likely be best practice.

I added their colour scheme to the brand guidelines so that the team know the exact colour pallet to use and the codes to find them to make the process quicker and easier for them, understanding that they have full time jobs along side of this it means they do not have to waste time matching colours, they can just paste the code in.

Antrim Jets

I then went on to start creating for the Antrim Jets. I started by thinking of how to campaign for a promotional day for basketball incorporating all age groups. I had went away and researched how other sports incorporate all age groups in their videos. This started to brainstorm a few ideas, I knew I wanted to have a storyline of starting a sport young and ending it as a senior men playing still loving the sport. I wanted to incorporate swift, smooth transitions to bring the video to the point of going from junior to teenager stage then to senior men stage. I wanted the coaches to play a big role in this video as they are a big part of why kids love the sport and want to stay, so therefore I wanted to have a coach talk in the background about the club and their experiences etc.

I knew by heavily focusing on all ages would appeal to everyone, and would also make parents want to get their young ones involved.

Storyboard for Promotional Video - Promotional Day:



The promotional video will start with young children walking with basketballs.



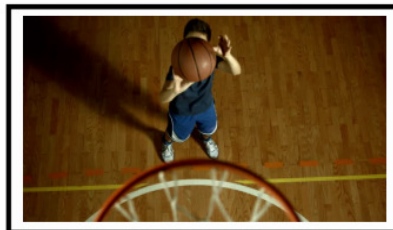
sliding into young children enjoying themselves in training



sliding into young children and coaches high fiving- showing support, in slow motion



sliding into the children playing in a friendly match



sliding into a child throwing the ball into the hoop



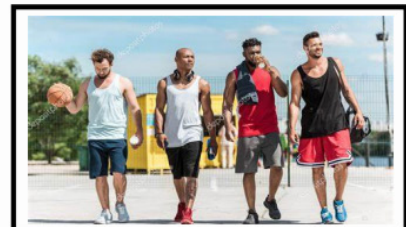
sliding into a slow motion clip of the ball going through the hoop



sliding into a teenager catching the ball from the hoop to emphasis the children growing up and still enjoying the sport.



sliding into teenagers playing a match



sliding into senior men walking into training to emphasis that you make friends for life and will enjoy the sport

I thought creating templates for the Antrim Jets was going to be difficult because of their colours, however, after seeing my results I can see now their colours stand out and do look sporty.

For design 1 I wanted to focus on the match results aspect but also wanted to incorporate a photo that they could include from the match. I kept this design simple, but because their colours are quite vibrant it still stands out.

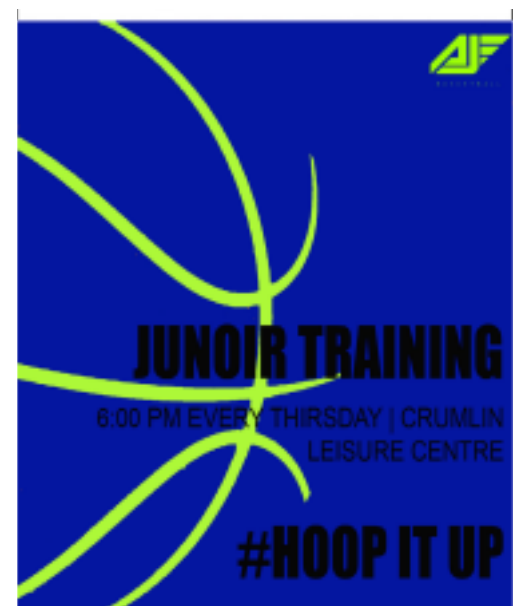


Design 2 is still sticking to a similar layout as design 1, however this shows the fixtures of the match, such as who will be playing and their numbers, again incorporating a photo of one of their players, this could be the man of their match from the last game, or their player of the week. The green background makes it quite appealing and would be a good colour scheme to have all over their socials.



Sticking to a similar style, design 3 was made to be used for announcements, such as junior training etc. I incorporated the outline of a basketball in the colours green to make it stand out and for people to know this is a basketball team at first glance. These three designs have the same vibe and sleek sporty feel that make them look professional and unique.

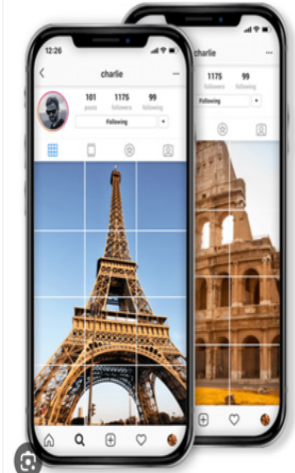
I was happy with how these turned out as they kept that sport aspect but also look sleek and fitting for the club, they are different and stand out because of their unique colours.





I was inspired by this template, however I had an original idea to make a separate layout of photos like this that the team could use to post on their instagram, I knew it would be too much for the team to keep on top of considering they each have other full time jobs and commitments as well as this.

Outcome



I settled with this type of design for the Antrim Jets as another option. It is similar with all the images incorporated in the background that could be changed to images of the Antrim Jets team players. It is different to any templates I have seen before but is quite fitting. Both of these templates could be changed and used to fit everything, from Match Day, to full time score, also having announcements placed on the white boxes. The images could always be changed each season or as often as the team would like.



As much as I loved the idea as the inspo shown above, I was happy with how these turned out, they fit the sporty theme and can be used in different approaches

When I researched to see if Antrim Jets had any slogans they used already I could not find any so I had a free for all to create complete new ones for them.

HOOP IT UP

JET SLAMMERS

**STAND TALL,
TALK SMALL,
PLAY BALL.**

I was happy with the slogans I had came up with as I find they would be very fitting, especially the jet slammers one, because they are called Antrim Jets I wanted to incorporate something a bit cliché so I took the phrase “jet setters” and changed it to slammers because of a slam dunk.



Logo used for darker backgrounds



Logo used for lighter backgrounds



Alternative Logo used for dark/ light backgrounds



0416a0



a6fc34



ffffff

Similar to Newry Fliers I made some brand guidelines for the team to follow when posting on social media. I selected their logos and wrote a short description of how these would be used, whether it would be on a dark background or a light background.

The Antrim Jets already had a different range of logos which was useful for designing their templates.

I added their colour scheme to the brand guidelines so that the team know the exact colour pallet to use and the codes to find them to make the process quicker and easier for them, understanding that they have full time jobs along side of this it means they do not have to waste time matching colours, they can just paste the code in.

Another team meeting was held on the 31st October for the team to understand the approach we each took for the pitch.

Group Meeting Attendance: Sarah & Noble
Minutes: 105 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 club's 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

Noble's video pitch for Newry is a woman's 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 ~~peruse~~ 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.

Sarah for Antrim Jets are focusing on a promotional video based on a promotional day that is meant to take place within 2023.

Me

I am taking an approach of including specific guidance via brand guidelines. I am including a Basketball NI branding into my concepts.

I am creating graphics on

- Group fixtures
- Competition fixtures
- Final scores

My videos incorporate the narrative of a parent watching seeing their child making friends & memories. Due to inclusivity I want to show in Antrim Jets for both girls & boys. I took a motion graphic into my design (benchmarking). Newry is based on women in the sport but with a variation in age and ability.

Meeting finished 1:15pm

Pitch Deck

The team and I each had created 3 separate pitches with our own initial designs. Sarah created phone mock-ups for us to place our social media templates on the correct teams socials so that Basketball NI could get a real feel for how they would look. We also made sure we each had the same layout with our mock-ups and storyboards so it looked like a unified pitch coming together.



I had Noble and Sarah send me their finished pitches and I placed our pitches together for Adrian to send us feedback. Instead of changing and swapping everything I kept the pitches together as one. I inserted all my creations first, then added Sarah's then Nobles this way we would not be jumping back and forward during the pitch, we would each go one at a time to share our ideas.



The Pitch

We pitched our creations and ideas to Lauren on the 9th November via teams meeting.

For the **Brand Guidelines** Lauren chose myself and Sarah's for both the Newry Fliers and the Antrim Jets, she liked how Sarah incorporated the text font and size and enjoyed how I made a new logo from the Newry Fliers original logo.

For the **Social Media Templates** for Newry Fliers, Lauren went for mine. She liked how simple they were but also how they had a sport feel. For Antrim Jets templates she chose Sarah G creations. She enjoyed the incorporation of the basketball court and the fading of them.


She chose to include the **slogans** I created as she knew they fitted both teams and thought they were a really good concept to have.

For the **Newry Fliers, International Women's Day promotional video** Lauren chose mine. She thought the storyboard had

a good layout and would work really well for this campaign.

For the **Antrim Jets Promotional day promotional video** Lauren chose a amalgamation of Sarah G's and myself. She liked the concept of both of our ideas, and wanted to bring them together in a way. We both had a similar layout of going from younger players to the senior men and she liked this concept.

Claire took some notes while we were presenting our pitches, which was helpful when we had to revise the pitch.

 Claire Mulrone · Nov 13 · Notified 4 people

Colour Pallet

Fliers - Sarah Mac

Jets - Sarah Geog

Slogans - Sarah Mac

Social media templates

Fliers - Sarah Mac

Jets - Sarah Geog

Capture full colour photos to provide portfolio to each team to use in social media.

Video

Fliers - Sarah Mac - International Women's Day

Jets - Sarah X2 - Video 1

All social media posts at each club should be themed and templates for

Revised Pitch

After our pitch meeting me and Sarah G then took away what we had to do.

For the Newry Fliers brand guidelines Sarah took the logo I had added and placed it onto her brand guidelines with the font, and sizes. The brand guidelines for Antrim Jets did not need changing. We added these brand guidelines onto a new revised pitch with the slogans in the correct font for each team.

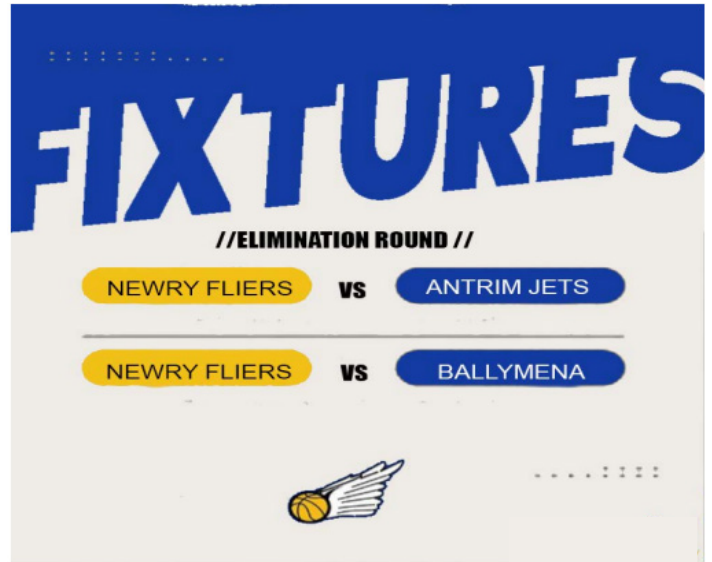
For the Newry Fliers International women's day promotional video there was one minor changes and that was to bring in some clips of the junior girls as the storyboard showed it mainly focused on one age group. Myself and Sarah then had to work together to bring our Antrim Jet storyboards together. Adrian then suggested to us that we should maybe include a motion graphics in the videos somewhere. We decided to include a motion graphics of the teams logos at the end of each videos.

For the Social Media templates The Antrim Jets where perfect and good to go into the new pitch. For my Newry Fliers templates I had to change a few details. I had to create a player of the week template along with changing my font to meet the Newry Fliers brand guidelines we where going off.

We added all of these into a new revised pitch and awaited feedback from Claire and Adrian to sign it off and happy for us to send it off to Basketball NI.



Revised Designs



I couldn't figure out how to have the word "greatest" placed on this template. I thought if I put it behind the player people would not know what it said. Adrian made the point that the font will be big enough so that it will only really cut off half of the A and T so it would still be readable.

Once Adrian and Claire was happy with how everything looked we then send the revised pitch off to Lauren to make sure she was happy with what we had came back with.

↩ Reply ↶ Reply all → Forward ⋮ Try the new Outlook

Design Pitch



Sarah Geoghegan <Geoghegan-S2@ulster.ac.uk>

21/11/2023 13:07



To: Lauren BNI; vicechair@basketballni.com Cc: Mulrone, Claire; Noble Moncy; Sarah... ✓



Design Pitch Complete.pdf

6.08 MB

Hi folks,

I hope you are all keeping well, this is the final design pitch for our project following the meeting with your team. If you could communicate back that you are happy with the plan that would be great. We need a push on filming content, when would best suit to film content and do we have parents' permission to film the kids?

Best wishes,

The team

**“Thank you
for sending
the design
pitch through.
It looks great
to me and
ties in all the
elements we
discussed.”**

**Lauren McCullough -
Basketball NI**

A stylized black line drawing of a tree or plant structure on a yellow background. The drawing consists of a central vertical stem with several curved branches extending outwards. The branches are thick and black, creating a simple, abstract silhouette. The background is a solid, bright yellow color.

STAGE 3

Filming Content

When we got the all clear for the pitch Lauren got back to us with specific days and dates the teams train on and had a match.

We had to make sure we had permission from parents that it was all clear for us to film their children. Once we got the all clear we were good to go. Once Lauren sent us through days and times we then worked around our own schedules to get filming.

We decided that we would focus on filming the Antrim Jets first because Lauren stated in an email that the girls from Newry Fliers had the next couple of Saturdays off due to the Transfer Test.

We had an email sent to say we where going to The Antrim Jets on Monday the 27th November from 4-6pm. This way we got both the kids junior session and the teenager junior session. We also said we would go to the Antrim Jets men senior team match that Tuesday the 28th.

We had not heard anything back from Lauren so we took it upon ourselves to draft a message to send to the Antrim Jets just to make sure they were okay with us coming to film as time was running out. Sarah drafted a message and sent it off. They got back to us straight away and were happy to go ahead.



← Reply ← Reply all → Forward ⋮ Try the new Outlook

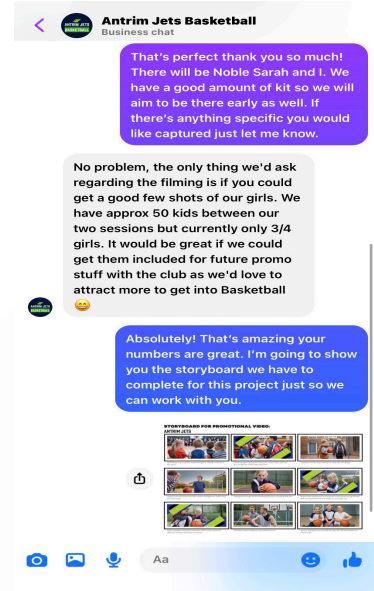
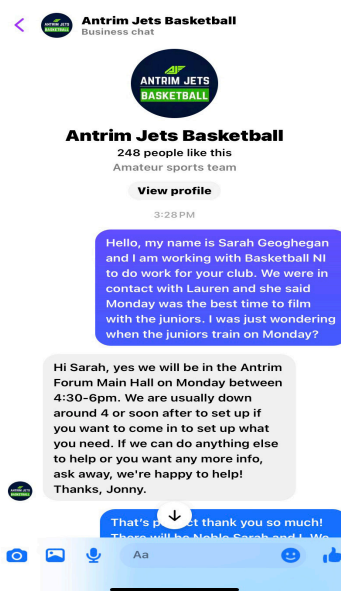
Newry

- 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 then 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.



Lauren got back to us not long after we had reached out to the Antrim Jets stating that the jets are happy for the team to attend the training sessions and the match.

↩ Reply ↶ Reply all → Forward ⋮ Try the new Outlook

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi Everyone,

Happy to connect the team with Tony/Jonny who run Antrim Jets Basketball.

I have spoken with Jonny and he is very happy for the UU team (Sarah, Sarah and Noble) to attend on junior training on Monday 27th and their game on Tuesday 28th. Please see details of each date below:

Monday 27th

- Antrim Forum (Main Hall)
- Ages 5-10 (4:30pm - 5:15pm)
- Ages 11-16 (5:15pm - 6:00pm)
- Tony and Jonny will be down for 4pm to set up if the team wishes to arrive then.

Tuesday 28th

- Antrim Jets BC Vs Magherafelt Titans at Crumlin Leisure Centre at 7:30pm
- The students may wish to be their 20 - 30 minutes prior to speak to Jonny and the team.

↩ Reply ↶ Reply all → Forward ⋮ Try the new C

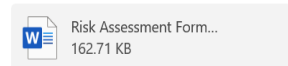
Re: Risk Assessment



Hickey, Adrian <a.hickey@ulster.ac.uk>
23/11/2023 14:58



To: Noble Mancy Cc: Sarah Geoghegan; Sarah McGarrity



Hi Noble

I have signed it – please see attached

Best

Adrian



Mr Adrian Hickey
Associate Head of School
School of Communication and Media
Faculty of Arts, Humanities and Social Sciences
Room 1117 | Cromore Road | Coleraine | BT52 1SA
T: +44 (0) 28 701 24479

We had already booked equipment and sent out a risk assessment to be signed prior to this to be prepared and ready to go when we got the all clear.



Filming The Jets

We all headed down to the Antrim Forum on Monday 27th for 4pm as planned. We were met with Jonny and Tony who were a great help and to let them know if we needed anything from them. We got set up and stuck in and got some really great footage we knew we could use.



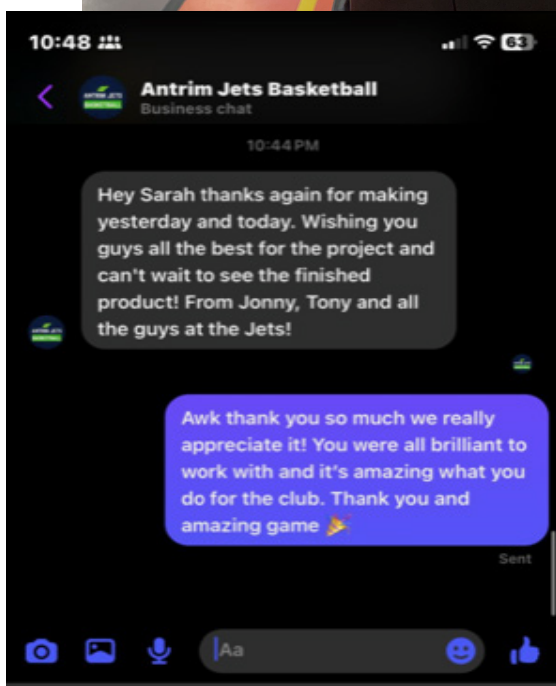
Day 1 done ready for day 2!

The next day...

Again, as planned we headed straight from our class in uni to Crumlin Leisure Centre for 7pm to film the senior men playing their match to get more footage. We got set up and stuck in and asked if Tony or Jonny could do a short audio interview for us. Tony volunteered and while Sarah got interviewing myself and Noble got filming.



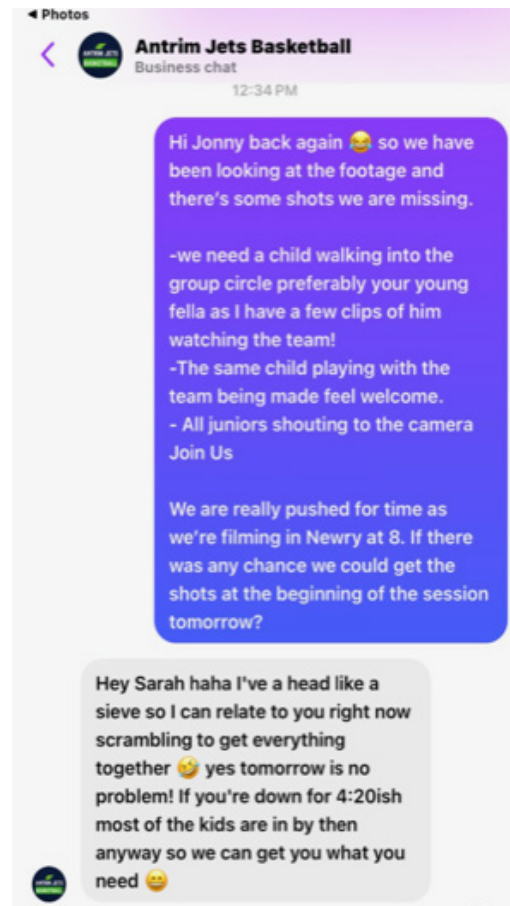
The men were brilliant to work with and gave us some good shots to use.



Onto the next one... or so we thought...

We each split each role between us, I was editing the Antrim Jets video together, Noble was going to edit the Newry Fliers video and Sarah was focusing on the motion graphics for the videos. After finishing filming with Antrim jets I got stuck into editing, following the storyboard we had made, however, I found we did not have the exact footage we needed to follow the storyboard. We mainly needed to get a video of one of the children walking into the club and the juniors saying join us. I let the team know and we decided we would go to the junior training session again the following Monday the 4th December to get this content. It was going to be a tight schedule because we planned to be in Newry for 8 to film the Fliers.

We helped Sarah draft up a message to send to the Antrim Jets to make sure it was good for us to come back and shoot the content we needed. The Jets were happy for us to come back and off we went.



The Jets were so helpful and we could not fault them again, they give us 10 minutes of their time at the start of their session to have the children work with us to get the content we needed. We worked away and got shooting more content and then we went on our way to Newry...



Trying to get THE shot!

Filming The Fliers

We had planned to film the Newry Fliers on the 2nd December, the Saturday at their match and then the Monday evening, 4th December at the training session, this is what worked well with our schedule and the times we where sent from Lauren.

We let Lauren know we plan and wanted to confirm this, she got in contact with the Newry Fliers to confirm this, however things do not always go to plan...

We got confirmed that it was good for us to film content on the Monday session as requested, however Helen the coach of Newry Fliers, did not want the girl to be recorded on the Saturday session, for their own reasons, and stated she would prefer we filmed the 9th, however our deadline was around that time and we had work commitments we could not get out of that short of notice. However, Lauren went ahead without confirming with us and said we where free to film on the 9th.

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi Lauren,

Next Mon 4th for the women's session is grand, but I'd prefer the girls session was recorded Dec 9th.

I will speak with Chloe about being recorded but to be honest I'm not sure she will be comfortable. But I will ask.

Would you be able to send me the questions they'll ask her and I can show those to her.

If she isn't comfortable I have some other players who might chat with them.

So we will see the guys next Monday 4th at the Abbey. We might have some women who don't want to be recorded and I don't yet have contact numbers for them to forewarn them, but I have mentioned it may be happening. So if some people don't want recorded we can focus on one half of the court.

Thanks for keeping me posted.

Helen

Morning Helen,

That's brilliant, thank you very much.

The team will be there Monday 4th from 8pm - 9pm and happy to work with those who are happy to be filmed.

No problem, the team can do Saturday 9th at Abbey Grammar. Could you just confirm the training times for the girls?

If Chloe isn't comfortable, I am sure another player will be grand. Sarah, Sarah and Noble - could you send Helen an idea of what questions will be asked?

Thank you for helping us organise and allowing the UU students to attend.

Thanks,

Lauren

Lauren McCullough
Club Engagement Officer
Basketball Northern Ireland

Hi All,

Unfortunately, Helen is unable to have the team out to film tomorrow (2nd Dec).

I suggest that if a team member is available, they could attend the games tomorrow and have a conversation with Helen. The goal would be to secure a time before next Saturday when a few of the girls could come and capture some footage—perhaps before or after the women's sessions on Monday. This is just a suggestion, and I don't want anyone from the team to go out of their way tomorrow, just in case they can't speak to Helen at the game for any reason. You might be able to arrange a suitable time during the week through a conversation at the Monday session.

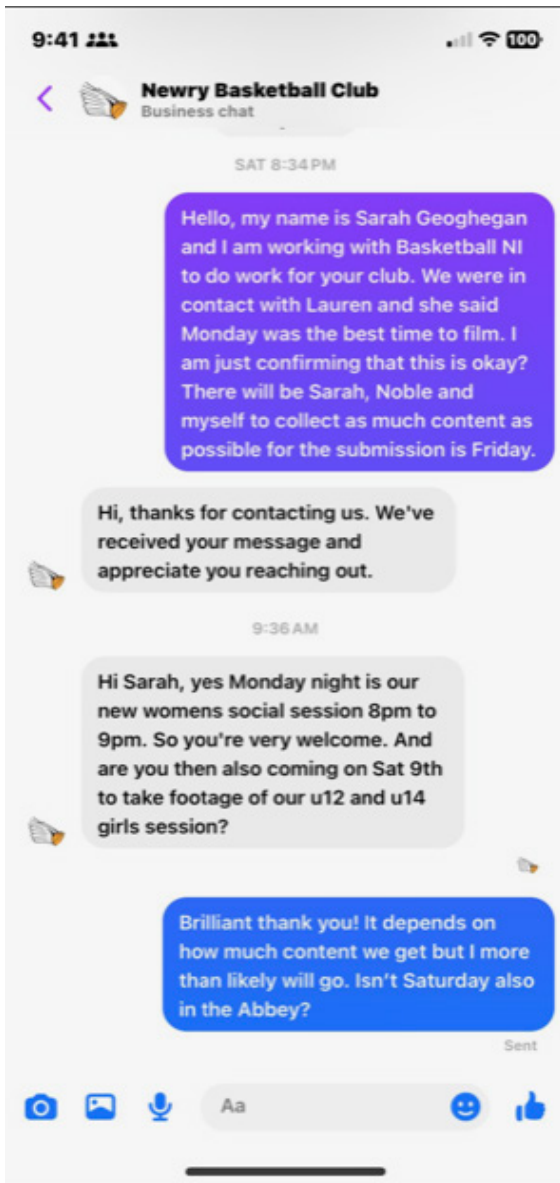
I hope that all makes sense and apologies I have to go by what they club is allowing me to do. I understand this may leave a very tight turn around if filming is only carried out for the junior set up on Saturday 9th Dec but hopefully a solution can be reached once the team meets Helen face to face.

Thanks,

Lauren



At this point we were worried and not sure what to do. Adrian and Claire reassured us that we can only do what we can and that they where a difficult team to work with, being third party. We were worried we would not be able to capture the footage we needed to follow are story board but Adrian confirmed to only get what we can and go with it. Sarah G was free for a short time on Saturday the 9th and said she would go to the session for an hour depending if we got enough footage at the Monday session, however, we still were not sure if we were confirmed to go to the training session on the Monday so again, we had to draft up a message to send to Newry Fliers to confirm this.



We were confirmed that we were good to go to the training session on the Monday to film content.

We headed to Newry for Abbey Crammer after finishing with the Jets...

We got there and set up our equipment for an interview with Helen. While Sarah got busy interviewing Helen, Noble and myself got busy filming the session.





We gathered as much footage as we could, we said we would look over it all in class on Thursday together and see if Sarah needed to go to the Saturday session.

We had a good amount of footage but we decided we would be too much of one group and thought it would be a good idea, if we could, to have the younger session content. Sarah then went on Saturday the 9th to get some more footage before she had work.



The Newry Fliers were a difficult team to work with but we did as much as we could and had enough footage to work with.

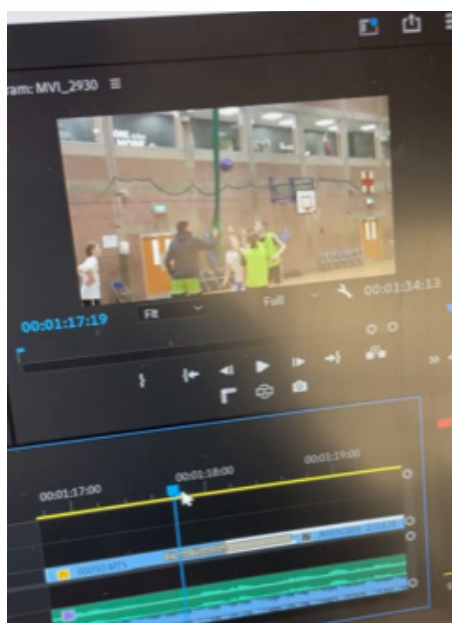
Antrim Jets

Content

The content for Antrim Jets included, the social media templates, along side the brand guidelines and slogans. A promotional video for the Basketball promotional day held in February and action shots. We divided this equally amongst the team. I focused on the editing of the video, Noble went though the action shots and picked out the best ones that could be used and it made sense for Sarah G to focus on the brand guidelines and fix up the social media templates as hers were chosen from the pitch for the Jets.

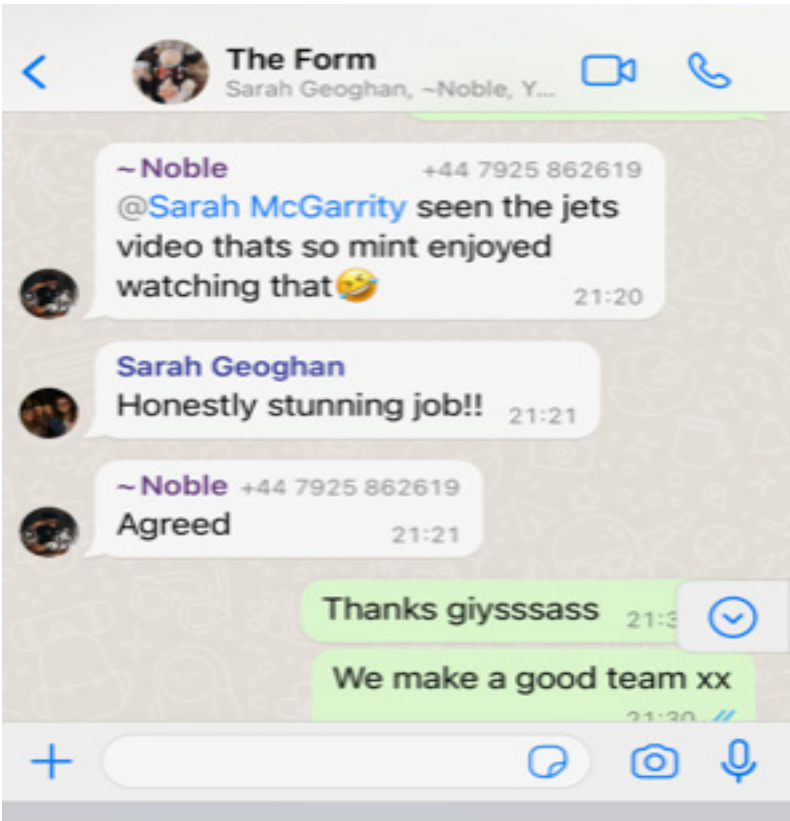
How did I contribute

I had the role of editing the Antrim Jets promotional video, I wanted it to showcase the growth of the member, going from young children to teenagers into the seniors. We had a lot of footage to work with so it was hard to narrow it down to the best footage. I decided to stick with the footage that best suit the storyboard. I wanted the video to have a welcoming and friendly feel about it so it was important to show this. I firstly edited down the audio interview we recorded with Tony to see what I had to work with and how much time it gave me. I had to make sure the background music was not overpowering too much, and you could still hear Tony speak clearly. I also wanted to make sure I had included smooth transitions from the different age groups, for this I used the cross fade element which worked really well for a lot of it. Once I was finished editing I sent it over to Sarah G so that she could add the motion graphics to it.



I enjoyed making this transition from the juniors throw in fading into the senior mens throw in.

Some good feedback from the team!



I had to make sure I had every video and sound I used uploaded to one drive in a shared folder with Sarah and Noble, this was so that Sarah could add the motion graphics and that everything was kept together for submission.

BRAND GUIDELINES
ANTRIM JETS

TYPEOGRAPHY
TITLE-125PT
SUBHEADING-65PT
FONT- Poster Gothic Round Cond ATF Bold
Paragraph information - No larger than 50pt
FONT- Bicyclette Regular

ANTRIM JETS LOGO

ICONS

BASKETBALL NI LOGO

COLOUR
#0416a0

#9fc34
#000000

Antrim Jets colour palette: Green and Blue are the prime colours with white as the secondary colour used only for the text. This colour palette is consistent with the logo and team of both Antrim Jets. These colours are the only colours that can be used for Antrim Jets social media posts.

This icon can only be used on green backgrounds for social media posts.

This icon can only be used on blue or green backgrounds. This icon must be used for the social media posts.

Basketball NI want to promote and deliver the sport of basketball and physical recreation in Northern Ireland. The Basketball logo must be included in all social media posts. This icon be included in all social media posts as a watermark. This logo must be placed over the green of Antrim Jets.

TAGLINE/ SLOGANS
ANTRIM JETS

HOOP IT UP

JET SLAMMERS

**STAND TALL,
TALK SMALL,
PLAY BALL.**

SOCIAL MEDIA TEMPLATE
ANTRIM JETS

FINAL SCORE

PLAYER OF THE MONTH

FIXTURE

COMPETITION



Newry Fliers

Content

The content for Newry Fliers was similar to Antrim Jets, it also included, the social media templates, along side the brand guidelines and slogans. However their promotional video was for International women's Day on the 8th March and action shots. We divided this equally amongst the team. This time Noble focused on the editing of the video, Sarah G focused on the motion Graphics for the video and again it made sense for me to focus on the social media templates and brand guidelines because Lauren chose mine from the pitch.

How did I contribute

I had the role of making sure the team had the social media templates and brand guidelines to go with them. First of all, I made sure my own social media templates matched up with the brand guidelines so it was all looking professional. I then added everything into a document, along with examples of the templates of how they would be used, the guidelines which included the logos, the colour codes and font and the size of the fonts and finally added the slogans. This way if the Newry Fliers ever need to know how to use a template or are not sure on their colour pallet it will all be in this document. Myself and Sarah then had to add our blank templates to a Canva document so it made it more accessible for the teams to edit on them. We chose Canva because it is a free service and easy to use.

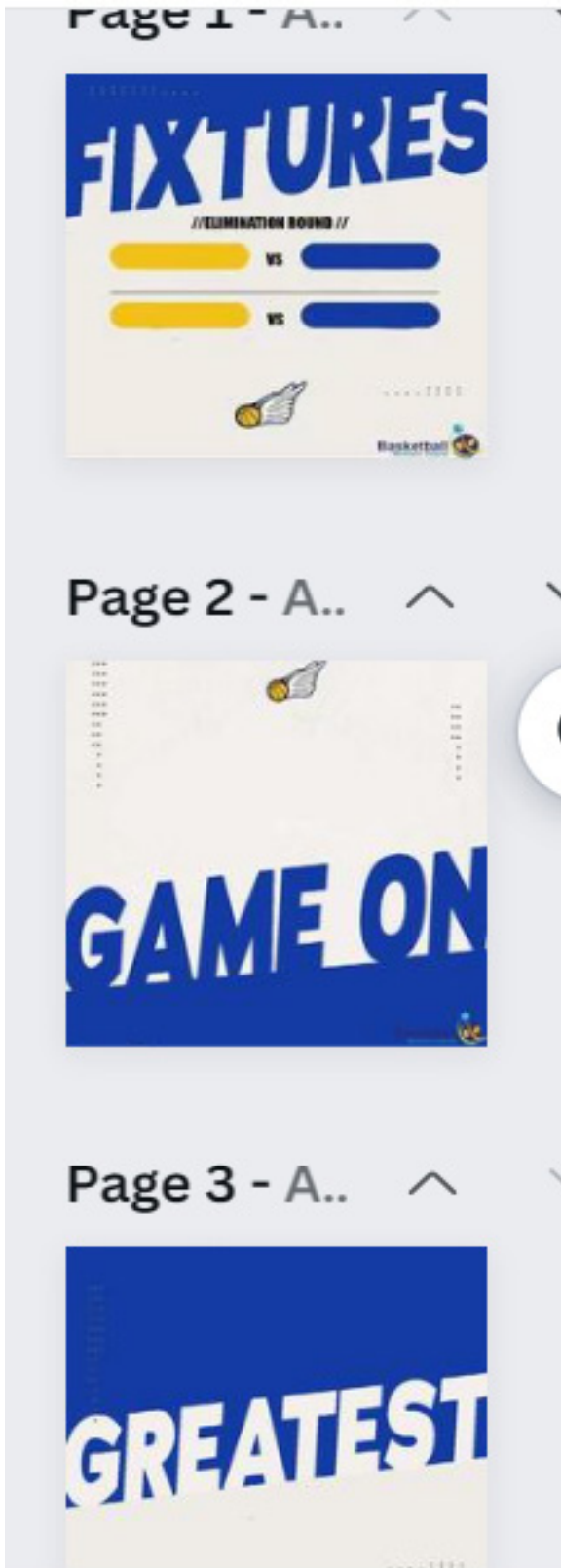


TAGLINE/ SLOGANS

DRIBBLE THE DREAM

FLIER FEVER

**WHEN IT COMES TO
SPORTS, GIRLS RUN THE
WORLD.**



Once we had everything ready and final production ready we then sent off our final production to Basketball NI on the 10th December to get feedback before our final submission.



Feedback

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!

Many Thanks,

Lauren

Lauren and Marc Mulholland the vice chair person, gave us some feedback. Some of it was just pointers and we did not need to take action. On the stuff that needed changing we got straight to it and ready for the final submission. We included the basketball NI logos on all our templates and within the promotional videos. The other important change to make was the music used in the Antrim Jets video, to change it to a non copy right sound and the opposite for Newry Fliers we added some non copy write music and included subtitles referring back to our benchmarking, were the best score associations and more professional looking clubs included subtitles in their videos.

After all changes were made we then sent it all back to get a final evaluation from Basketball NI to which they were delighted with the work we had produced.

It was a go team moment from us!

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

Lauren McCullough
Club Engagement Officer
Basketball Northern Ireland



STAGE 4

Handover

For the handover we put organised our Basecamp so that it makes this process easier for Claire. We made a folder for basketball NI submission and within that we had separate folders for Newry Fliers and Antrim Jets as well as a folder named “Claire Final Outcomes” this is where we put all of our final documents so that it is all together. Claire will then transfer this onto a pen drive or send it through a platform for Basketball NI to have unlimited access to.

Reflections & Evaluation

Working as a team & group projects

When I found out that group work would be apart of this module. I was excited to work with people I had not worked with before, who each had their own different strengths. I think each of us going on placement year really helped us when it came to group work because we had been in that setting before and knew how it works. Although working in a team can have its challenges are different skillets and interests worked really well together and we created great content for Basketball NI and the two teams involved.

Working with a Client

Working with real life clients is always a great experience to have and a great way to learn new skills, however it will always come with its challenges. Basketball NI were a good community partner to work with, just their communication lacked a little when trying to organise filming for content. However, working with a more difficult community partner really put our problem solving skills to the test and I think we grew as a team to come together and come up with good solutions to the problem.





Applying Knowledge & Skills

This specific module has allowed the team to put what we have learnt over the past 3 years into good use. For example, Designing with Data showed us the importance of sticking to brand guidelines, MED 110 prepared us for video editing, interview set ups, and the use of lighting etc. MED 329 and the importance of audio and even down to our visual diaries in first year prepared us for our production logs. Along side using our skills we have built a lot of new, personal skills. For example, I have learnt about photography through a sports view and the importance of action shots and my skills for editing videos has improved.

Final Thoughts

Looking back to the first week and the first time we met with NI Sports Forum we felt lost and that we had no plan, panicking that we have already lost time and our work we produce won't be up to our standards. However, my team and I worked so well together and we soon caught back up and once we got the ball rolling no one could stop us. With guidance from Adrian and Claire, the work we have produced is something we could not have done two or three years ago. This project has been such a learning curve and has set us for working with future employers and how to improve and utilise our skills, while learning new ones.

Conclusion

When first coming into this module I was nervous about group work. The thought of people not pulling their own weight and this module is part of overall grade made it feel daunting, however I could not have asked for a better team to work with. Everyone was on the same page about everything and we each split the work fairly. I have thoroughly enjoyed my time working on this project and has really prepared me for when I get a job in a company working with a lot of clients with different briefs. I feel as though I put a lot of what I have learnt over the years to good use, as well as being on a placement year has been very beneficial when it came to team work. I was ecstatic to be creating social media content because I am interested in this field and love the creative side of things. The fact we had a free platform to create anything we wanted, as long as we stuck to the club colours was an amazing experience because I find some of these partners would have their preferred styles to stick to. I was excited to edit a promotional video for a client because I had not really done this in my placement so it was something new and exciting for me to create.

The only thing I think we could of worked on as a team was the organising of filming. Even though it was out of our control majority of the time, especially with Newry Fliers, we maybe could of wrote to the clubs sooner ourselves, however it was not our jobs to do this, it gave us more clarification when we did than waiting for replies from Basketball NI the evening before we had planned to shoot content.

Overall, I personally think we worked exceptionally well as a team, our skills and personalities jelled together well and we created what was asked of us for two Basketball teams. I would hope I get to put the skills I have built to good use in the near future with more clients.

**“I am absolutely
delighted with
the work you
have completed
for us! It is
amazing
content for us
but also our
two clubs”**

**Lauren McCullough -
Basketball NI**



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