

The S.A.F.E.R Campaign



Interactiviy for Social Enterprise
Rachelle O'Hare



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Introduction

This is a project for Interactive Media, the module is called Interactivity for Social Enterprise which has offered me the opportunity to work within an effective team to produce a media package for a client. Within my team there was myself, Alanna and Matthew.

This project works in collaboration with the science shop producing media packages for companies across Northern Ireland. Our chosen project is called The S.A.F.E.R Campaign.

The S.A.F.E.R Campaign is based in Belfast and is part of a larger organisation called PPR, standing for Participation and the Practice of Rights project.



THE SCIENCE SHOP



The Client



Client Research

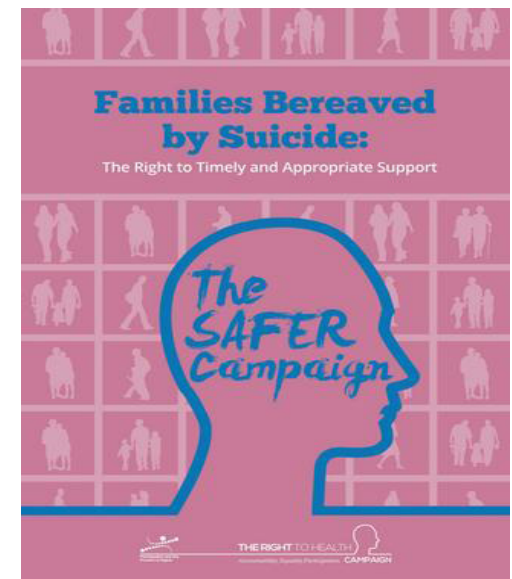
The S.A.F.E.R Campaign which stands for Support Automatically For Everyone Referred is a campaign fighting for better services at the right time for people who are bereaved by suicide.

Currently people who are bereaved by suicide are only offered support from the police when they arrive to the house to assess the scene of the incident, the problem with this process is only 50% of people take the support offered as they are too traumatised to think about getting support that soon after the death.

The campaign is fighting for a coroner led counselling service as they believe this process can offer support to the bereaved at a more appropriate time. The purpose of this project is to help The S.A.F.E.R Campaign get funding for a coroner led counselling service as currently The Public Health Agency are not willing to fund it.

People who are exposed to suicide are three times more likely to take their own lives which is why The S.A.F.E.R Campaign is calling for action.

Currently The S.A.F.E.R Campaign don't have a large online presence, as they are part of the PPR organisation most of their information falls under the PPR website and twitter which makes it hard for people to know who they are and what they stand for.



Meeting the client

On Wednesday the 3rd of October we had our first meeting with our client from The S.A.F.E.R Campaign. We met with Stephanie who is in charge of the project.

Stephanie lead the meeting and expressed what she wanted us to deliver for the campaign.

The S.A.F.E.R Campaign has asked us to produce several things to help promote them, this includes a set off interviews focusing on people who support the campaign and why, new logo designs, new hard copy media and a set of motion graphics showing what the campaign is fighting for.

The reason Stephanie has requested a series of motion graphic is to display on their social medias as it is an easier way for people to under who they are and what they are trying to achieve.

When meeting with Stephanie we talked about their current logo and hard copy media and discussed how it looked old and out of date which we felt wasn't appropriate for the campaign as it needs to be eye catching and gain the interest of an audience.

Stephanie didn't give us any ideas as to where she would like the rebrand to go so she has left it up to us but she has requested that we stay away from typical mental health campaign logos such as butterflies and a heads representing mental health.

We feel as a group the best way to get to know the campaign is to see first-hand the work that they do, therefore we have agreed with Stephanie to attend one of their events which would also give us a change to record b-roll footage which would look great in the interviews.

Brief

Objectives

1. Create a New visual identity for SAFER
2. Create new hard copy media including leaflets and pop ups
3. Capture video footage of campaigners and why they are involved to be used on social media.
4. Create and info/motion graphic identifying key statistics to raise the profile of the campaign on social media

Rebrand

The SAFER campaign has requested a rebrand as the current theme and logo was old and dull. The rebrand is to try and bring more attention towards the campaign by giving it a new and creative look, a lot of the current work they are doing goes on to their social media platforms so it needs to be eye catching to gain viewers.

We think a clear bold typeface such as 'LemonMilk' or 'The Next Font' would be a great way to represent the campaign as these fonts are large, bold and easily read.

Video

The SAFER campaign has requested a set of video clips which will focus on the needs of the families but more important the journey they have travelled. These video clips will contain interviews and will serve an important role in the campaign as it is giving those who don't have a voice the chance to speak. Along with this we are to attend a campaign and capture the campaigners to ask about their involvement with the campaign.

Motion Infographic

This will include a visual representation of information and data regarding suicide and the treatment given after. The SAFER campaign has a series of data sources which are personal to them which is the best information to use. As these will be used across their social media accounts to show people .

Audience Research

This campaign has two set of primary audiences, The public health agency and the Department of Justice.

The department of justice is a majority government department., at the heart of the justice system. They aim to protect and advance the principles of justice. Their vision is to deliver a worldclass justice system that works for everyone within Northern Ireland. The SAFER campaign are working closely with the Department of justice as they have not accepted the idea of a coroner lead service.

The public health agency is a multi- disciplinary and multi-professional body. The agency has four key functions which include:

- The improvement of health and social well-being,
- Health protection,
- Public health support to commissioning and policy development
- Research and development

On the public health agency website, they state that they want to provide a renewed and enhanced focus on public health and wellbeing. This is why the SAFER campaign would like to work closely with them as they believe a coroner lead service will help enhance the health and wellbeing of those who have been bereaved by suicide.

Production schedule

To ensure the process of the pre production went to plan and everyone knew what they were doing, to make the team work efficiently we decided we were best to make a production schedule that we would check weekly ensuring we were on target.

A production schedule would also ensure we were giving ourselves enough time to make a high quality media package for our client.

Task	Aim	Actions	Time frame
Client Analyse	<ul style="list-style-type: none">•To understand the client and build a brief.	<ul style="list-style-type: none">•Review online content•Research similar organisations•Outline Outputs•Define project goal	Completed by: October 10th
Project Proposal	<ul style="list-style-type: none">•Finalise Brief for the client	<ul style="list-style-type: none">•Outline Outputs•Production Schedules•Finalise the brief and the needs of the client	Completed by: October 18th
Project Development	<ul style="list-style-type: none">•To research existing content and start development	<ul style="list-style-type: none">•Research design concepts•Research online interviews•Build designs and mock-ups•Storyboard the motion graphics.	Completed by: October 26th

Develop for pitch	<ul style="list-style-type: none"> •Create a rough draft of pitch document 	<ul style="list-style-type: none"> •Review online content •Research similar organisations •Outline Outputs •Define project goal 	Completed by: November 1st
Pitch Amendments	<ul style="list-style-type: none"> •Re-adjust any issues that the client may have had with the pitch document 	<ul style="list-style-type: none"> •Outline Outputs •Production Schedules •Finalise the brief and the needs of the client 	Completed by: November 18th
Technical Analyse	<ul style="list-style-type: none"> •Outline equipment required for interviews 	<ul style="list-style-type: none"> •Research design concepts •Research online interviews •Build designs and mock-ups •Storyboard the motion graphics. 	Completed by: November 20th
Video & Motion Graphics Production	<ul style="list-style-type: none"> •Develop motion graphics •Film interviews •Create rough draft of the interviews 	<ul style="list-style-type: none"> •Clear storyboards for motion graphics •Review designs in case of required changes. 	Completed by: December 5th
Video & Motion graphics Presentation	<ul style="list-style-type: none"> •Have a rough draft of the interviews conducted. •Have a rough draft of Motion Graphics 	<ul style="list-style-type: none"> •Review Storyboards in case of any changes •Review brief document to ensure we all understand the necessary outputs. 	Completed by: December 9th
Final adjustments	<ul style="list-style-type: none"> •Adjust the any issues that the client has with the motion graphics •Adjust any issues that the client has with the interviews. 	<ul style="list-style-type: none"> •Implement the client feedback into the final product 	Completed by: December 14th



Research

PIPS

Who are they?

PIP's are a charity who aim to provide support to individuals who are considering ending their own lives. They also aim to provide support to families and friends who have been touched by suicide.

Branding

Pips use a very bright and colourful palette when it comes to design. Their colour scheme consists of pink, green, orange and blue. This brand is very aesthetically pleasing and is very warm and inviting which is what a brand like this should feel like.

Their logo consist of a tree, using hand prints which fits in nicely with the type of organisation that it is as it is showing everyone coming together.

Media Platforms

Although we have not been asked to create a website, I can see that the PIPS website is very user freindly. PIP's also have their own twitter page which I think would be useful for The S.A.F.E.R Campaign to update people on their events and the process they are making throughout the campaign.



Public Initiative for Prevention of Suicide and Self Harm

Registered Chairty Number: XT23768

Lighthouse

Who are they?

Lighthouse are a charity providing support for people who are having suicidal thoughts, dealing with depression or grieving from the loss of a loved one.

Branding

Lighthouse have a very modern feel to their branding, using 3 colours consisting of black, blue and white giving them a very bold and strong look.

I particularly like how the charity uses the H from Lighthouse to form a lighthouse icon which they then use for their logo separate from the writing.



Media Platforms

Lighthouse only have a website with their information which doesn't make them as well known as what they could be but the website is very well presented and user friendly. It holds all the information you would need to find when looking into the organisation but it is always better to have multiple platforms.

Aware NI

Who are they?

Aware NI is the only charity in Northern Ireland working exclusively for people with depression and bipolar disorder.

Branding

The main colours of the brand are yellow and purple, these colour are both used within mental health.

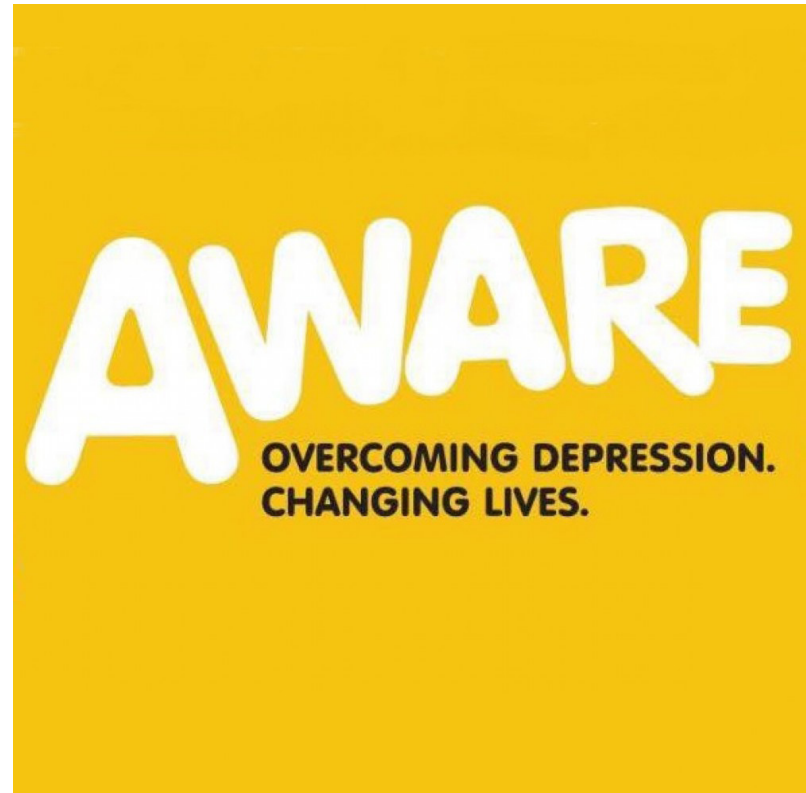
The charity does not have a set logo but use the word 'Aware' to brand their chairty and place it on the work they have done.

Media Platforms

Aware NI have many media platforms which includes a website, facebook, twitter, youtube and instagram. The website is very user friendly and the social medias are filled with events and work that the charity part takes in.

This is very useful for organisations like this as people need to know about them to make them beneficial.

Making a youtube account for The S.A.F.E.R Campaign would be very useful to post the video and motion graphic that we will be producing for them as it may be able to get a bigger audience.





**Working
with the
team**

Basecamp

As part of our module we have to work closely as a team. Basecamp is a website which we used to keep all team members updated on the work that we have done. Its main uses were also for file sharing and communication with staff from the university.

The screenshot shows the Basecamp interface for a group named "SAFER". At the top, there is a navigation bar with a back arrow, the group name "SAFER", and a three-dot menu icon. Below this, there are four circular icons representing different features: "Campfire" (No chats yet), "Messages" (15 posts), "To-dos" (0% complete), and "Schedule" (1 upcoming). There are also two more icons: "Check-ins" (2 questions) and "Docs & Files" (39 files). The "Latest activity" section shows a notification from "SAFER" that "alannaholland19@gmail.com replaced a file with a new version called 'new design final deck.pdf'" on "26 Nov at 23:36" with changes made, requested by Stephanie. At the bottom, there is a navigation bar with icons for "Home", "Hey!", "Activity", "Find", and "Me".

The screenshot shows a Facebook Messenger conversation. The header includes a back arrow, the word "Home", the group name "SAFER CAMPAIGN", and icons for voice and video calls. The main message is titled "Bus Stop Billboard MockUp #2" and says: "The freebie of the day is a bus stop billboard mock-up to help you create a presentation for your advertising... graphicburger.com". Below the text are several images of the mockup, including a circular logo, a bus stop billboard, and a brochure. A timestamp "23:09" is shown. A message from "Elena" says: "heres the set of data, we need to all use". Below this is a file attachment named "Storyboard data.docx" with a share icon. A message from "Matthew" says: "Okay". A blue response bubble says: "Do you have any suggestions or is that okay??" At the bottom, there is a text input field with "Aa" and icons for adding attachments, voice recording, emojis, and a thumbs up icon.

Messenger

We also have been using facebook messenger to communicate as it is much faster and easier to talk to the group member if we need to send something quickly and update them on something that needs done.

A photograph of three people sitting around a table in an office setting, engaged in a discussion. The woman on the left is wearing a dark polka-dot top and holding glasses. The woman in the middle has blonde hair and glasses. The man on the right has a white beard and is wearing a blue sweater. They are looking at papers on the table. In the foreground, there are two M&S chocolate containers, one labeled 'CHOCOLATE & ORANGE MINI BITES'. The background shows office shelves and a window with blinds.

Design Process

Design 1

When thinking of The S.A.F.E.R Campaign, my first thoughts was who are they? within their logo and website at first look it was unclear who they were and what exactly they stood for, this is where the idea for my first logo came from.

The full logo started of simple in all black writing but it didnt seem personal to the campaign, this is why I decided to use the colours from the PPR logo to tie the two organisations together. As for the writing I went for a simple rounded writing as I felt it suited the style of the logo but also felt bold is easily read which is always an important factor to consider.



PPR colour scheme

THE S.A.F.E.R CAMPAIGN

THE
S.A.F.E.R
Support Automatically For Everyone Referred
CAMPAIGN

THE

S.A.F.E.R

Support

Automatically

For

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THE
S.A.F.E.R
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CAMPAIGN





S.A.F.E.R.

THE
S.A.F.E.R.
CAMPAIGN

SUPPORT
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REFERRED

S.A.F.E.R.

orem ipsum, or ipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book. It usually begins with:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor magna aliqua." The purpose of lorem ipsum is to create a [] amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

S.A.F.E.R.

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Design 2

For my second logo I was inspired by "the Family" logo, as it shows people standing together I decided it was be nice to encorporate that into my logo.

Lighthouse charity used their letters to form an image which inspired the idea to form people from a letter in my logo.

I have decided again to use the PPR colours as they tie well together and look nice on the design, I played about with the colours first to see which should be used as the main font colour.

The Family logo-



THE
SAFER
campaign



THE
SAFER
campaign



THE
SAFER
campaign



THE
SAFER
campaign

Find out more
information at:
www.ppr.org

 THE
SAFER
campaign

Supporting people who
are breaved by suicide





THE SAFER campaign

SUPPORT AUTOMATICALLY FOR EVERYONE REFERRED

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Design 3

For my third logo I was inspired by the use of the tree in the PIP's logo. I decided to create a tree based logo. As the colour of suicide is lime green I could also incorporate that color into the leaves of the tree.

Trees are always a good way to represent the bereaved as trees have a spiritual meaning of life, prosperity, strength



To start of the design process I first created the tree as it was the main focus of the design, I chose this front as it could easily symbolise branches.



THE

AFTER

CAMPAIGN



THE
AFER
CAMPAIGN

Support
Automatically
For
Everyone
Referred

THE
YAFER
CAMPAIGN

Families
Bereaved by
Suicide:
The Righty to
Timely and
Appropriate
Support

Where does it come from?
Contrary to popular belief,
Lorem Ipsum is not simply
random text. It has roots in a
piece of classical Latin
literature from 45 BC, making
it over 2000 years old. Richard
Mackintosh, a Latin professor
at Hampden-Sydney College in
Virginia, looked up one of the
more obscure Latin words,
consectetur, from a Lorem
 Ipsum passage, and going
through the cites of the word
in classical literature, discovered
the undubtable source. Lorem
 Ipsum comes from sections
 1.10.32 of 'de Finibus
 Bonorum et Malorum' (The
 Duties of Men) by Cicero,
 written in 45 BC. This
 book is a treatise on the
 theory of ethics, very popular
 during the Renaissance. The
 'lorem ipsum dolor sit
 amet...' comes from a line in
 section 1.10.32.

The standard chunk of Lorem
 Ipsum used since the 1500s is
 reproduced below for those
 interested. Sections 1.10.32
 and 1.10.33 from 'de Finibus
 Bonorum et Malorum' by
 Cicero are also reproduced in
 their exact original form,
 accompanied by English
 translations from the 1914
 translation by H. Rackham.

Where can I get some?


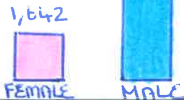
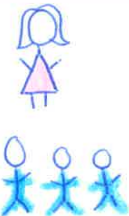
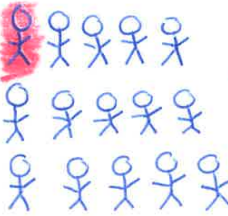



sign and
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 written in 45 BC. This book is a

The S.A.F.E.R Campaign has requested motion graphics. I researched facts and figures on suicide and also included information Stephanie has requested in them. I drew out first what I wanted them to look like in case I wasn't happy with it before I digitalised them.

Storyboard 1

<p>Scene: INTRO</p>	<p>Scene: FACT 1</p>	<p>Scene: FACT 2</p>
	<p>IN 2017 THERE WAS 5,821</p> 	 <p>MEN are three times more likely to take their own lives than WOMEN</p>
<p>The logo will appear at the start of the motion graphic to introduce the campaign.</p>	<p>This slide will last 6 seconds and the bar chart will start at 0 and rise to the required number</p>	<p>The People will appear individually and the text will be typed effect.</p>
<p>Scene: FACT 3</p>	<p>Scene: FACT 4</p>	<p>Scene: OUTRO</p>
 <p>1 in fifteen have made an Attempt to Commit Suicide</p>	 <p>26.9 per 100,000</p> <p>7.7 per 100,000</p>	<p>0800 068 4141 0800 808 8000</p> <p>Suicide lifelines</p>
<p>The people will all appear in black the one will change colour the text will then follow to explain the change.</p>	<p>The number 26.9 and 7.7 will count up as the map of Northern Ireland fills to show the numbers are finished raising.</p>	<p>These will be displayed at the end as it may help prevent further suicide</p>

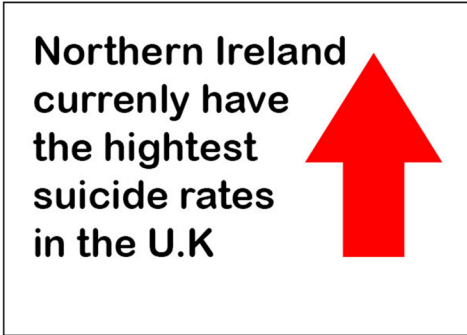
Storyboard 2

<p>Scene: INTRO</p> <p>THE S.A.F.E.R. CAMPAIGN</p>	<p>Scene: MEANING</p> <p>S. Support A. Automatically F. For E. Everyone R. Referred</p>	<p>Scene: FACT 1</p> <p>Number of death by suicide by age</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Number of Deaths</th> </tr> </thead> <tbody> <tr><td>15-19</td><td>10</td></tr> <tr><td>20-24</td><td>35</td></tr> <tr><td>25-29</td><td>30</td></tr> <tr><td>30-34</td><td>40</td></tr> <tr><td>40-44</td><td>25</td></tr> <tr><td>45-49</td><td>30</td></tr> <tr><td>50-54</td><td>35</td></tr> <tr><td>55-59</td><td>20</td></tr> <tr><td>60-64</td><td>15</td></tr> <tr><td>65-69</td><td>10</td></tr> <tr><td>70-74</td><td>10</td></tr> <tr><td>75-79</td><td>10</td></tr> <tr><td>80-84</td><td>5</td></tr> <tr><td>85+</td><td>5</td></tr> </tbody> </table>	Age Group	Number of Deaths	15-19	10	20-24	35	25-29	30	30-34	40	40-44	25	45-49	30	50-54	35	55-59	20	60-64	15	65-69	10	70-74	10	75-79	10	80-84	5	85+	5
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65-69	10																															
70-74	10																															
75-79	10																															
80-84	5																															
85+	5																															
<p>Logo to introduce campaign</p>	<p>What the S.A.F.E.R Campaign stands for, this will appear as a type effect.</p>	<p>The bar graphs will appear 1 at a time.</p>																														
<p>Scene: FACT 2</p> <p>MENTAL HEALTH SERVICES IS BETWEEN 10-30% LOWER THAN PER CAPITA SPEND IN ENGLAND</p>	<p>Scene: FACT 3</p> <p>NORTHERN IRELAND ARE CURRENTLY THE HIGHEST ON RECORD</p>	<p>Scene: FACT 3 4</p> <p>NUMBER OF SUICIDE</p> <p>By DISTRICT</p>																														
<p>"10-30%" will flash to stand out</p>	<p>"HIGHEST" will flash to stand out</p>	<p>This will include statistics</p>																														

Storyboard 1



The logo will appear at the start of the infographic to introduce the campaign.



The arrow will flash to give the information a more dramatic effect. The slide will last 5 second.



When the slide first appears all the people will be black. The writing will then follow and the first person will turn red to finish the slide. The slide will last 5 seconds.



The text will appear as a type effect it will appear quickly to allow the viewer to have enough time to read the information The slide will last 5 seconds.

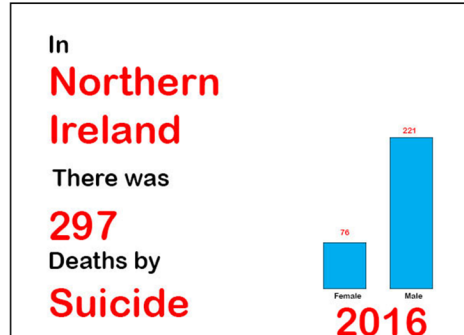


This will appear at the end of the infographic and will be used as a outro

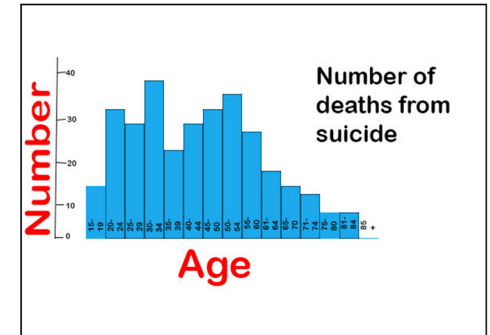
Storyboard 2



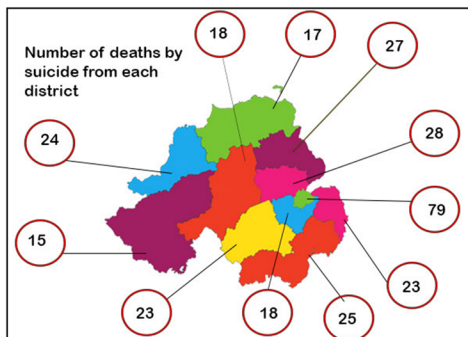
The logo will appear at the start of the infographic to introduce the campaign.



The bar charts will start at 0 and then rise to the appropriate number. The slide will last 5 seconds.



Similar to the last slide the bar charts start at 0, the exact number for each bar chart will appear above the charts when all bars are completed. The slide will last 5 seconds.



To keep a consistent look through the infographic each of the numbers will also start at 0 and rise to the appropriate number, this will give the numbers a more dramatic effect. The slide will last 5 seconds.



This will appear at the end of the infographic and will be used as an outro



The Pitch

Pitching to the client

We met up with the Stephanie on the 15th of November to update the her on process that we had made. From this meeting Stephanie needed to decided which re-brand idea she felt best suited the campaign and what motion graphic style she wanted us to create.

Each member of the group chose which logo idea they liked best from their design deck which we then pitched, giving Stepanie the choice between 3 logo ideas and 3 story board ideas.

My logo

THE

S.A.F.E.R

Support Automatically For Everyone Referred

CAMPAIGN

When designing the mock ups I thought carefully about how it should look, as it is a suicide campaign you have to be careful. I decided I would use a blue wave effect as the final design as blue symbolises peace and calmness and waves symbolises stability which are all important factors when dealing with a bereavement.

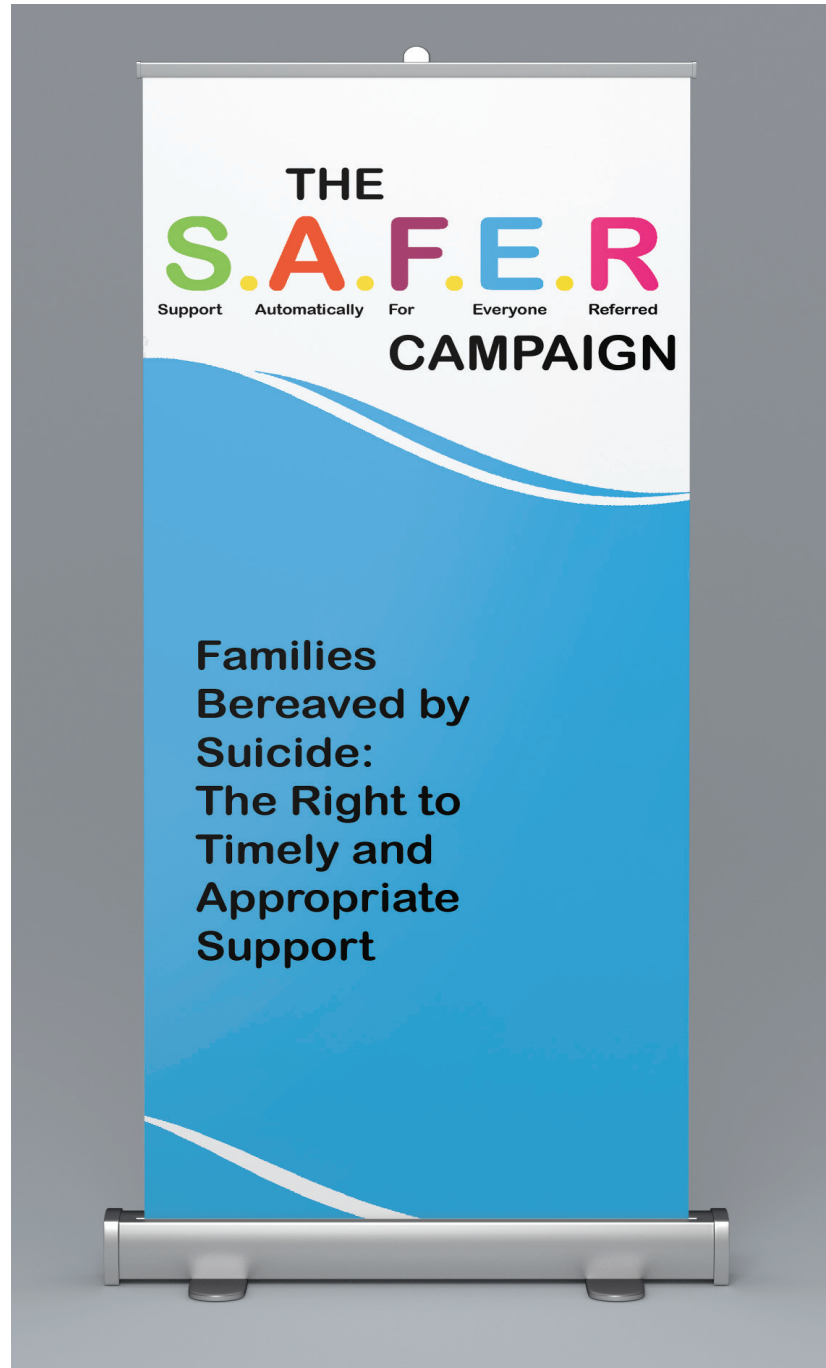
Leaflet



Pin



Roll-up





THE
S.A.F.E.R
Support Automatically For Everyone Referred
CAMPAIGN

Families
Bereaved by
Suicide:
The Righty to
Timely and
Appropriate
Support





Client feedback

Feedback

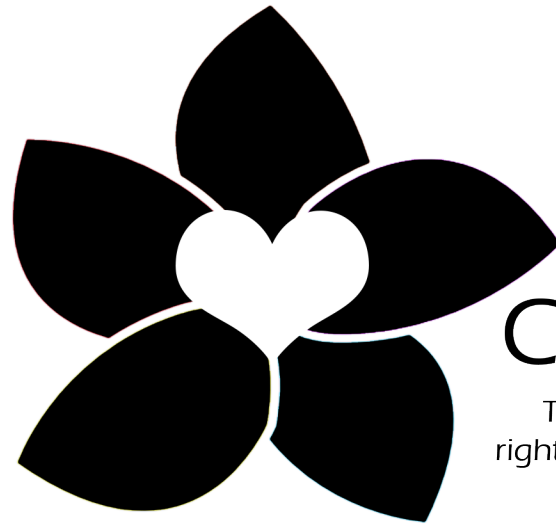
During the pitch Stephanie was very impressed with the work we had shown her, she talk about the elements off each re-band that she liked but decided to go with Alanna's as her re-band best suited the direction Stephanie felt the campaign was going.

Stephanie has requested that we also show Alanna's logo along with the mock up's in black and white as the campaign only has a small budget and to print in colour can be expensive.



The S.A.F.E.R Campaign

The right support at the
right time for people bereaved by
suicide



The
S.A.F.E.R
Campaign

The right support at the
right time for people bereaved
by suicide



The S.A.F.E.R Campaign

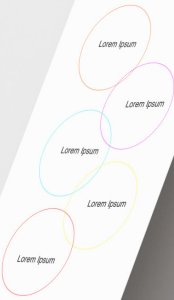
The right support at the right time for women bereaved by suicide



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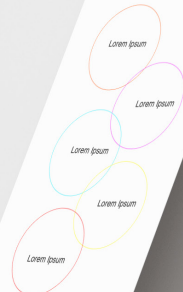
The right support at the right time for people born with a disability

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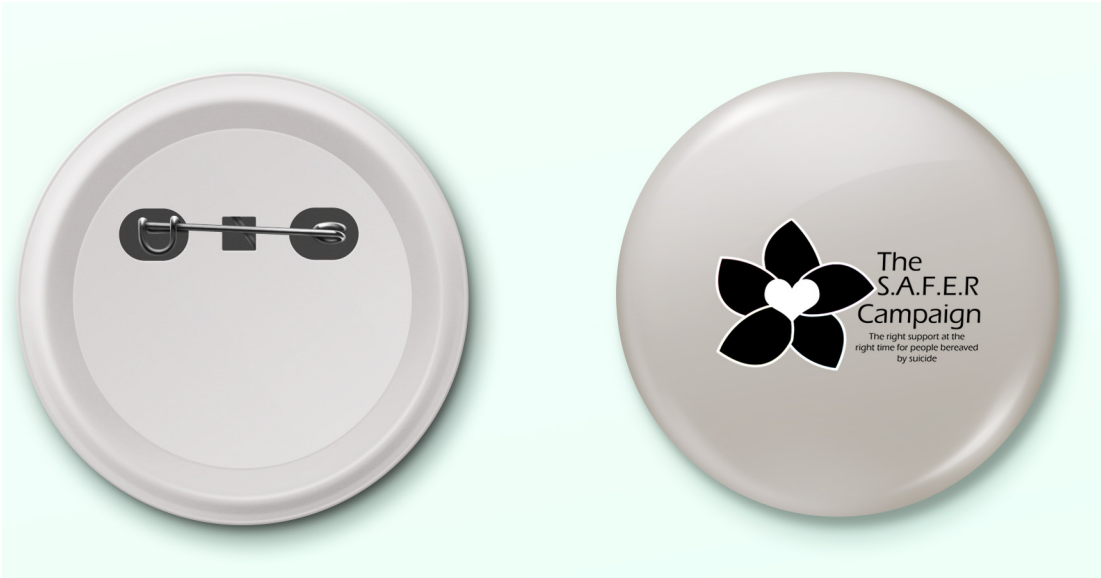


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The S.A.F.E.R Campaign

The right support at the
right time for people bereaved by
suicide

 @PPR_ORG



www.pprproject.org



stephanie@pprproject.org



The
S.A.F.E.R
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In Northern Ireland
there was 305
deaths by suicide
in 2017



For every suicide in
Northern Ireland
135 people are affected.
That means 41,175 people
were affected by suicide in
2017



"A suicide is an incredibly traumatic event for all those affected, particularly those who witness the death scene. Due to the psychophysiological effects of trauma, individuals are not in a position to evaluate their own support needs. In addition the survivors may feel angry or let down by the services that are offering this support."- Siobhan O'Neill



People bereaved are 3 times more likely
to attempt to take their own life and up
to 80% more likely to leave their jobs and
education



The average cost per suicide is £1.7
million. Much of the cost is due to lost
productivity and the support given after.



Only 50% of those who are bereaved by suicide take the support offered. One key reason for the other 50% not taking the support is due to them being offered it to soon, when they are deeply traumatised.



Families whose loved ones die in hospital following a suicide attempt aren't offered any support



SUPPORT TO BEREAVED FAMILIES: A CORONER-LED PROCESS



1. PSNI LEAVES INFO PACK AND CORONER'S DETAILS WITH THE FAMILY



2. CORONER RECEIVES SD1 FORM AND CONTACTS FAMILY WITHIN 48 HOURS.



3. Coroner's Liaison Coordination Team(LCT):
-helps family understand procedures
-gives practical guidance
-makes an open offer of referral for support



If the family
does not want
support, their
wishes are
respected.



If the family
does want
support, LCT:
- discusses
needs with the
family
- draws up a
support plan
- sends the plan
to relevant
agencies
- Trusts,
GPs, voluntary
agencies
support the
family



@PPR_Org



www.pprproject.org



stephanie@pprproject.org





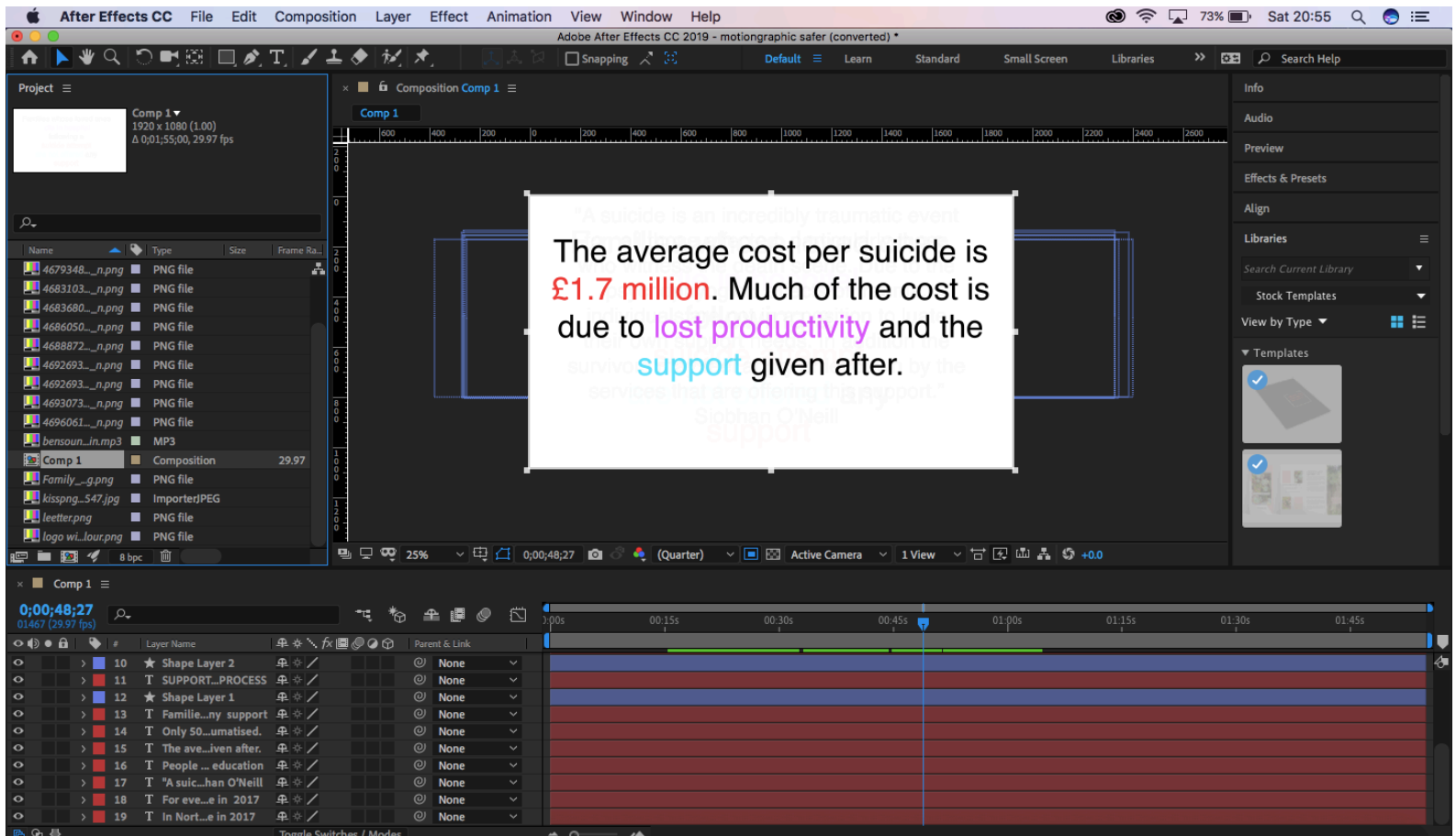
Media Package

Stephaine has requested that the motion graphic be text based along with a white background.

As this is what Stephaine requested we completed what she has asked, but as designers we felt it didn't put us to work creatively, we decided to give the motion graphic different coloured backgrounds to brighten up the look and feel of it.

We also decided to make a motion graphic with moving elements such as growing pie charts and kinetic typography, as Stephanie is not familiar with motion graphics we feel she may not have known what to ask for so we are going to show her all three designs which will give her a choice.

Creating the motion graphic





The S.A.F.E.R Campaign

The right support at the
right time for people bereaved by
suicide

Families whose loved ones die in hospital following a suicide attempt are not offered any support

In Northern Ireland
there was **305**
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2017



Families who experience

For every suicide in

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"A suicide is an incredibly traumatic event for all those affected, particularly those who witness the death scene. Due to the psychophysical effects of trauma, individuals are not in a position to evaluate their own support needs. In addition the survivors may feel angry or let down by the services that are offering this support."

Siobhan O'Neill

People bereaved are 3 times more likely to attempt to **take their own life** and up to **80%** more likely to **leave their jobs and education**

Slobhan O'Neill

Motion Graphic three

The S.A.F.E.R Campaign

The right support at the right time for people
bereaved by suicide





50

The other 50% are offered to soon when

Only 50% off people take support that is off

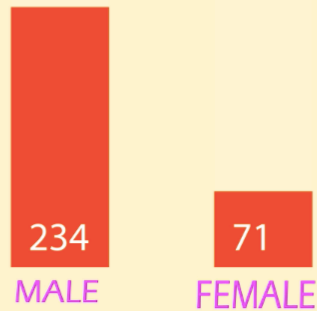


The
S.A.F.E.R
Campaign

The right support at the
right time for people bereaved by
suicide

305
DEATHS

WERE DUE TO
SUICIDE
DURING
2017



The
S.A.F.E.R.
Campaign
The right support at the
right time for people bereaved by
suicide

Filming the interviews

We filmed the footage at the PPR building on the 6th of December. To ensure we were providing Stephanie with the best quality footage we used two AC90 cameras, light kit and two osmo gimbles.

We were placed in a large group meeting room where we were able to set up, although a different space would have been better as there was a lot of furniture giving us little room.

We interviewed 5 people and asked them all the same questions which meant we could take the best answers and footage from each question to edit.



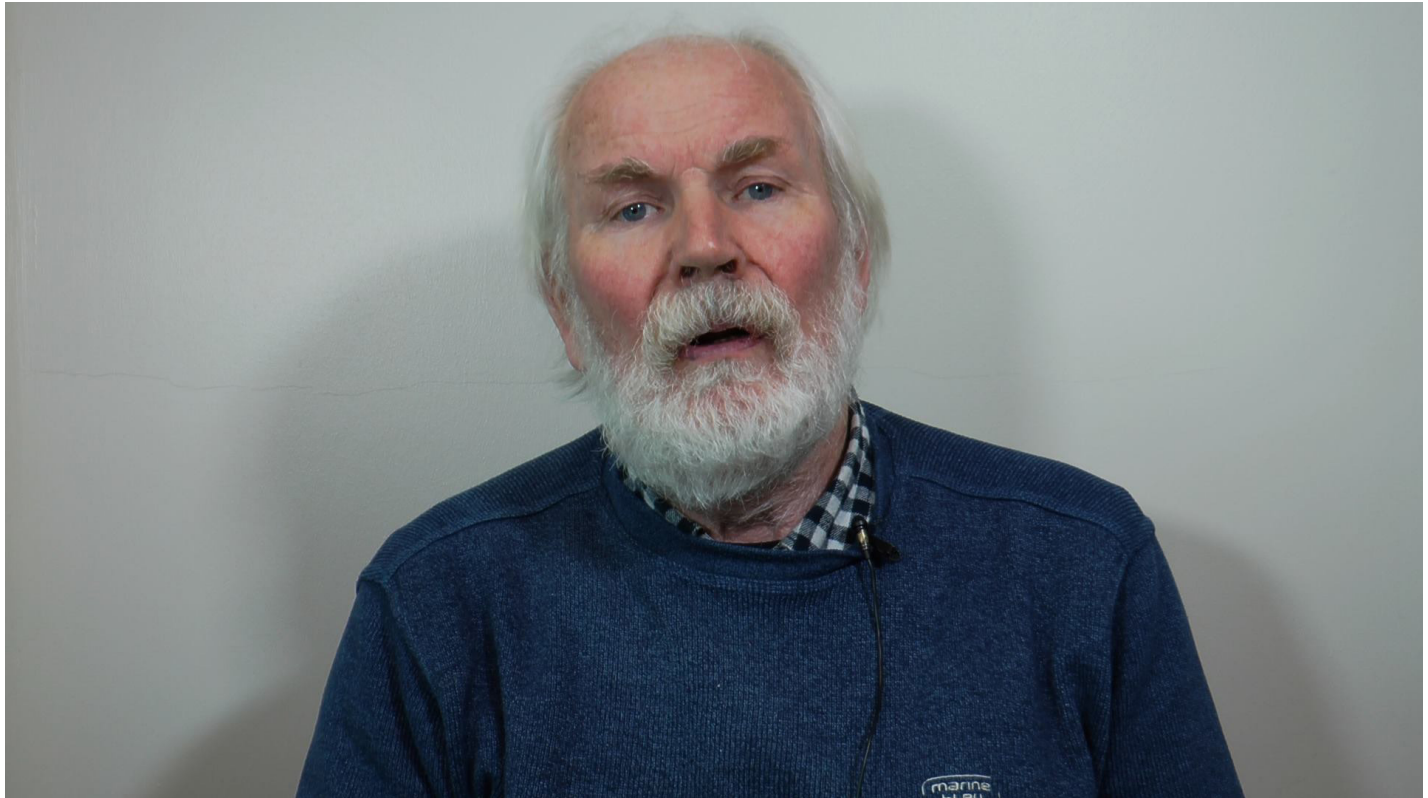
Editing Interview footage

The screenshot displays the Adobe Premiere Pro interface in a dark theme. The top menu bar includes options like Learning, Assembly, Editing, Color, Effects, Audio, Graphics, and Libraries. The main workspace is divided into several panels:

- Source Panel (Top Left):** Shows the source file '48168134_323550434911487_5534654299696529408_n.jpg' with a 'Fit' zoom level and a timecode of 00:00:00:00.
- Program Monitor (Top Right):** Displays the video preview with the text 'Below is the after eff', 'gramme were the motio', and 'was created.' The timecode is 00:00:10:00.
- Timeline (Bottom):** Shows a multi-track editing environment with tracks for V1, V2, V3, A1, A2, A3, and Master. A pink clip labeled '4816' is visible on the V1 track. The timecode is 00:00:00:10.
- Project Panel (Bottom Left):** Shows the project 'Untitled.prproj' with two video clips selected. The clips are labeled with their source file names and durations (5:00 and 18:10).
- Audio Meter (Bottom Right):** Shows a vertical audio level meter with a scale from 0 to -54 dB.

Interview







Evaluation

To evaluate the project I first of all went back and looked over the brief we create which included the clients needs that were to be met. Looking at the finished media package we delivered the hard copy media, motion graphic and video footage in a way that reflected who they are as a campaign and the message they are trying spread.

There has been problems throughout the project as Stephanie the leader of the campaign only worked part time which left us days without replies and therefore put us behind schedule, luckily we were able to catch up quickly as throughout Stephanie was mainly happy with the work created which meant very few correction to the media.

As a student I am very happy with the work that was completed and it was a very good learning experience to get to work with a client as it taught me many thing when creating work for other people that I will find useful when it comes to working within the field.

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