



# Production Log

Lauren Sharine

# Production Log





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KUKRI

Harry Gary

Heineken

StenaLine

stern.co.uk

CoolFM

boojum

DIAMOR



fona  
CAB

OFFICIAL TAXI  
PARTNER OF THE  
BELFAST GIANTS

90 333 3333

OFFICIAL

OFFICIAL TAXI  
PARTNER OF THE  
BELFAST GIANTS

90 333 3333

vie  
Pizza Hut

fona  
CAB

90 333 3333

Stena Line

Stena Line



# The Team

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**Lauren Sharine**

Creative Designer  
Animator & Editor  
Photographer  
Videography  
Project Manager



**Ryan Pendleton**

Editor  
Photographer  
Videography  
Production Manager  
Creative Director



**Alberto Borreguero**

Editor  
Photographer  
Videography  
Creative Director



# The Project

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Develop a series of short videos that can be used by the giants to encourage the general public to attend games and become part of the giants machine. Targeting families, young people and fanatical fans.

# Client Background

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The Belfast Giants are an ice hockey team from Belfast, Northern Ireland that compete in the Elite Ice Hockey League. Home games are played at the 9,000-capacity SSE Arena Belfast. They have a dedicated 'Boomerang Corner' which sits a large group of fans who generate noise and start most of the chants. The Giants had originated in 2000 and played their first match against Ayr on 1 December.

The Belfast Giants also hosts the Friendship Four Tournament to celebrate the Boston/Belfast Sister city agreement. It creates opportunities to unite communities, providing cultural ties between America and Northern Ireland by inviting four college teams to compete in the final stages of the tournament in Belfast whilst engaging with the community particularly local school and so potential fans.

Training Arena: Dundonald International Ice Bowl

Uniform Colours: White, Red, Teal, Black

Mascot: Finn McCool

Motto: "In the land of the Giants, everyone is equal"

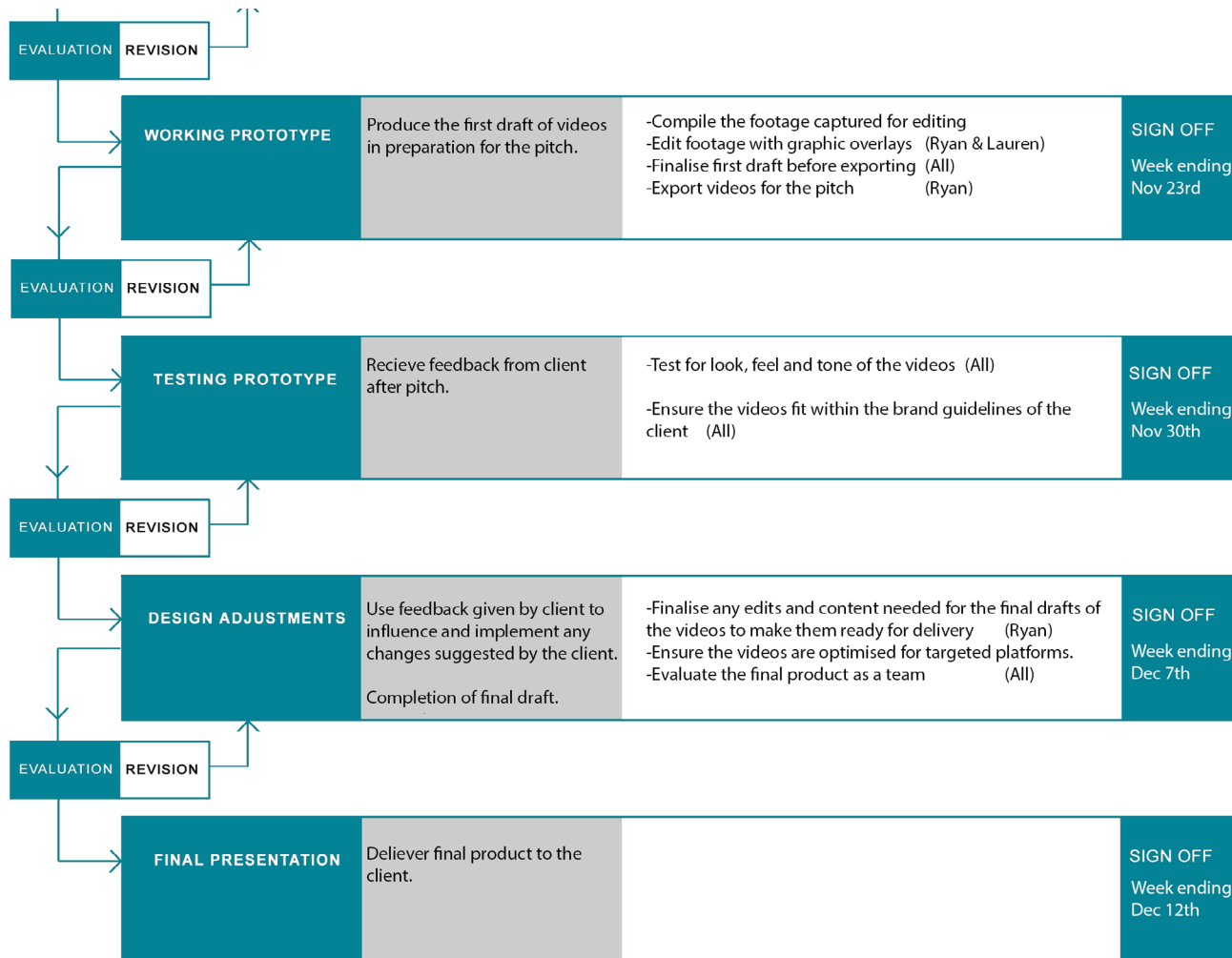
Tag-line: "This is Belfast, We are Giants"  
2018)

(En.wikipedia.org,

# Production Schedule

PRODUCTION SCHEDULE	TASK	AIM	ACTION	COMPLETION
	<b>SCOPING THE PROJECT</b>	Develop a brief based on the meeting with the client. Research benchmarking competitors to influence the project.	-Conduct audience analysis and decide on the target audience for the videos. (All) -Analyse videos on social media platforms that are based upon similar themes to our project. (All) -Collect any existing resources and graphics needed from the client. (Lauren)	<b>SIGN OFF</b> Week ending Oct 12th
	EVALUATION	REVISION		
	<b>PROJECT PROPOSAL</b>	Analyse and build upon the needs of the client. Include the relevant research acquired through the aims above.	-Define the project goals and assign tasks to the team members (Ryan) -Decide upon initial ideas for videos. (All)	<b>SIGN OFF</b> Week ending Oct 12th
	EVALUATION	REVISION		
	<b>TESTING STRATEGY</b>	Carry out risk assessments for filming. Define areas in the arena needed for filming.	-Carry out a location scout of the arena (All) -Take recce photographs for reference (All)	<b>SIGN OFF</b> Week ending Oct 12th
	EVALUATION	REVISION		
	<b>PAPER PROTOTYPE</b>	Define a definitive list of video ideas for the project.	-Develop storyboards (Lauren) -Plan shot lists (Alberto) -Produce scripts (if needed)/source voice over (Ryan) -Design a template for the graphics (Lauren)	<b>SIGN OFF</b> Week ending Oct 26th

# Production Schedule



# Game Schedule

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Sat 06 Oct	Milton Keynes Lightning <a href="#">ELITE LEAGUE</a>	Faceoff 19:00	<a href="#">Buy tickets</a>
Sun 07 Oct	AWAY @ Coventry Blaze <a href="#">ELITE LEAGUE</a>	Faceoff 17:15	<a href="#">Away tickets</a> <a href="#">Webcast info</a>
Wed 10 Oct	Guildford Flames <a href="#">ELITE LEAGUE</a>	Faceoff 19:30	<a href="#">Buy tickets</a>
Sat 13 Oct	AWAY @ Glasgow Clan <a href="#">CHALLENGE CUP</a>	Faceoff 19:00	<a href="#">Away tickets</a>
Sun 14 Oct	Nottingham Panthers <a href="#">ELITE LEAGUE</a>	Faceoff 16:00	<a href="#">Buy tickets</a>
<b>NOVEMBER 2018</b>			
Thu 15 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	More soon
Fri 16 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	More soon
Sat 17 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	More soon
Fri 23 Nov	2018 Friendship Four	Faceoff 15:00	<a href="#">Buy tickets</a>
Sat 24 Nov	2018 Friendship Four	Faceoff 15:00	<a href="#">Buy tickets</a>
<b>DECEMBER 2018</b>			
Fri 21 Dec	Manchester Storm <a href="#">ELITE LEAGUE</a>	Faceoff 19:00	More soon
Sat 22 Dec	Manchester Storm <a href="#">ELITE LEAGUE</a>	Faceoff 19:00	More soon

# Game Schedule

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The games highlighted in blue on the schedule list, opposite, are possible dates which we could film on; this will be confirmed with the Client when we visit the SSE Arena for a tour and meeting.

# Client Meeting

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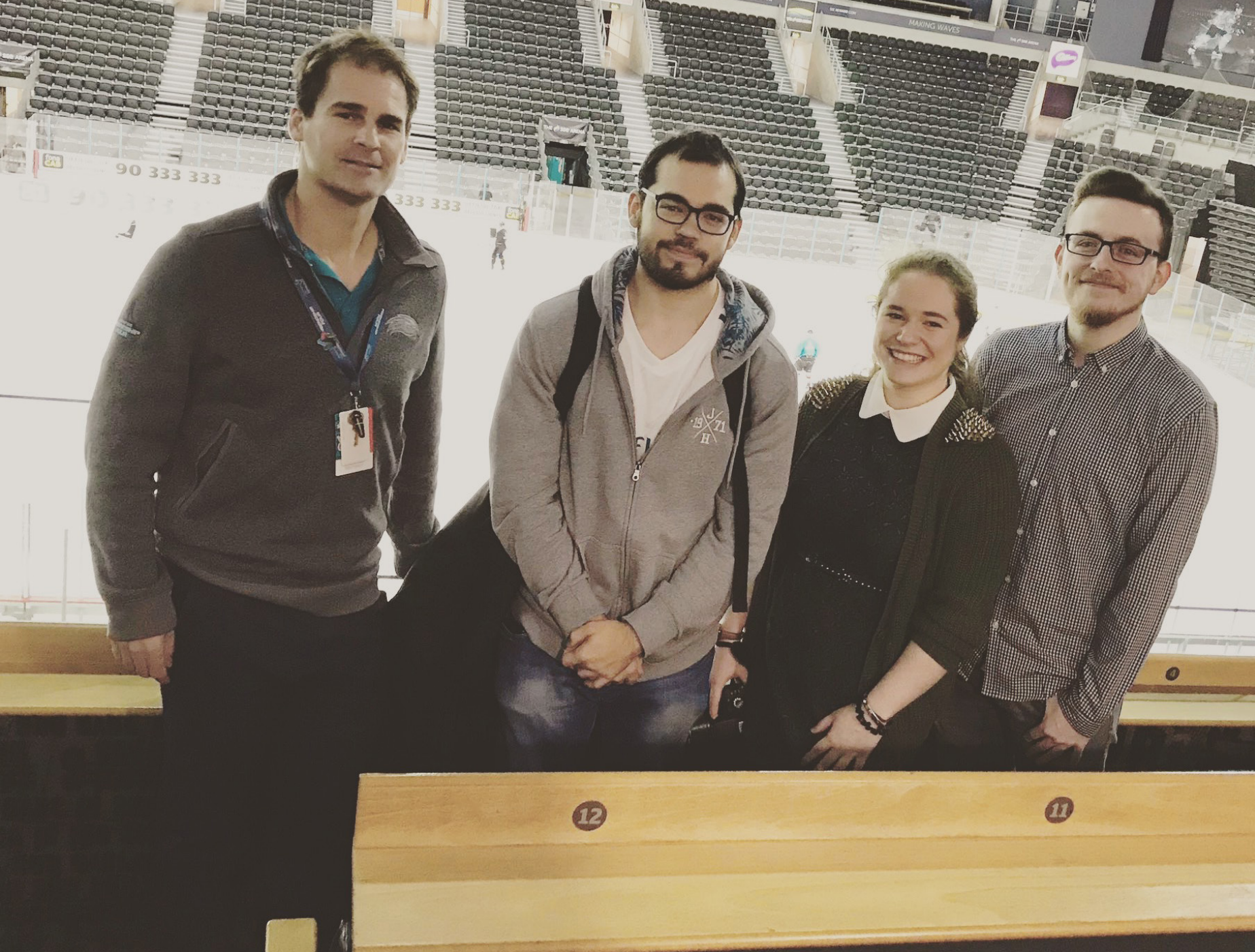
## Initial Meeting

Before we proceeded with the suggestions for the project to the client we attended a meeting with our client at the SSE arena Belfast for a tour and to hear more about the Giants. We received a guided tour led by Shane Johnson, a former player for the Belfast Giants, now Project Manager, responsible for delivery of the successful NCAA Friendship Four tournament.

During this tour, I was able to take recce photos and myself and the team were able to assess where would be the best places to capture footage from around the arena. We were shown around the main space of the arena, the locker rooms and the suites, one of which was the media suite. All being well, on the nights we are due to film we will have access to one of these suites to store our equipment and film a time-lapse from.

He told us more about the work that goes into the Friendship Four Tournament and that for the earlier games on the tournament days, a vast number of tickets had been given the school groups and youth groups to attend the games. These games would be key for use to capture footage for our videos as it encompasses all the elements that needed to be portrayed through our footage.

Shane also told us what the Giants as a team do within the community. Not only do they support their fans and charities but they also deliver health living programmes in schools every week to encourage the pupils to exercise and eat healthy.





# The Brief Document

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## Benchmarking Competitors

It was important for myself and the team to outline to our client, the promotional material from their competitors along with how they were involved with their local communities. We chose to analyse two league competitors; The Panthers & The Steelers, and two other sports competitors within Northern Ireland; Cliftonville FC and Ulster Rugby. I carried out the research on the two league competitors of the Giants.

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**The Panthers** are a direct competitor of the giants, pulling in the highest fan base out of all of the teams in the Elite league.

### Community/Schools -

The Panthers have a link with Blue Bell Hill Primary School in which encourages the pupils to tell their families and in turn growing the fan base for the panthers. This partnership between the Panthers and Blue Bell Hill allows Family Learning, Activity Days, Skate with Panthers and special events and is celebrating 10 years of collaboration this season.

### PANTHERS IN THE COMMUNITY

#### BLUE BELL HILL PRIMARY SCHOOL



The 2018 -2019 season Celebrates the 10 Year partnership of the Nottingham Panthers special relationship with Blue Bell Hill. Starting from working with just Blue Bell Hill Primary School in St Anns where the pupils and families have become massive fans of the team and where the Panthers have played a major part in school life.

Blue Bell Hill Family; support Panthers in the community through co-ordinating their schools programme at the National Ice Centre. The partnership also includes Family Learning, Activity Days, Skate with Panthers and special events.

# The Brief Document

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## Promotional videos -

The Panthers have a series of videos which follows the team and fans through their “Euro Adventure”. The video entitled Nottingham Pt 1. begins with a short interview which switches to a voice over, narrating over the video footage. The video continues with footage of the team preparing for the games, in training and in game without narrative, only sound. However I think that the most vital part of this video which could influence the outcome of the videos our team will produce is the footage captured of the fans arriving at the arena and their reaction to the play on the ice. In particular the footage of the younger fans walking along the concourse in their teams jerseys and as they eagerly wait for their team to come along the tunnel onto the ice so that they can high five and fist bump them.



# The Brief Document

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**The Steelers** are another direct competitor of the giants, pulling in the 2nd highest fan base in the Elite league.

## Community/Schools -

There is no clear link between the Steelers and Schools team from their website however there are articles on their website which show that the team supports other events and groups within their community such as World Down Syndrome day and apprenticeships for young ice hockey players.

## Promotional videos -

The Steelers have a series of videos entitled “Nine Days of Madness”. These chain of documentary videos capture the effect the game can have on the players and fans alike, showing both the highs and lows of a series of games. The footage and

## Rock Your Socks with the Steelers for World Down Syndrome day

Posted by David Simms | March 21, 2018 | in : Community News, Sponsors News, Steelers News | 0 comments



Join the Steelers again this year in raising Awareness for World Down Syndrome Day on 21st March – ‘Rock your Socks’ like the boys! “I think...

[Read more »](#)

## Thompson Confirms the Steelers Looking at More Youngsters.

Posted by David Simms | March 10, 2018 | in : Community News, Steelers News | 0 comments | 2965



Over the past two seasons the Steelers launched their Apprenticeship program. Kirk and Cole Shudra joined up with the Steelers. Then this year

[Read more »](#)

## SSSC “Kids of Steel Pool Night a Hit”

Posted by David Simms | October 13, 2017 | in : Community News, Steelers News | 0 comments | 673



A big thanks to the Steelers Supporters Club for organising the “Kids of Steel Pool Night” at the Steelers Sports Bar last night. The Steelers 6 – Captains...

[Read more »](#)

# The Brief Document

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the sound are of high quality. The use interviews carried out are shot with a shallow depth of field, drawing the focus solely on the subject creating a sense of importance. This is mixed with game footage and recreations of celebrations from the players.

I think this framework would work well if replicated within the second video but have the super fans recreate the goal celebrations of their favourite players mixed with interviews of both the player and fan recalling the goal and the actual game footage of the game. I think highlighting both the highs and lows of a particular series of games shows the loyalty of the fans to stick by their team regardless of the end outcome.



# The Brief Document

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## Aims

The aim of this project is to provide two main videos for the Belfast giants. The purpose of first video is to encourage families, schools and youth groups to attend ice hockey matches and events held by the Belfast Giants. We hope to boost the attendance of the groups above and highlight that ice hockey ice a family friendly sport which can be enjoyed by all. The purpose of the second video is to promote our core fan-base. These would be the fans who have supported the team for a wide range of years.

We will achieve this by carrying out interviews with teachers, pupils, families, super fans and the players. As well as capturing footage of games and the fans reactions to capture the atmosphere. This will include time lapse footage, Go Pro footage and motion graphics along side traditional footage.

It is important to capture the ethos of the Giants within the videos, to show that they play a key role in the community and their willingness to engage with their fans.

## Intended Audience

These videos are created with the core fan base and potential future season ticket holders in mind, the first video is intended to entice fans new and old, to bring a new generation of Giants fans with them with school children, youth groups and families as the main focus. We also hope to make schools and youth groups aware of the free tickets available to them and to encourage them to avail of this service as a friendly and inviting atmosphere.

The second video is dedicated to the heart of the Belfast Giants, the die-hard fans, the ticket holders, the fanatic 'Boomerang corner'. This video will follow some of these fans during the Friendship Four tournament and will show their passion and love for ice hockey and the Giants. This video will also help to convey the passion and atmosphere that the fans add to the overall experience of attending a Belfast Giants game.

# The Brief Document

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## Platform

These videos will primarily be for social media platforms such as twitter, facebook and instagram. They will also be placed on the teams youtube channel along side being placed on the large display screen within the arena at home games. (Fig.1)



Figure 1



# The Brief Document

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## Branding/ Look & Feel

Our project team will utilise the existing graphics and brand guidelines provided by the client to ensure that the videos we produce ties to the aesthetic of existing content.

The look and feel of the videos will be energetic in a crisp and clean manner. The videos should have an intimate feel so that the audience can resonate with the team and the current fan base to encourage them to attend. The videos should harness the energy of the games and the passion of the fans who are in the arena. Through the videos we feel it is important to express the unity and connection between the fans and the players and the sense of family that comes with supporting the Giants.



# The Brief Document

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## Best Practice

After looking into aims, the audience, the proposed platforms and the clients current branding/ look & feel, my team and I then turned our attention to looking at best practice of video work from sports organisations. I chose to analyse a video produced by the NHL. I chose this franchise because not only is it well known within America and Canada, from where the teams make up the conferences but it also has a mass following worldwide. At Belfast Giants games, there is a mix of fans wearing Giants jerseys as well as those who wear the jersey of their favourite NHL teams.

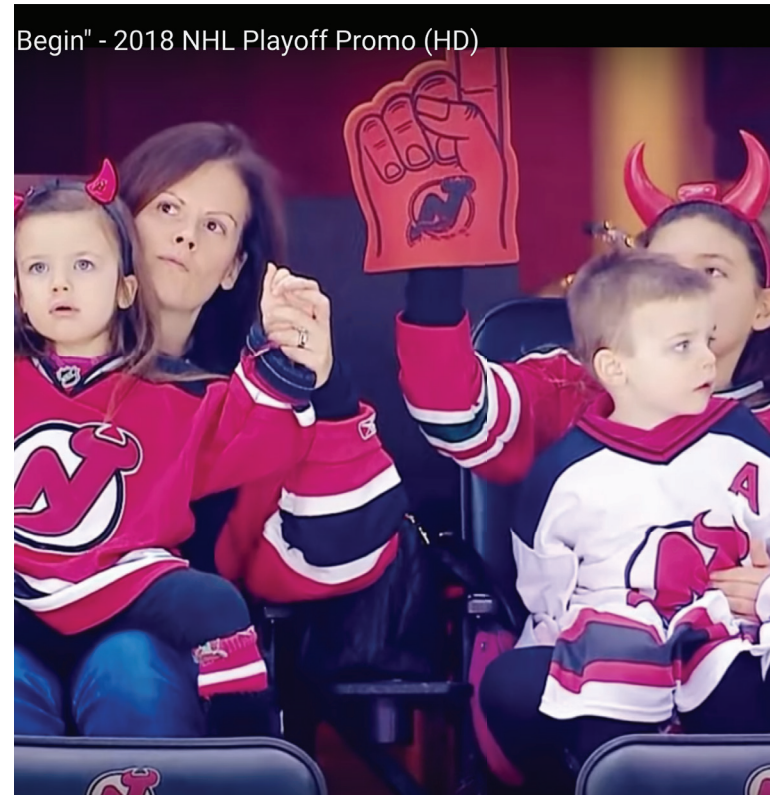
Unlike the EIHL, the NHL has a much larger fan base with more teams playing in the conferences as there is a much larger market for the sport. Many of the fans grow up playing ice hockey, giving the majority of the fans a more personal connected with the sport. Due to this market there is much greater sponsorship and funding for the teams and players. Every game is televised, making it so well known worldwide as mentioned above.

Although the fans of the Giants share a connection with the team, due to the limit of one permanent ice rink that members of the public can skate on all year round unlike in the US and Canada, there is sometimes a disconnect with new fans who know little about the ice hockey experience or ice skating at all. There for it is important to try to capture the fun, excitement and sense of community within our videos.



# The Brief Document

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# The Brief Document

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## **“Let the Games Begin” - 2018 NHL Playoff Promo**

I choose this video to assess how to film the atmosphere of the crowd and the game to entice fans to attend the games more frequently.

Tone:

This video encompasses the high speed pace of ice hockey, the energy of the game and the fans. There is a contrast between the slow motion footage and the regular speed footage of the game play, mixed among this there are shots of fans cheering on their team and celebrating with the players at scored goals. The footage is clean and crisp, conveying the excitement and sense of family present at the games. There are many shots (fig. 1) which capture dedicated families and groups of fans watching the game together.

Key Shots:

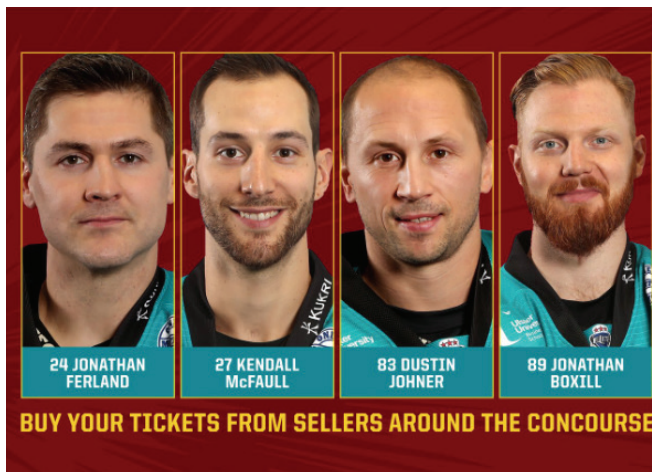
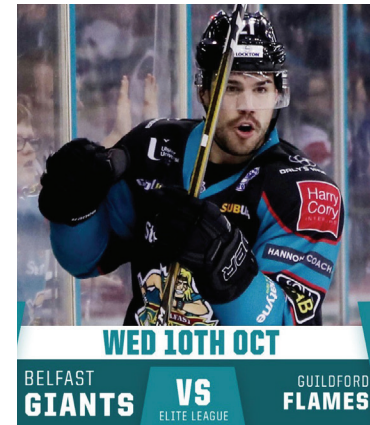
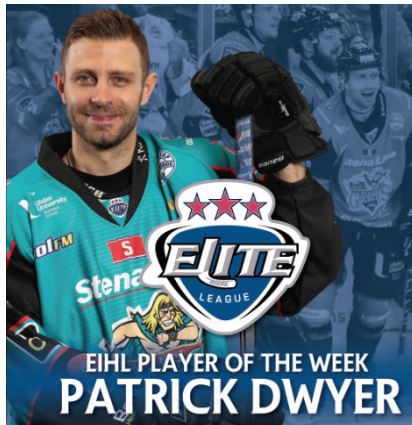
Wide shots to show the fans celebrating with the players are key to any video such as this to show how invest the teams fan base is whilst showing the love and unity both have for each other.

Another shot to capture the essence of the bond between the fans and the fans can be seen as the players walk out the tunnel onto the ice, fist bumping and high fiving the fans as they pass.

# Pre existing Content



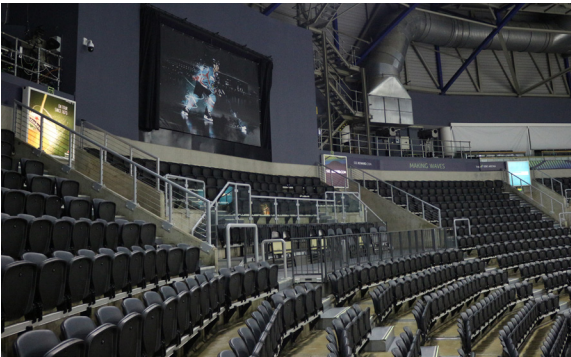
# Pre existing Content



As a team, we gathered pre-existing graphic materials from our clients social media sites. This consisted of gifs, video overlays, game announcements, still graphics from their social media or video graphics from clips shown in the period breaks of the game.

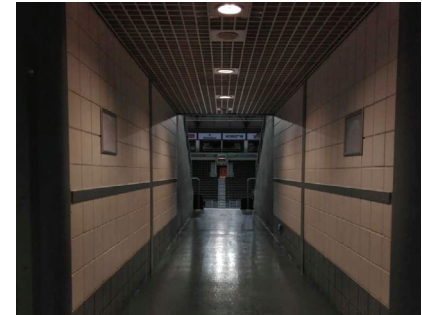
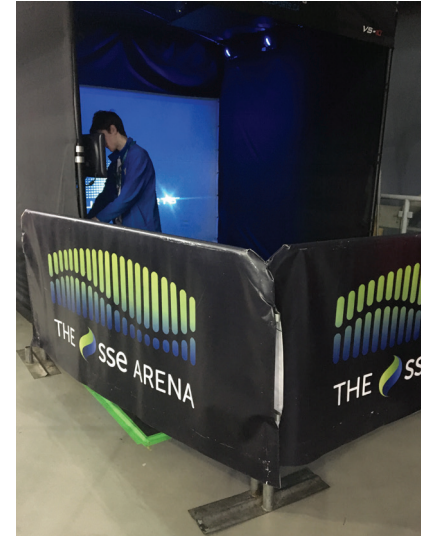
When we collated all of these materials, we found that there was not much continuity. Although the main colour palette of teal, yellow, red and white was used across the materials, style and typeface was prone to change. The pre-existing materials are fragmented which will make it challenging to work around in the production phase of our project.

# Recce Images



# Recce Images

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# Clients Response to Brief

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Lauren McConkey

Mon 15/10, 14:46



Download Save to OneDrive - Ulster University

Dear **Mark**,

I hope this email finds you well.

Please find attached a copy of the brief document for our project.  
If you would like any amendments to the brief please let us know.

Kind Regards,  
Lauren.



**Mark Brooks** <mark@belfastgiants.com>

Mon 22/10, 07:59



Looks great Lauren!

Our next home games will be the Continental Cup games in mid-November and then we are away again for a few weeks. Is that something you are able to put in the diary for filming?

Let me know what you need from me next..

**Mark**

-----  
**Mark Brooks**

Commercial Manager  
Stena Line Belfast Giants

# Clients Response to Brief

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**LM** Lauren McConkey  
Mon 22/10, 17:51



Hi **Mark**,

Glad you are happy with the brief,

We would be free to film the Games for Continental Cup in mid-November. Would it also be possible to gain access to the Friendship Four games to capture footage of school groups and youth groups as Shane had mentioned that there were a number hoping to attend.

We would be grateful if you could provide us with the following:

- Audience/ Ticket Data
- Pre-existing graphics
- Pre-existing footage
- Fonts
- Colour palettes
- Key words/Phrases that you would like included in the videos

Many thanks,  
Lauren.

...

**MB** **Mark Brooks** <mark@belfastgiants.com>  
Thu 25/10, 16:31



Hi Lauren,

No problem for access during the Friendship Four. Though if you are filming any groups or individuals - you will need to get their permission. Would be worth having a form available for people to fill out to make sure you are covered..

Happy to help with all of the below - though you'll need to be more specific with what you need.. i.e. Audience Data - what type of data do you need? Pre-existing graphics - we have not created videos like thee before, so we would not have any graphics to match - nor do we have a design team.

Let me know if you need anything else from me..

**Mark**

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**Mark Brooks**  
Commercial Manager  
Stena Line Belfast Giants



# Clients Response to Brief

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Lauren McConkey  
Fri 26/10, 12:30



Hi **Mark**,  
Thanks for getting back to this; we will ensure that we bring permission forms for filming groups or individuals.

In terms of audience data we are referring to ticket sales/ tickets that are given out to youth groups and schools as Shane had mentioned this to us on the day of the tour.

Pre-existing graphics - We would be grateful if you could supply us with all pre-existing graphics, footage, fonts and colour palettes that are used on all current videos (highlights, gifs for social media, intro videos etc.) so that we can maintain continuity between existing material and the videos we will create for you.

We would also be grateful if you could send us some key words and phrases that you would like us to include in the videos.

Many thanks,  
Lauren



**Mark Brooks** <mark@belfastgiants.com>  
Fri 26/10, 16:00



Lauren McConkey; Hickey, Adrian; Mulrone, Claire; Ryan Pendleton; 100332775@alumnos.uc3m.es

Inbox

To help protect your privacy, some content in this message has been blocked. To re-enable the blocked features, [click here](#).

To always show content from this sender, [click here](#).

Hi Lauren,

The Friendship Four will be attended by a lot of youth groups - though we will not know exact numbers until a week or two prior to the event.

We are not able to share graphics packages - this is not something we have been asked for previously. You will need to create this as part of your project. The font we use, VOX, is downloadable online if you wish to use the same.

We have a vast amount of footage which, obviously, we are not able to send everything due to the size. If you can let me know of any footage from specific games that you require - let me know and we can get that to you. You can also view our highlights on YouTube: [www.youtube.com/BelfastGiantsTV](http://www.youtube.com/BelfastGiantsTV)

As for key phrases - make sure to use #WeAreGiants somewhere in the video. That is a key phrase used throughout our digital channels and is popular with the fan base.

Let me know if you need anything else from me..

**Mark**

# Clients Response to Brief

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As Project Manager of the team, I was responsible as the main point of contact to the client for our group.

We received a positive response to our brief document from our client. From this conversation we were able to establish dates of home games and tournaments which we will be able to attend to capture footage for our videos.

We then asked our client for access to any pre - existing audience/ ticket data, graphics, footage, fonts, colour palettes and key words/phrases that they would like included in the videos. However as they client had no previous videos as what we had proposed they did not have any available graphics due to the fact that they don not have a permanent media/design team.

Therefore, on top of our planned videos we will need to create graphics to accompany our footage.

We also need to sure to include the phrase #WeAreGiants in our videos as this is a key phrase used throughout our digital channels and is popular with the fan base.





# Animation

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On top of the two videos we will produce for the client, we want to offer them additional material as options.

After talking to our client and taking a tour of the arena, it became apparent that a main aspect of what they wanted from our collaboration was to encourage the return of schools and youth groups. After discussion, the group decided that an animation could be used as an introductory transition to the videos that are shown at school visits. As Finn McCool, the Giants' mascot is well known, not only will younger fans resonate with the animation, it will be easy for older fans to resonate with also. It is important that we use bright colours when bringing Finn to life in the animation.

## Research

For my initial sketches for our pitch document, I decided to research videos teaching hockey players how to skate rather than animation videos. Once I found a video which showed the appropriate stride pattern for the animation, I took screen-shots before placing them in order and printing them. I then began to trace the frames from the video as a basic outline before I then turned these rough sketches into Finn. Before editing them and placing them into Premiere to create a 1st draft of the animation to show our Client.



# Animation



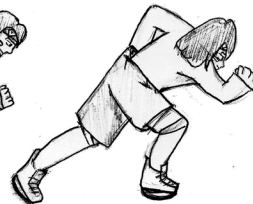
forward facing.



Side view

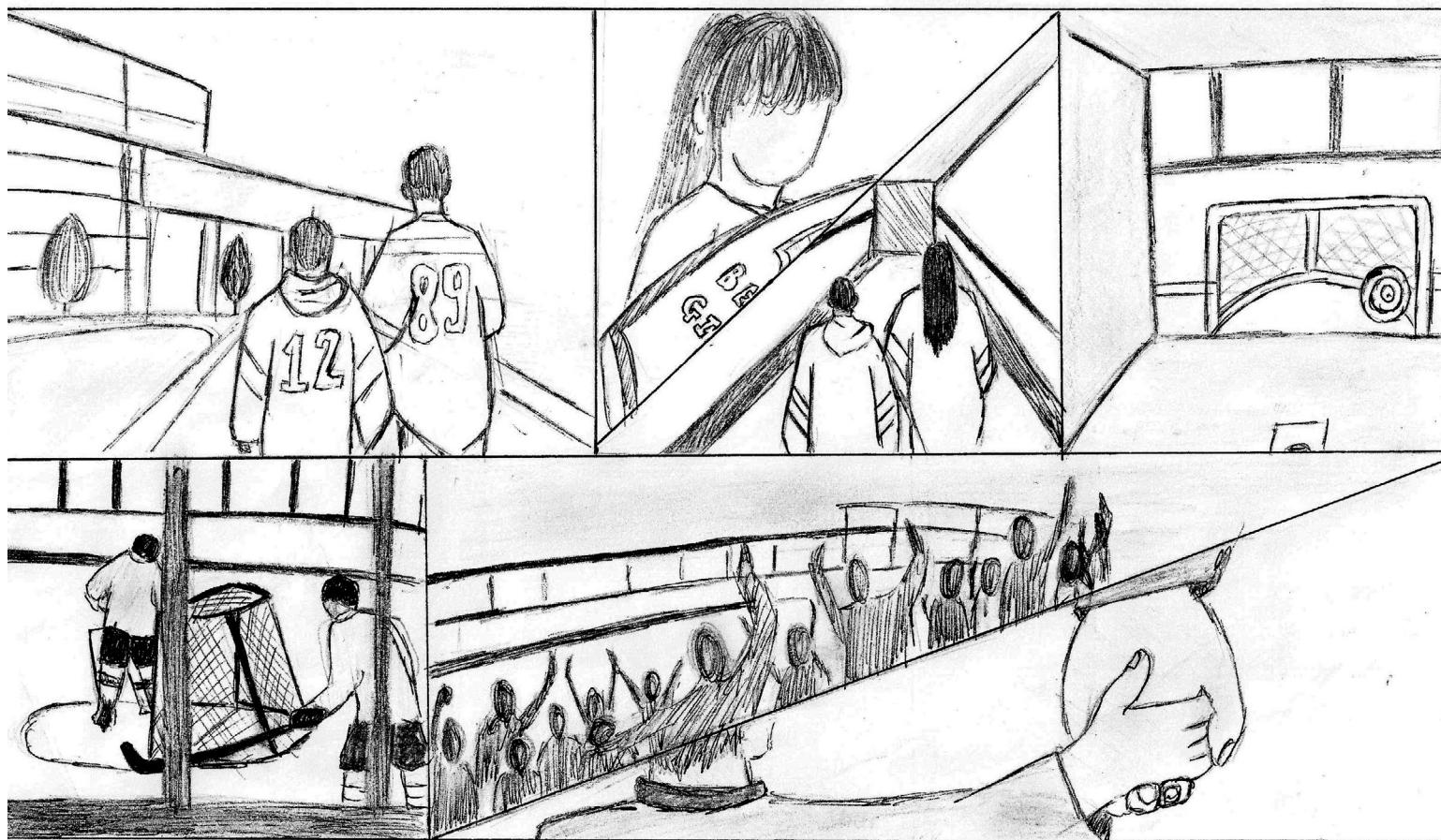


Back view



# POV Video Storyboards

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# POV Video Storyboards

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Another extra we as a team would encapsulate the essence of the giants was a Point of View video to show the journey of a fan from when they were a child attending games with their parents to when they are an adult bringing their own child to a game.

Using either an iPhone 6S and an Osmo or a Gimble and Canon 750D we will adjust the height of the camera in accordance to the age of the fan and how they would see the event. The video will begin at a low height to resemble the point of view of a child walking up to the arena and through the season ticket door with their parents. They will then make their way to merchandise shop where their parents will buy them a foam finger; after this they walk to their seats with their parents.

The second part of this video will begin at a medium height to simulate the point of view of a teenager. This shot starts as the teen stands from the site which the child had been sitting in and then walks to play the hockey simulator. After playing the hockey simulator they walk back to their seat to watch the game.

The final section of this video will be filmed at a height to create the effect of being seen through the eyes of an adult fan. This shot, it will remain in the same seat as the other clips began but instead of leaving their seat they will stand to cheer for their team. The video will then end with a POV of an adult standing from the seat and walking out of the arena holding the hand of their child.



# Graphics

## Typeface

**WE ARE GIANTS**

Quick Menu Boards

**WE ARE GIANTS**

Agency Fb



## Banners



# Graphics

Vox  
by Canada Type

20 fonts: £151.99

Overview Webfont Gallery Buying choices Licensing

More fonts like this

Tags: public tags, sans serif, square, techno, athletic, clean, futuristic, legible, minimal, news, sans, technical, 2000s, alternates, billion, branding, business, business font, Canadian, commercial, communication, computer, contemporary, cool, cyrillic, digital, fashionable, fast, friendly.

About this font family

The original brief for Vox was a extensive monoline typeface that can be both precise and friendly, yet contain enough choice of seamlessly interchangeable variants for the user to be able to completely transform the personality of the typeface depending on the application. Basically, a sans serif with applications that range from clean and transparent information relay to sleek and angular branding. When the first version of Vox was released in 2007, it became an instant hit with interface designers, product packagers, sports channels, transport engineers and electronics manufacturers.

See a type? Edit the description

Designers: Francis Corby, Rebecca Alexander

Design date: 2007-10

Publisher: Canada Type

MyFonts debut: Aug 21, 2007

Vox Light £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

Vox Light Italic £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

Vox Regular £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

Vox Italic £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

Vox Medium £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

Vox Medium Italic £29.99 Album 1 Buying choices

The quick brown fox jumps over a lazy

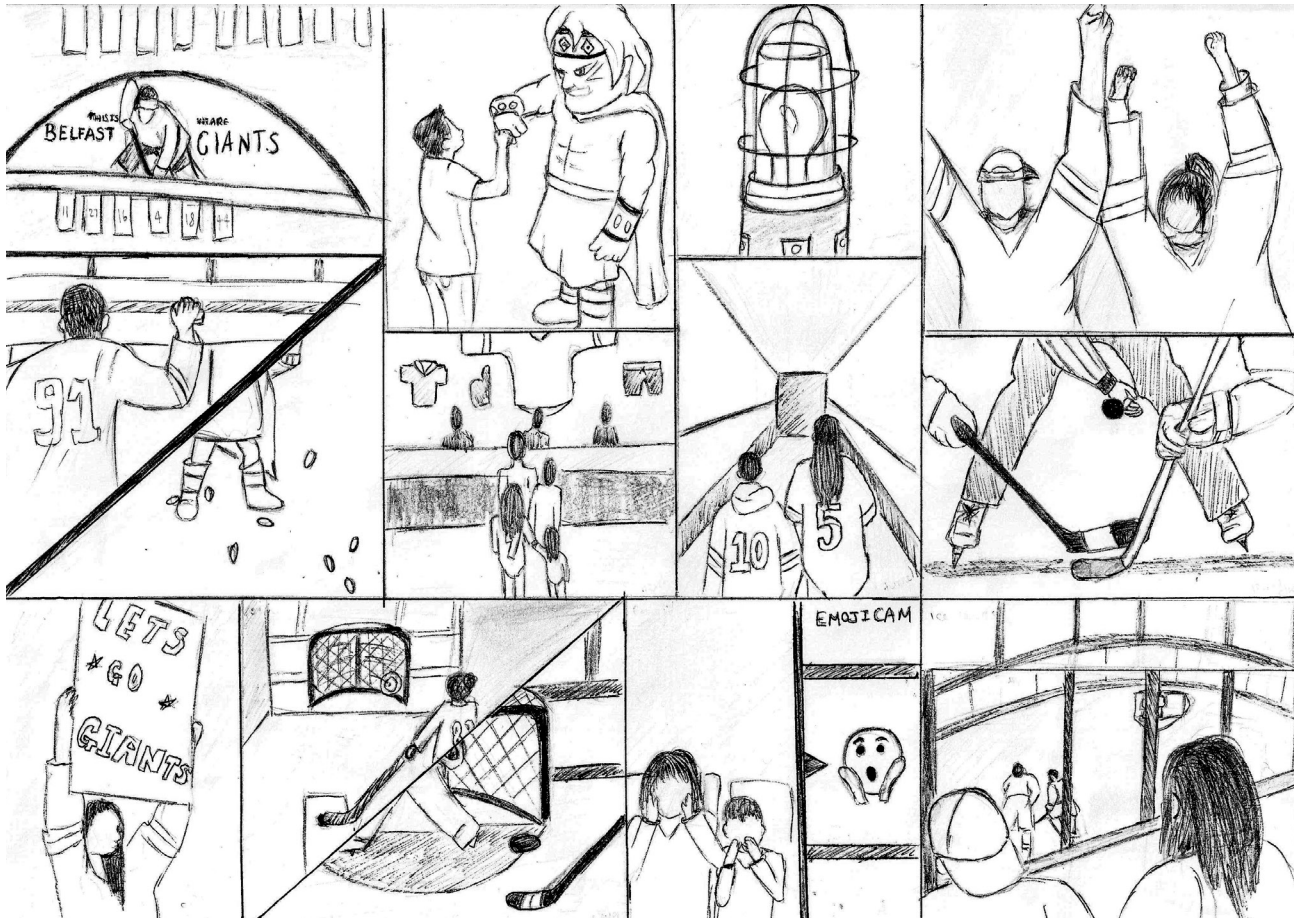
The team and I found out when carrying out research for the brief, the graphic style for the giants is fragmented. After talking to the client, it was agreed that it would be best if we created our own graphics for our project.

The font that is frequently used by the Giants is Vox but unfortunately as there was no budget for this project we were unable to purchase the font packet priced at £151.99 or for any individual typographical emphasis of the font as it is priced at £29.99. Myself and Ryan searched for typefaces similar to those of which were already used by our client to try and maintain some continuity. We found the Agency FB is the closest free typeface to Vox. Similarly we found that Quick Menu Boards is the closest imitation to the typeface used for the commonly used phrase #GIANTSELFIE.



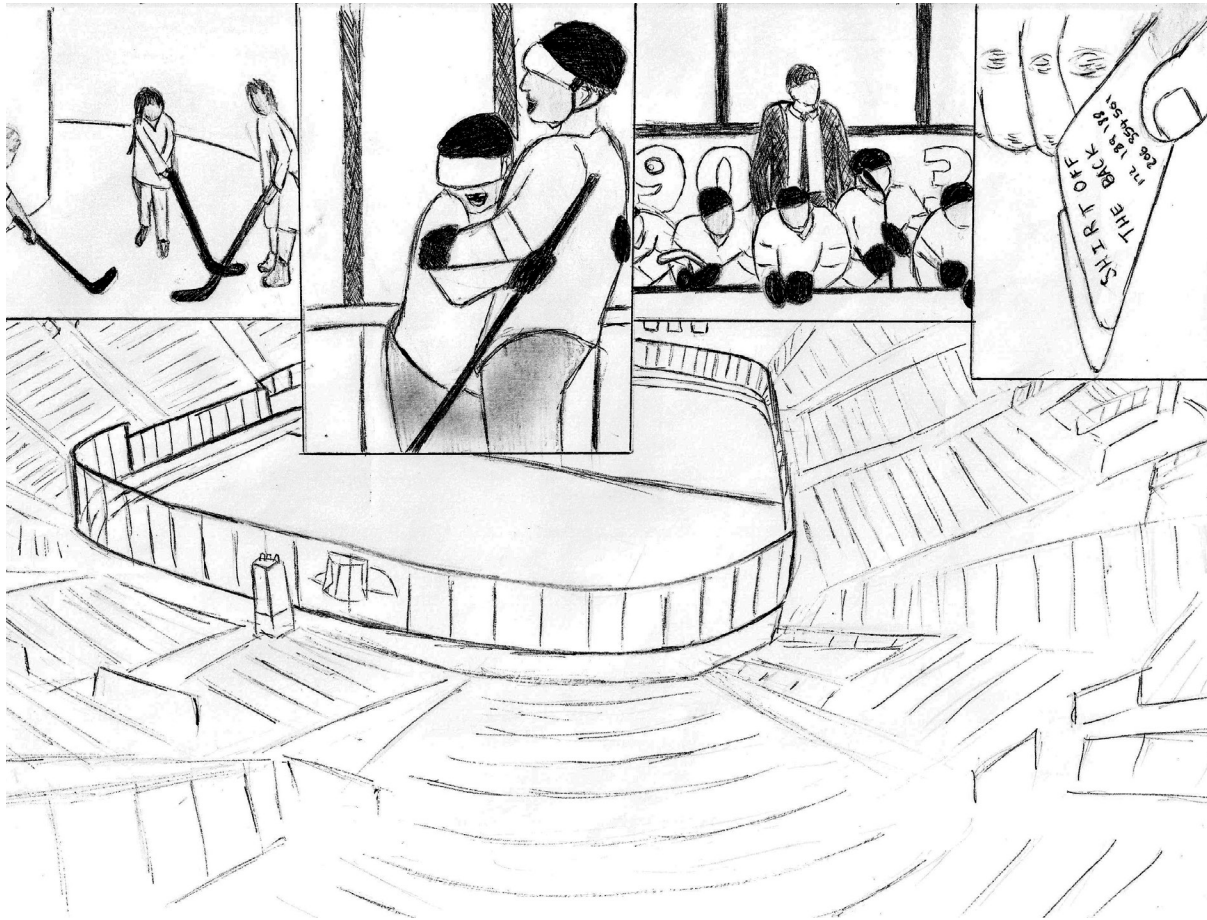
I designed up three hockey stick banners within Photoshop that will be applied onto any interview footage that we capture during the project.

# Video 1 Storyboards



# Video 1 Storyboards

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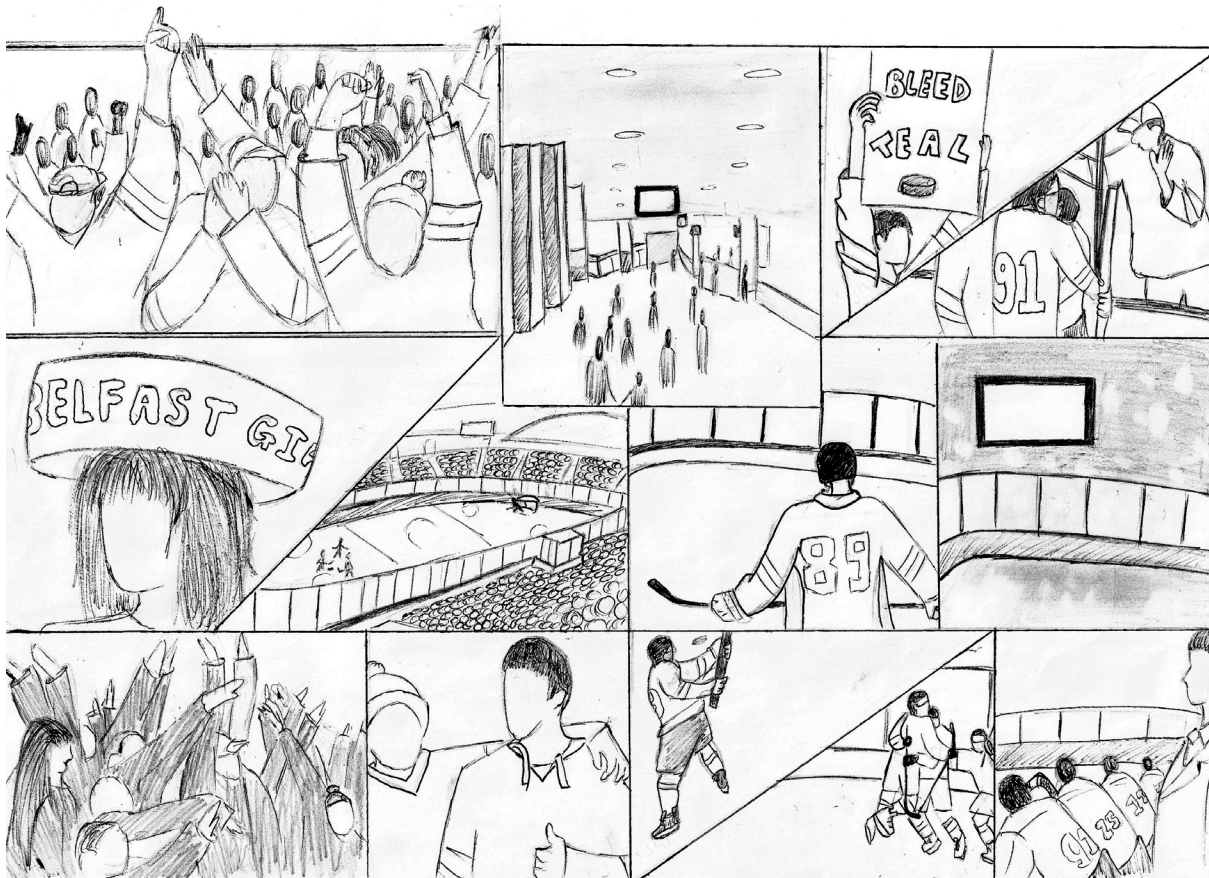


It was my responsibility to create storyboards to coincide with my team's shot lists for our two main videos.

The storyboards to the left were designed to visualise Ryan's shot list for our Family orientated video.

After talking through the shot list with Ryan, I began to sketch out the storyboard. Once he was happy with the images, I darkened them in pen before scanning in to be used in our pitch document.

# Video 2 Storyboards



The story boards to the left were designed to visualise Alberto's shot list for our Fan orientated video.

After talking through the shot list with Alberto, I began to sketch out the story board. Once he was happy with the images, I darkened them in pen before scanning in to be used in our pitch document.

Both sets of storyboards would later be cut up to create short videos to showcase the pace and music.

# Pitch Revisions

Once we had completed the 1st draft of our pitch document we sat with our tutors who help to refine and revise the pitch document. As shown below our initial pitch document was too text heavy and needed to be more visually appealing. Our main videos were also given a dedicated recce shot page.

### Equipment List

- 2 Sony F30 Camera
- 1 Rokinon MX Global (Fuji F30)
- 1 Lighting Kit
- 1 Zoom F4 Field Recorder
- 2 Tripods for the Sony F30s
- 1 Drone Helix
- 1 Panasonic AC30
- Canon 700D

# 1st Draft

### Family Video Shot Lists

DESCRIPTION	SHOT NO.	SHOT TIME	REMARKS
Top-down perspective of the arena before the game.	001	00:10-00:15	Tracking
Shot of the arena looking across the ice (from west F30).	002	00:15-00:20	Static
Close-up shot of a bench (from west F30).	003	00:20-00:25	Static
Shot of the building sign, from the arena (from west F30).	004	00:25-00:30	Static
Walking shot of the outside lighting, focusing mainly on families and children.	005	00:30-00:35	Static
Shot of children playing with the hockey puck simulator.	006	00:35-00:40	Static
Transition to a shot of a hockey player taking a shot, including the audience shot.	007	00:40-00:45	Static
Shot of the arena cameras showing the arena with a high angle, but not too high.	008	00:45-00:50	Static
Close-up of a child or family sitting behind watching the players take a shot.	009	00:50-00:55	Static
Shot focusing on children playing along the edge.	010	00:55-01:00	Static

### Family Video Recce Shots

### Family Video

- The camera follows a child with their parents walking into the arena, whiffed sounds of the arena become clearer the further into the arena they get.
- As they enter the arena the camera cuts to the game buzzer going off, the sounds of the arena become clearer the further into the arena they get.
- The camera cuts to show the arena's making their entrance onto the ice, the sounds of the players on the ice, the fans raging and the announcer.
- Cut to show families cheering and chanting.

# Final

### Family Video Story Boards

# 1st Draft

### Pitch Overview

The pitch overview section contains a large block of text and a few small images, making it very text-heavy.

# Final


### Review of pre-existing graphics

# The Pitch

We meet our Client on the Belfast Campus on November 8th to discuss our ideas for the project going forward and to receive feedback before progressing on Alberto, Ryan and myself took terms to talk through our pitch document.

We began by talking through the existing graphics of the giants and then suggesting new ones should we carry out any interviews and for any text overlays. We then moved on to our ideas for the videos we would produce, this consisted of showing storyboard videos constructed by Ryan and Alberto before talking through the paper version

I was please with how the team and myself effectively presented the pitch, the client was happy with all that we had suggested. He was also able to provide exact times for our shooting schedule along with other shots we may like to include.

 [Belfast Giants](#) › [Message Board](#)

## PITCH



Claire Mulrone  
Nov 8 · Notified 4 people

1

Well done to everyone the pitch went really well, Mark was very impressed. You all did very well explaining the story boards and video's.

He was impressed by the additional media and animation you have suggested.

He has agreed to give you a super level of access over the five days of filming showing how supportive the Belfast Giants are fo your work.

Many congrats and good luck with capturing all the footage you need.

Claire



1

### Comment



Lauren McConkey

Nov 8 · ...

Thanks 😊 Glad it went well and that Mark was happy with what we had to offer from the pitch!



# Mid Project Reflection

---

I feel that we are working well as a team and producing work to a professional standard. Our progress has been steady allowing us to stick to our schedule and meet each of our deadlines.

Up to this point, I have been responsible for designing our documents and collating all of the information gathered by my self and the team as this is my strong point. As Alberto is a Erasmus Student from Spain, English is not his first language so it has been key that I allow extra time to proof all of our documents to allow to amend any text that has been mistranslated in terms of phrases and spellings used. I have provided all members of the team with a template of a production log so that design style/ theme stays consistent through out the project.

As project manager, I have also been responsible for maintaining contact with the Client. This has proven challenging at times due to our Clients schedule, however when I received an email from our Client, I replied in a speedy and profession manner on behalf of myself and the team.

The most challenging task to date for me has been in the preparation of the pitch document. Alongside its design, collation and proofing, I was also responsible for the graphics and illustrations which would be presented to our Client; this included an animation, interview banners and story boards for the three videos. I worked along side the rest of the team to ensure that everyone was happy with the graphics and illustrations that were put forward in the pitch document. I am pleased with how myself and the team preformed at the pitch to ensure that our Client had a clear understanding of our ideas.







# Preparation for Continental Cup

---



Lauren McConkey

Mon 12/11, 13:45



Hi Mark,

Would it be possible for my team and I to have access to the carpark behind the arena due to the amount of equipment we are bringing with us? All the equipment will be traveled in one car so if possible we would only need one space.

Many thanks,  
Lauren.

---



Mark Brooks

Mon 12/11, 13:48

Lauren McConkey; Mulrone, Claire; Hickey, Adrian ↕



Inbox

Hi Lauren,

No problem for a parking pass each day you guys are here - all you need to do is remind me and I will give you a pass that allows you to exit the car park free of charge. So..take a ticket as normal when you drive in.

Our parking spaces are first-come first-served..so if the back car park is full - you'll need to park around the front. Unfortunately we are not allowed to reserve spaces!

Let me know if you need anything else from me..

Mark

---

Morning Mark,

Just a reminder that we are hoping to be at the arena for 4.30pm/ 5pm at the latest to allow us to bring in and set up our equipment.

As we are hoping to park in the carpark behind the arena, which door would you advise be enter the arena by?

Many thanks,  
Lauren.

# Preparation for Continental Cup

---

Hi Lauren,

Sounds good - looking forward to getting this going.

Send me a text message when you are 10 minutes away and I will meet you when you arrive. Regardless of where you park - meet me at the North VIP Entrance at the back of the Arena and I will show you around..

See you soon,

Mark

-----  
**Mark Brooks**  
Commercial Manager  
Stena Line Belfast Giants

In the run up to filming, I contacted our Client on behalf of the team to request parking close to the venue as this would enable us to move the equipment we brought with us from the car into the main building as quickly and as easily as possible - This can be seen from this chain of emails

# Preparation for Continental Cup

---

Dear **Mervyn**,

We are working with the Belfast Giants on a Science Shop project;

We will be filming at their home games on the following dates: Thursday 15th - Saturday 17th November & Friday 23rd - Saturday 24th.

We would therefore appreciate if we could pick up the following equipment on Wednesday 14th & Thursday 22nd as we will need to be on site from the morning on the date of the games, we will have the risk assessments ready for you. We are getting this to you now as it is essential that we have the equipment on these dates.

- 2 Sony FS5 Cameras
- 
- 1 Ronin MX Gimbal (For 1 FS5)
- 
- 1 Lighting Kit
- 
- 1 Zoom F4 Field Recorder
- 
- 2 Tripods for the Sony FS5s
- 
- 1 Osmo Mobile
- 
- 1 Panasonic AC90

Equipment will be returned on the Mondays after filming is completed on game date weekends ( 19/11/18 & 26/11/18) at 3.30pm.

Many thanks,  
Lauren.

---

Lauren

Sony FS5 not available at present as I am waiting camera bags to put them in and also approval to order the rest of the equipment to make them into kits for issuing. This also applies to the Ronin MX Gimble.

So only AC90 cameras available at present along with lighting kit, zoom F4 field recorder & Osmo

Each camera will have to be signed for by each student that will be using it along with individual risk assessments.

**Mervyn**

...

# Preparation for Continental Cup

---

Dear Mervyn,

Just wanted to send you through a reminder in regards to the equipment we would like to borrow tomorrow for working with the Belfast Giants on a Science Shop project (please see below email). If some of this equipment is still unavailable as you had previously mentioned, we would be grateful for alternatives to film with.

This week we will be filming at their home games on the following dates: Thursday 15th - Saturday 17th November and would appreciate if we could pick up the following equipment on Wednesday 14th as we will need to be on site from the morning on the date of the games. Equipment will be returned on 19/11/18 between 3.30 and 4pm.

We have the risk assessments filled out and ready for you.

Many thanks,  
Lauren.

---

Dear Mervyn,

Apologies, I have only just noticed that I have missed a piece of equipment from the list; would it be possible for us to also borrow a Canon 750D with 50 mm 1.4 lens & 17-70 2.8- 4 zoom?

Many thanks,  
Lauren

Myself and the team requested equipment that we felt would allow us to capture high quality footage of the games. At the time of requesting this equipment so if it was unavailable however, our tutors worked to ensure that we were able to borrow all of the equipment due to the profile of the client; it was important that the footage we presented was of a professional standard as it would be viewed by a large audience.

# Preparation for Continental Cup



Equipment Collection Room I045 off the Atrium Faculty of Arts building  
 From Mervyn McKay  
 Email: [m.mckay@ulster.ac.uk](mailto:m.mckay@ulster.ac.uk)  
 Issue times  
 Mon-Thurs - 9:30-10:30am and 3:30-4:30pm  
 Fri - 9:30-10:30am and 3:00-4:00pm

Student(s) Lauren McConkey Ryan Pendleton Alberto Borreguero	Student Number(s) 800695354 800657191 800768990
Course and Tutor: Interactive Media / Adrian Hickey	Production Title: Orient work with Belfast Giants
Date of collection: 14 / 11 / 2018	Date of return: 19 / 11 / 2018 Time: 4pm
Equipment: List all equipment required to be taken on this shoot:	
Storage: Describe how equipment will be securely stored, especially overnight: Stored in secure cupboard in bedroom	
Location: SSE Arena	
Has a full recce been carried out? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO (circle) If NO, please give reasons:	
Location contacts: Mark Brooks	
Location address: 2 Queens Quay / Belfast / BT3 9QL	
Location phone no: 078 7151 0834 (mobile for M Brooks)	
POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern	Please record here details of the logging of filming with local police Date and time of logging: Officer alerted: Police Station: Phone no: 028 90329241
Nearest Hospital: Belfast City	
Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans: Coleraine FC vs Cliftonville FC or Students' Union, with 100 students.	SSE Arena Belfast - Belfast Giants play in Continental Cup - can hold up to 11,000 fans.
Describe in detail what and who you will be recording, for example - football match from stands, or vox pop interviews on alcohol abuse.	+ footage of the game, the players + fans during + before match + interviews with fans + players.

# Preparation for Continental Cup

## School of Media, Film and Journalism Location Risk Assessment Form

Likely/very likely	M medium	H high	H high
Quite Possible	L low	M medium	H high
Not likely/possible	L low	L low	M med
	Trivial	Significant	Severe

Hazard	Anticipated hazard	Initial Risk			Precautions you will apply to control the hazard	Residual Risk		
		L	M	H		L	M	H
Transport / Travel / Traffic:	Trawling kit to location + back	✓			Secured in locked boot during transport	✓		
Weather / Temperature:	/							
Terrain:	/							
Working at heights:	Filming from the gantry		✓		2 crew members will be with the equipment when filming from height			✓
Working in / near water:	/				Can all members of the cast & crew swim?			
Working alone:	to capture different angles may be required to work alone	✓			will be in some open space / will keep in contact via phone			✓
Glass / Sharp Objects:	/							
Fire:	fire used in intro of play	✓			will film from a safe distance / other side of the rink from the fire			✓
Wildlife / Pets:	/							
Children / Public:	Filming interviews with public		✓		consent forms will be collected prior to filming			✓
Falling Objects:	Pucks from game		✓		will ensure equipment are behind plexi glass when at risk			✓
Theft / Violence:	/				Equipment will never be left unattended			
Cables / Electricity:	Cables from lighting kit pose safety	✓			will be secured to floor with tape			✓
Equipment / Lighting:	Lighting kit heats up during use	✓			will be allowed to cool down before parking away			✓
Ladders / Steps:	/							
Use of (imitation) weapons:	/							
Other, specify:								

Permissions: You will need permission to record on private property. This includes railway or bus stations, National Trust, churches, graveyards, etc.

Name: Mark Brooks Position held (e.g. Station Master): Commercial Manager Company: Belfast Citizens Reference number (if given):

You will need written permission if you intend to film anyone under the age of 16. For Release Forms speak to your tutor.

Crew: Please ensure each crew member has a copy of this document. It is also crucial that we have as many points of contact as possible.

Name: Lauren Contact No. (mobile): 07591108268

Name: Ryan Contact No. (mobile): +44 7889 457194

Name: Alvaro Contact No. (mobile): +36 666 00 92 28

Name: Contact No. (mobile):

Name: Contact No. (mobile):

Declarations

I/we have been trained by the School of Media Film and Journalism in location safety risk assessment and take responsibility for implementing safety precautions on this project, as described in this form, which is to the best of my knowledge, accurate. If the safety risks are found to be higher than expected, I/we will suspend recording activity and seek instruction from a trained member of school staff

Signed (students): M Bonkey Date:

Signed (Academic Staff): Date:

(Only low to medium risk is acceptable)

Review date (if applicable):



# Preparation for Continental Cup

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The following emails document a conversation between myself and the Client on behalf of the team after our 1st night of filming at the Continental Cup. As some of our shots required us to be a ice level whilst the players were on the ice we need to ensure that we had clearance to access the appropriate areas to obtain the shots.



Lauren McConkey

Fri 16/11, 14:15

[mark@belfastgiants.com](mailto:mark@belfastgiants.com); Mulrone, Claire; Hickey, Adrian; 100332775@alumnos.uc3m.es; Ryan Pendleton ✓



Sent Items

Hi Mark,

Thank you for sorting us with our passes last night.

We should be arriving around 5pm today.

I just wanted to double check a few things for filming tonight with you. As we had mentioned in our pitch we are hoping to film-

1. The players before they hit the ice - (playing football, jogging or stretching backstage.)
2. The players warming up on the ice from the bench
3. The players walking up for their entrance
4. An ice level shot of the entrance - (you had mentioned about the time keepers box)
5. A side view shot of the players on the bench

Could you let us know if it would we are still okay to film these shots and if so, please advise who to approach in regards to getting into position for filming these shots.

We are primarily hoping to carry out interviews on Saturday night and would greatly appreciate it if we could have access to any players who are available and willing to take part in the interviews

All of your help is much appreciate by Ryan, Alberto and myself.

Many thanks,  
Lauren

# Preparation for Continental Cup

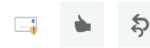
---



Mark Brooks <mark@belfastgiants.com>

Fri 16/11, 15:00

Lauren McConkey; Mulrone, Claire; Hickey, Adrian; 100332775@alumnos.uc3m.es; Ryan Pendleton



Inbox

Hi Lauren,

No problem for all of the below, except for the ice-level shot of the entrance..as you'd need to be on the ice which is not allowed. We can figure someti instead.

Regarding interviews: I thought those were going to be done with the players another time? i.e. talking with Colin Shields regarding his time in Belfast. think there will be any time to record those on a game day.. No problem for your fan interviews though.

See you 5pm at the North VIP Entrance - bring your media accreditation with you.

Let me know if you need anything else from me..

Mark

---



Lauren McConkey

Fri 16/11, 15:21



Hi Mark,

Okay, that's great thanks. We will be happy to film that shot from wherever is available to us.

That's okay, just let us know when would suit best for interviews with the players.

Will do, See you at 5,  
Lauren

...

# Filming Phase 1

---

The focus of the Continental cup was to capture as much footage of the Giants players both on and off the ice as this was the only access we would have to the players. We worked to capture the team as they warmed up before the game, their entrance onto the ice at the beginning of the game, their time on the ice and the interactions they had with fans over 3 tournament days. We used the following equipment during the tournament to capture the footage.

My team used :

**FS5's** - Time-lapse footage, crowd shots and ice level shots

**Canon 750D** - Footage at ice level

**Panasonic** - Footage of the players and fans

I used:

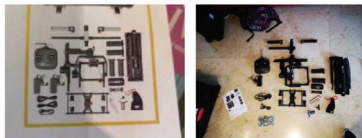
**Ronin & Canon 700D** - to capture footage of the players entrance

**Osmo & Iphone 6s** - Footage of the fans and players, footage for POV Video

---

## Issues

Unfortunately we realised that a handle for the Ronin Gimble kit we borrowed was missing the day before filming. We contacted our equipment technician regarding the issue and we were able to obtain a replacement handle for the final two days of the Tournament.



2 attachments (406 KB) Download all Save all to OneDrive - Ulster University

Dear Mervyn,

I have just arrived home and took the Ronin out to build it to familiarise myself with it before tomorrow and have realised that one of the top handle bars are missing. I have laid the kit out to replicate how it is in the user manual for reference. Please see attached images.

Please advise,

Many thanks,  
Lauren

# Footage Screenshots

---



# Preparation for Friendship Four

---



Lauren McConkey

Thu 22/11, 10:01



Hi Mark,

Just a reminder that we are coming to film the Friendship Four Tournament on Friday and Saturday. We are hoping to be with you between 2-2.30 pm to begin filming at 3pm

Kind Regards,  
Lauren

---

Hi Lauren,

Sounds good! We have a lot of activities planned on Friday - are you able to be here either around 1:30pm or before and, if not, around 2:50pm?

Same arrangements as last week - arrive at the North VIP Entrance and give me a text when you are close. All our suites are full this weekend and so we will not have the same space available for your kit.

Mark

---

Hi Mark

We should be able to be with you around 1:30pm

We won't be bringing as much equipment with us this time; Would there still be a small space that we could have access to just to leave tripods that aren't in use?

Thanks,  
Lauren.

# Preparation for Friendship Four

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Ryan Pendleton

Fri 23/11, 13:01

[mark@belfastgiants.com](mailto:mark@belfastgiants.com); Lauren McConkey; Adrian Hickey (Basecamp) <notifications@3.basecamp.com>; +2 more ∨

Hi Mark,

Just to let you know that we've been delayed getting down to Belfast so we'll try to be down with you for 2:50pm and Lauren will message you when we're there, sorry for the inconvenience.

All the best,

Ryan Pendleton

---


No problem - see you guys soon.

Send me a message when you're close..

Mark

These emails show communication between myself, the team and our client in the run up to the Friendship Four Tournament. As you can see from the emails above although we were faced with an issue that delayed our arrival at the arena, we handled it in a professional manner. We took similar equipment out as the Continental Cup Tournament with no issue.

# Preparation for Friendship Four

 <p><b>Ulster University</b></p>	<p>Equipment Collection Room 1045 off the Atrium Faculty of Arts building          From Mervyn McKay          Email: <a href="mailto:m.mckay@ulster.ac.uk">m.mckay@ulster.ac.uk</a>          Issue times          Mon-Thurs – 9:30-10:30am and 3:30-4:30pm          Fri – 9:30-10:30am and 3:00-4:00pm</p>																																			
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# Preparation for Friendship Four

## School of Media, Film and Journalism Location Risk Assessment Form

Likely/very likely	M medium	H high	H high
Quite Possible	L low	M medium	H high
Not likely/possible	L low	L low	M med
	Trivial	Significant	Severe

Hazard	Anticipated hazard	Initial Risk			Precautions you will apply to control the hazard	Residual Risk		
		L	M	H		L	M	H
Transport / Travel / Traffic:	Trawling kit to location + back		✓		Secured in locked boot during transport	✓		
Weather / Temperature:	/							
Terrain:	/							
Working at heights:	Filming from the gentry		✓		2 crew members will be with the equipment when filming from height	✓		
Working in / near water:	/				Can all members of the cast & crew swim?			
Working alone:	to capture different angles may be required to work alone		✓		will be in some open space / will keep in contact via phone	✓		
Glass / Sharp Objects:	/							
Fire:	fire used in intro of play		✓		will film from a safe distance / other side of the rink from the fire	✓		
Wildlife / Pets:	/							
Children / Public:	Filming interviews with public		✓		consent forms will be collected prior to filming	✓		
Falling Objects:	Pucks from game		✓		will ensure equipment are behind plexi glass when at risk	✓		
Theft / Violence:	/				Equipment will never be left unattended	✓		
Cables / Electricity:	Cables from lighting kit pose safety		✓		will be secured to floor with tape	✓		
Equipment / Lighting:	Lighting kit heats up during use		✓		will be allowed to cool down before parking away	✓		
Ladders / Steps:	/							
Use of (imitation) weapons:	/							
Other, specify:	/							

Permissions: You will need permission to record on private property. This includes railway or bus stations, National Trust, churches, graveyards, etc.

Name: Mark Brooks Position held (e.g. Station Master) Company Reference number (if given)

You will need written permission if you intend to film anyone under the age of 16. For Release Forms speak to your tutor.

Crew: Please ensure each crew member has a copy of this document. It is also crucial that we have as many points of contact as possible.

Name: Lauren Contact No. (mobile) 07591108268

Name: Ryan Contact No. (mobile) +44 7889 457194

Name: Alvaro Contact No. (mobile) +36 666 00 92 28

Name: Contact No. (mobile)

Name: Contact No. (mobile)

Declarations

I/we have been trained by the School of Media Film and Journalism in location safety risk assessment and take responsibility for implementing safety precautions on this project, as described in this form, which is to the best of my knowledge, accurate. If the safety risks are found to be higher than expected, I/we will suspend recording activity and seek instruction from a trained member of school staff

Signed (students) Date:

Signed (Academic Staff) Date:

(Only low to medium risk is acceptable)

Review date (if applicable)



# Filming Phase 2

---

The focus of the Friendship Four Tournament was to capture footage of the fans in the arena over the weekend. This was key as many youth groups and school groups had been given ticket by the Belfast Giants to attend allowing us to obtain footage to be used mainly with in the family orientated video. We used the following equipment during the tournament to capture the footage:

My team used :

**FS5** - Time-lapse footage

**Canon 750D** - Footage at ice level and fans

**Panasonic** - Footage of fans

I used:

**Canon 700D** - to capture footage of the fans at the tournament

**Osmo & Iphone 6s** - Footage of the fans and players, footage for POV Video

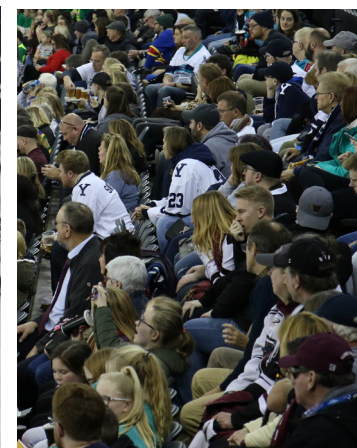
---

## Issues

The only issue that arose when it came to the Friendship Four Tournament, as seen documented in the preparation section was that we were unable to attend at the earlier proposed time however the them dealt with the situation in a professional manner. We arrived just before the 1st game began, so although we lost an hour before hand to prepare and film the entrance of the groups we were still able to capture footage during all four of the games at the tournament.

# Footage Screenshots

---



# Filming Reflection

---

Overall, I am very please with the footage the team and myself captured over both tournaments. Where possible we obtained all of our proposed shots and if we are unable to capture any we worked to film alternatives. I believe we maintain a professional standard through out and worked hard to ensure we had all of the material we needed for our videos.

We had originally proposed that we would carry out interviews with fans around the arena and prepared release forms however we were unable to obtain anyone to participate within the interviews. I do not feel that the lack of interviews will inhibit or videos in any way as they had been an added extra suggestion that could have been placed in the video if possible but were not a vital component.

**Ulster University**  
**Photographic Consent Form**

The University photographers are here to document the Belfast Giants fan experience, taking photographs and video footage of people and events for use in publications and on the Belfast Giants Social Media platforms and website.

We value your privacy and under the terms of the Data Protection Act we are required to seek your permission to keep and use these photographs if you, or those in your care, can be individually identified in them.

By signing and dating this form, you are giving us your consent for your images to be used in publications and other electronic media.

If you have a query about this Photographic Consent Form, please contact the Belfast Giants Commercial Manager: T: +44(0)28 9046 0044 E: mark@belfastgiants.com

**Date:**  
**Event:** 2018–19 Friendship Four Tournament  
**Location:** SSE Arena Belfast

**Name:** \_\_\_\_\_

**Child's Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\_\_\_\_\_  
*Official Use Only*

Name of Photographer: \_\_\_\_\_

**Ulster University**  
**Photographic Consent Form**

The University photographers are here to document the Belfast Giants fan experience, taking photographs and video footage of people and events for use in publications and on the Belfast Giants Social Media platforms and website.

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If you have a query about this Photographic Consent Form, please contact the Belfast Giants Commercial Manager: T: +44(0)28 9046 0044 E: mark@belfastgiants.com

**Date:**  
**Event:** 2018–19 IIHF Continental Cup  
**Location:** SSE Arena Belfast

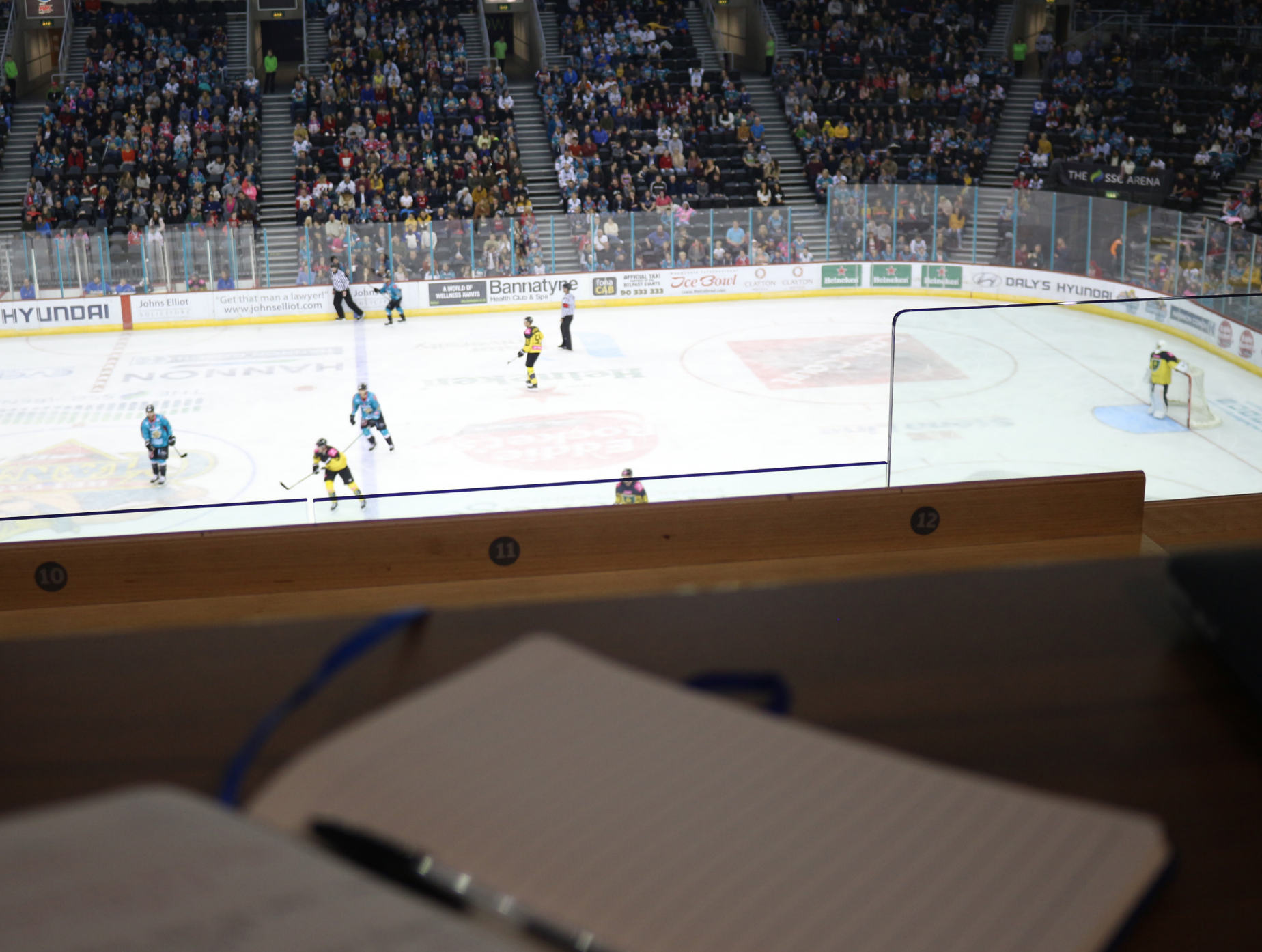
**Name:** \_\_\_\_\_

**Child's Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\_\_\_\_\_  
*Official Use Only*

Name of Photographer: \_\_\_\_\_



# Overlay Graphics

---

As I am creating the POV video that will most likely be on their Instagram page as I aim to edit it at a duration no longer than 1 minute 30, I want it to be clear that its content is about the Belfast Giants from the 1st frame.

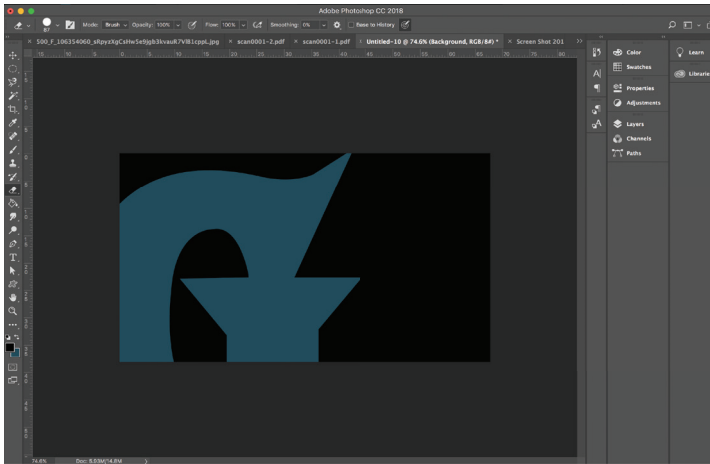
I know I will end the video with the phrase #WeAreGiants and this is a well known and loved phrase across their social media platforms which will simply involve using the text tool with in Premiere. However I want to use the G for the Giants logo at the beginning of the video and therefore had to create an importable layer in Photoshop.



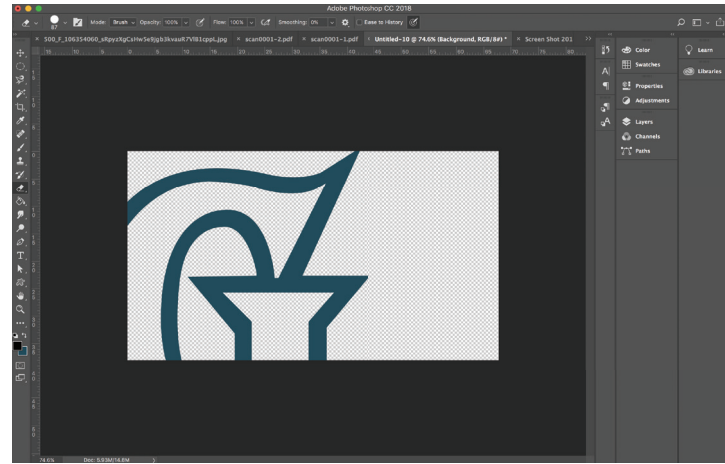
I began by importing a copy of the G used across the Belfast Giants social media and highlights video. Using the pen tool, I traced the shape of the G before creating a custom shape from it.

# Overlay Graphics

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I then created a new document and added the custom shape in the teal that is the main colour of the Belfast Giants

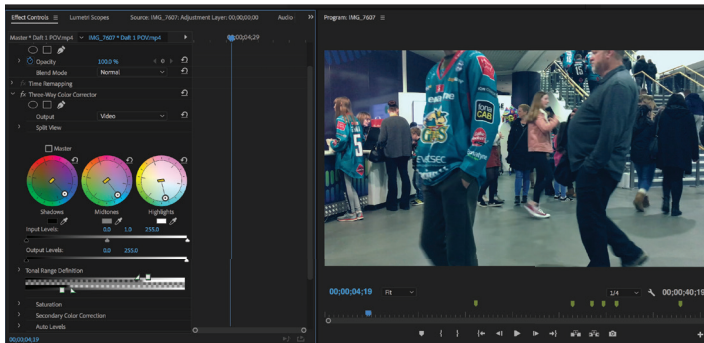
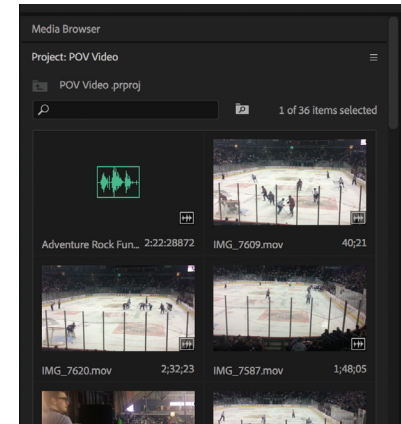


Finally to finish of this graphic which I will import into Premiere Pro, I added an a teal outline and removed the centre colour from the shape. I removed the background and saved the layer out as a PNG file so that its background would be transparent when placed over the video.

# Editing

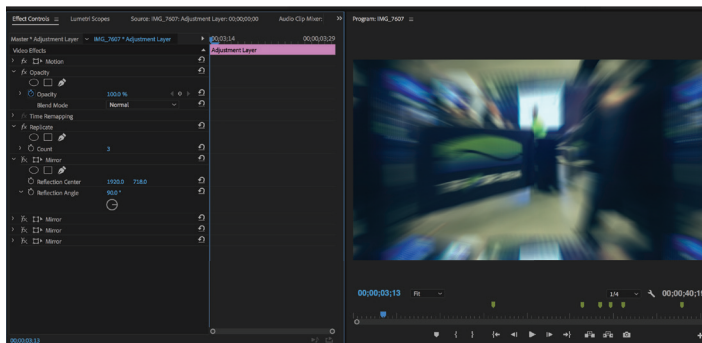
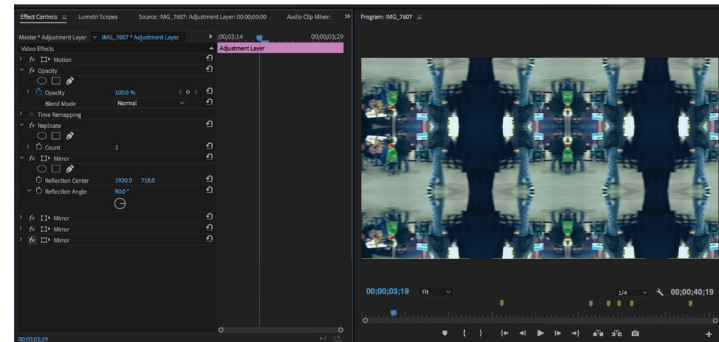
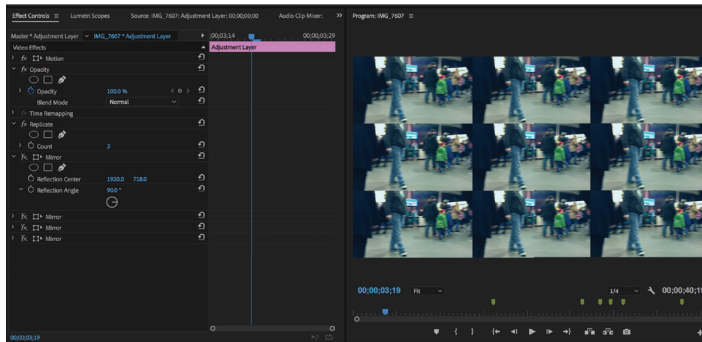
It was my responsibility to create a Point of View video from the footage I captured on the canon and iphone 6s over both the tournaments. The idea behind this video was to show a young fan growing up attending Giants games however this was difficult to clearly depict that it was an aging process. When I began to sift through the footage it was clear that although the distinct growing up link wasn't there, it still looked like you were watching a game night take place through the eyes of several different people.

I began by setting up a new premier project and imported the video clips that I wanted to use in my video. I then began to cut and sped up the duration of the clips before insert them into the time-line in the desired order.



Once I was happy with the order of the footage I began to colour correct the footage. I wanted the footage to have a blue tone to it as it would imitate the teal worn by the team but it is also a colour associated with cold or ice.

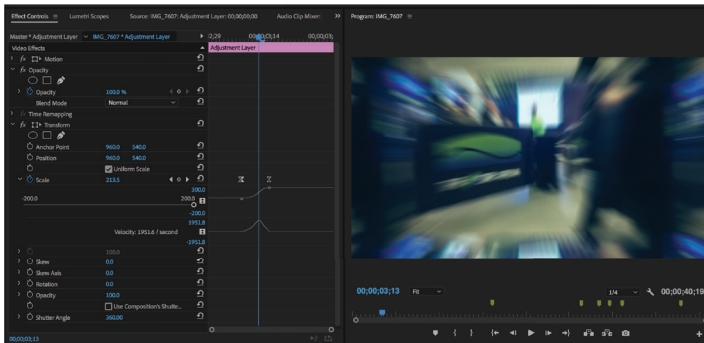
# Editing



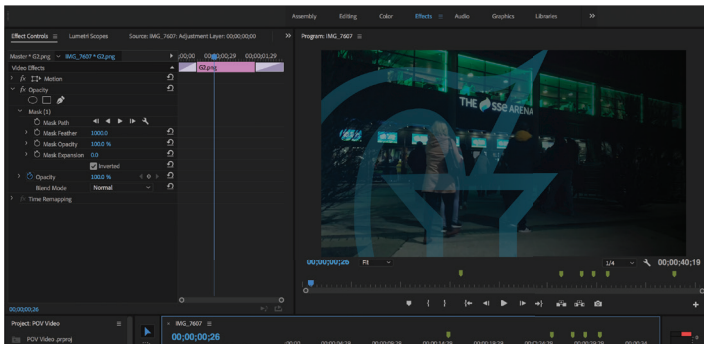
I wanted to create a pull through a effect for the transition between the clips where the height changes so I created. I began by creating an adjustment layer an added the replicate effect and four of the mirror effect and adjusted this accordingly. I then worked to remove the harsh lines between the clips so that when played, the transition was smooth. I repeated this process with each cut I wanted to apply it.



# Editing



Next I added the scale effect to control the push through and adjusted the key frames so that it was fast but smooth when the transition between the clips it is applied to.

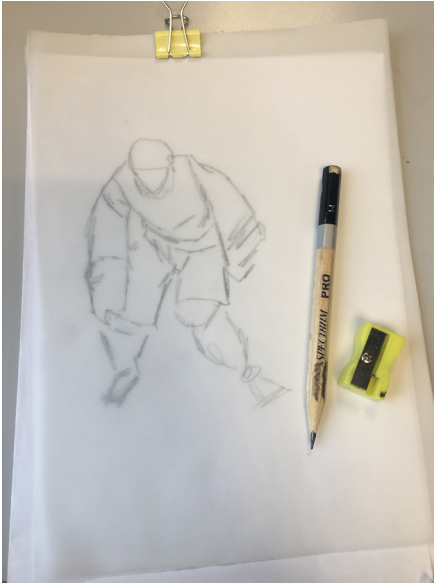


To complete the video, I added the graphic overlay at the beginning of the video and reduced its opacity so that the footage could still be seen through it until it faded out. I added the Giants Logo, #WeAreGiants, the Ulster University logo animation and Science Shop logo animation at the end of the video along with the credits to finish the video before exporting.



# Animation

---



I first began the process of creating the final animation by searching for videos of ice hockey players to figure out the stride pattern along with other animations of ice hockey players. Next I began the initial sketches; I completed this process using tracing paper so that I was able to see the previous frame behind the one I was working on so that I was able to sketch smoother frames. Next I altered the initial sketch frames to look like the Belfast Giants Mascot, Finn before outlining the drawings with a black graphic pen.

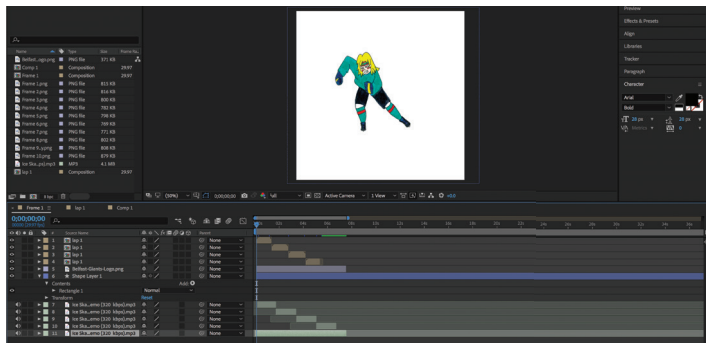
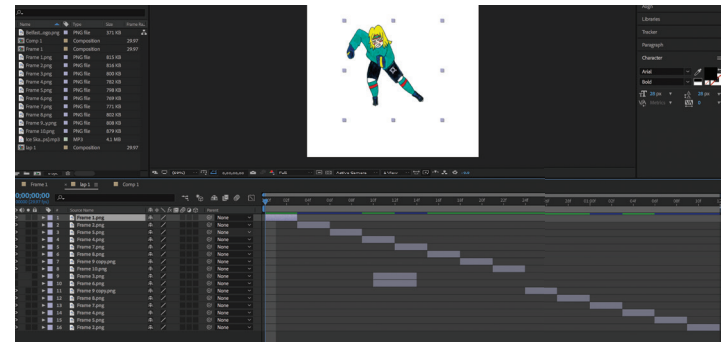
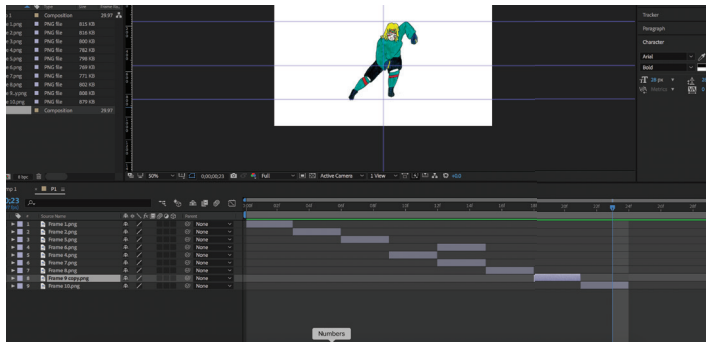
# Animation

---



After selecting the colours for the animation frames, I hand coloured each frame before leaving them to dry. I then began to place the frames in order before scanning them in and sharpening them up in Photoshop, ready for the animation process in Adobe After Effects.

# Animation



I imported the animation frames into After Effects and created the initial stride movement. I created a composition of this and began to repeat it enlarging the character as the animation went on to give the illusion that Finn was skating towards the frame, eventually skating off the screen. Whilst this is taking place the Giants Logo enlarges behind Finn until the only thing left is the Giants logo. Finally I added a skating sfx and exported it.



# Feedback

---



Lauren McConkey

Wed 12/12, 10:50



Hi Mark,

I have included a link below with the video edits so far for some feedback which would be greatly appreciated;

Are there any changes you would like made or anything else you feel that should be included in the videos before they are finalised?

Also we feel that one of the fan videos would benefit from a voice over of one of the players, if possible - this video is named - FanVideo2\_VoiceOver.mp4 - let us know what you think.

<https://wettransfer.com/downloads/7c9df51b3f64b54ab46d637c4770ba3e20181211123755/6ed17dbad2cd2a22f2b024d cc6ae5a8320181211123755/b7d696>

Many thanks,  
Lauren.

---

Inbox

Hi Lauren,

These are very impressive - you have done a great job with these!

Showed these to the office staff too - these look great.

No problem for a voice over - the team are actually practicing at the Arena on Friday..if you wanted to grab someone immediately after they end practice around 11am?

Mark

-----  
**Mark Brooks**  
Commercial Manager  
Stena Line Belfast Giants

# Feedback

---



**You're done!**

The download email has been sent –  
your transfer is available for 7 days

Send another?

I sent a file which contained our animation, POV video, family video and 2 versions of the Fan video - one with upbeat music and one with cinematic music. It was great to hear that our Client was happy with the first draft of our videos. Although our client didn't have any changes for our video, we still wanted to include a voice over on our fan video which used the cinematic effect so that video would have more of an impact. We felt it was important to ask the opinion of a current Giant what it was like to play for the team.



# Preparation for Voice Over

---

Hi Mark,

Just double checking we are still good for today? What entrance should I come in by?

Do you have anyone in particular in mind to carry out the voice over?

Kind Regards,  
Lauren

---

Hi Lauren,

Sorry - we can't do today. I need to give the Arena and the players at least 24 hours notice and I did not know you were able to make it.

The team are back at the Arena next Friday - let me know if that works and we can schedule something in. Let me know the text you would like the player to read out and I will come back to you on which player we can allocate for this..

Mark

I was originally due to record a voice over with one of the Belfast Giants players on the 14th of December in order to complete the Fan video so that all of the videos could be handed over. Unfortunately this became delayed; and so I worked along side the client to re-arrange another date for this.

# Preparation for Voice Over

---



Mulrone, Claire

Fri 14/12, 09:26

Mark Brooks

: Lauren McConkey; Hickey, Adrian



Reply all



Inbox

This message was sent with high importance.

Sorry Mark

But today is the last day of term. We really needed to have this happen today we understood this was ok

Is there any way this could happen today or Monday?

There is still work involved with syncing the filming with the voice over and we have dedicated two days next week to complete this before the submission deadline.

Apologises but for pushing this but the voice over is an integral part of the course work submission for the students and inevitably their final year marks.

Claire

**Claire Mulrone** | Senior Fellow Higher Education Academy (SFHEA)

Community Engagement Manager | Centre for Flexible Education |

# Preparation for Voice Over

---

Hi Mark,

I had emailed on Wednesday to confirm that I would be attending today, Please see email below. Is there any way of recording this today or on Monday as Claire suggested?

Many thanks,  
Lauren

...

---

Sorry Lauren. I didn't pick that up & I can't find that in my inbox, bizarre.

We can't do today - let me know when suits on Monday & I'll find out the players schedule & come back to you..as they will be travelling back from Sunday's game in Manchester.

Mark

---

Not to worry Mark, hopefully the players schedule suits Monday.

Look forward to hearing from you,

Kind Regards,  
Lauren.

# Preparation for Voice Over

---

Hi Mark,

Just following up for Friday; does today suit any of the players for recording the voice over? If not, please let me know when would best suit so that I can arrange to have the equipment available.

Many thanks,  
Lauren.

---

Hi Lauren,

The next availability for our players will be Friday morning at pre-game skate. Today-Thursday is unavailable in the schedule. The team will be on-ice 10am-11am and we can block off time for a player afterwards..

Let me know if that suits & I can book it into the diary..

Mark

---

Hi Mark,

Friday works for me, I can be at the arena for 11am.

Many thanks,  
Lauren

# Preparation for Voice Over

---

Perfect. Come for 10:30am and that way we can be setup & ready to go. Does that suit?

Do you have a copy of the voiceover you need read out?

Mark

---

Yes, 10.30am suits!

We were hoping it would be personal to the player rather than scripted by us - about what ice hockey means to them and what it means to them to be a Belfast Giant, both on and off the ice (ie with fans or out in the community). Would this be okay?

Lauren

...

---

That sounds good - though I'd recommend you 'interview' the player in a Q&A type format and then use their audio for the video. This will work better than relying on the player to come up with their own prepared speech.

From experience - players always cope better with Q&As. Maybe even draft something, at least bullet points, that will help them understand what you are hoping for..

Let me know if that makes sense!

Mark

# Preparation for Voice Over

---

Okay, I will get questions and some bullet points for guidance drafted up today and get these back to you by tomorrow to pass on to whom ever you choose for the voice over.

Thanks,  
Lauren

...

---

Sounds good - do you have a preference of any particular player? Or just any 'good talker'?

Mark

---

No preference, this is entirely up to you; who ever you feel would be best to carry out the voice over for the video.

Kind Regards,  
Lauren .

...

# Preparation for Voice Over

---

Hi Mark,

Please find below questions and pointers for the voice over recording on Friday;

What does it ice hockey mean to you?

- More than a sport?
- How long have you been playing?
- What made you want to play?
- what is your favourite thing about playing ice hockey?
- Did you even envisage playing professionally when you started.

What does it mean to you to be a Belfast Giants?

- Your Experience
- How you felt when you were signed?
- How did it feel to play of the giants for the first time?
- How did your first win feel?
- How did it feel to win the cup in Cardiff (if applicable)

How would you describe the Giants fans and their connection with the team?

- Their passion
- Their enthusiasm
- Do you feel like it is more than just a game for them?
- Is there a sense of family?

Many thanks,  
Lauren.

# Preparation for Voice Over

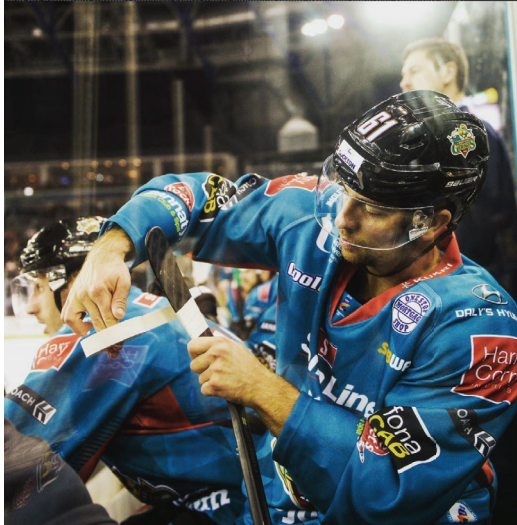
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Got it - thanks Lauren..this all looks good. You will likely be interviewing Hunter Bishop in the morning.

See you then!

Mark

---

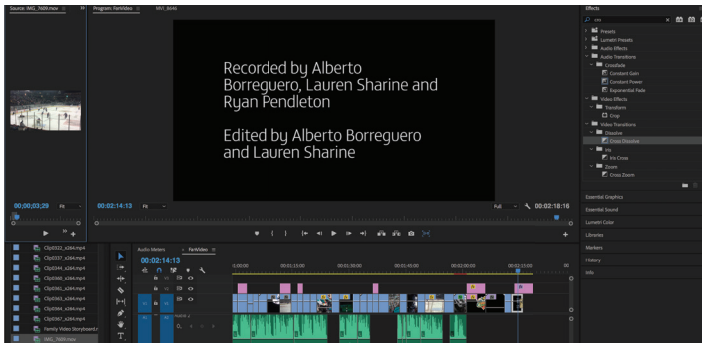
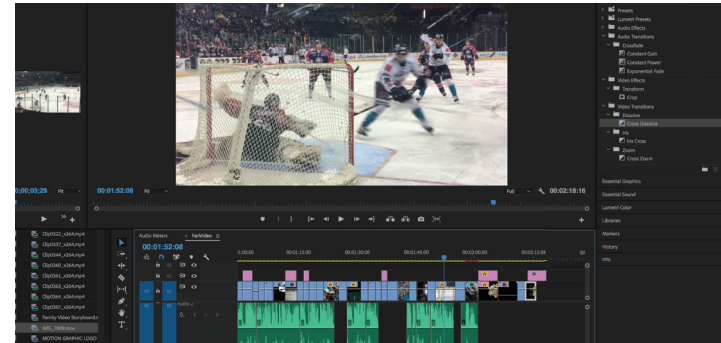
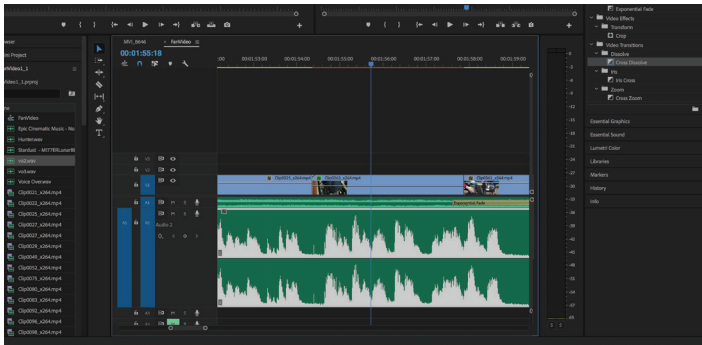


As I was unsure as to whom I would be interviewing until the day before the interview, I sent over questions which would cover topics for new player or players who had been with the team last season also, so that the client could approve them.

On Friday December 21st, I went to the arena and recorded the voice over with Hunter Bishop. When I arrived I set up my MacBook and condenser mic to record into Adobe Audition. I then showed Hunter the video he would be voicing over and talked him through the questions to ensure that he was happy before we began recording. Once the interview was complete I took the audio files and cut them down so that I kept the most emotive and relevant clips to link to the video.



# Editing / Voice Over

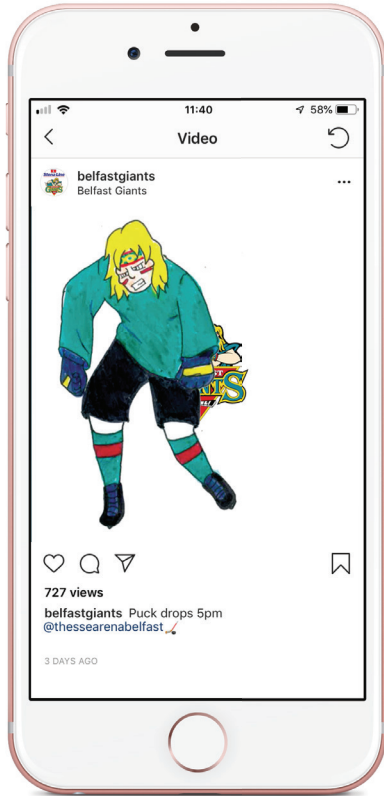


I imported the audio files into the Adobe Premiere Pro project file for the fan video and placed them where I felt best suited the footage playing. As this was originally edited by Alberto I was reluctant to make any major changes to the video; however the ending of the video did not suit the voice over so I removed four particular clips and replaced them with more relevant ones before editing the credits and exporting the video.

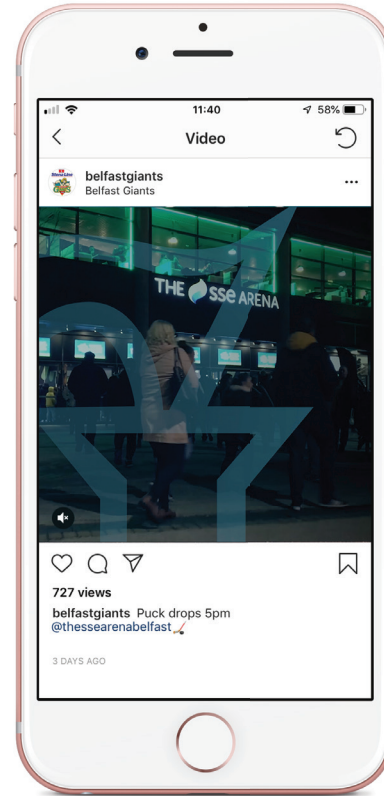


# The Final Products

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**Animation**



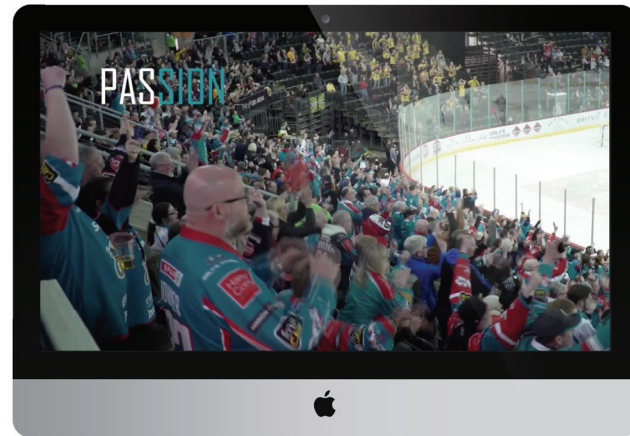
**POV Video**

# The Final Products

---



Family Video



Fan Video

THE CSO AGENCY

Drive  
the

PAR  
MAR  
SELF



Door

9

Door

10

LOUNGE

SSE RE

ED  
D

# Project Reflection

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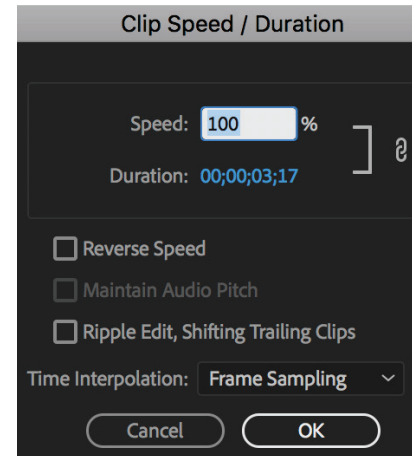
At this stage all of the animations and videos have been completed and sent to the Client for further feedback. I felt that the project overall was a success as we faced any issues that arose in a professional manner. Aside for the issues in regards to equiptement documented earlier in my production log, we were face with finding suitable music for the videos as although the exsisting videos played at the Giants Games contained music from Fall Out Boy, it was not possible to place this on social media due to copywrite. Another issue I had was with Adobe Premiere Pro as when I tried to speed up the duration of the clips to create the desired effect to render time and video playback were effected, therefore prolonged the editing process. However I worked around this issue, exporting and re importing the videos in a more condensed format.

As you can also see from the documentation of the corrosponadcne between myself and client, planned meetings did not always go to plan and had to be re-arranged, therefore delaying our final handover but we tired to stick to our schudeule to the best of our abilty and work aroundf the clients avalibility.

I believe the team and myself worked to a professional standard and developed over and above what was asked of us at the beginning of the project.

# Project Reflection

---



Hi Mark,

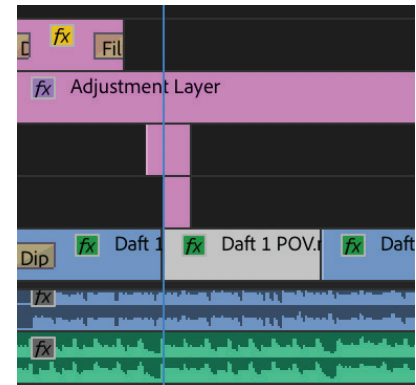
Thanks for sorting out the voice over for me today!

Please find below a link to download a file with all of the final productions:

<https://we.tl/t-085NvhnXMd>

We would really appreciate some feedback for our coursework on these and how you feel that we worked on the project as a whole with yourself and the Belfast Giants.

Many Thanks,  
Lauren





# Project Management

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## Assigning Roles

Once we had been made into a team and had received the details on the project we had chosen, we began to discuss tasks each member of the group would focus on the most dependant to their skills.

Alberto and Ryan both agreed that they would take the lead on the Fan and Family video as these were the largest of the tasks we had evolving filming and editing which was their strong point.

I was tasked with the role of Project Manager, therefore taking responsibility of any contact between the team and the Client. Along side this role I was responsible for all of the graphic design elements on the project. This included graphic overlays, motion graphics, storyboards for preproduction and animations. I was also responsible for filming and editing the short POV video.

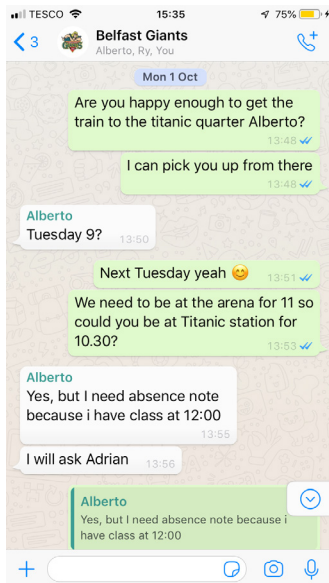
Although each team member was allocated their main tasks; it was agreed that we would each try to help the others out if we where having difficulties on particular tasks. We chose to do this in order to meet our deadlines whilst maintaining and building a good working relationship in order to keep the project as stress free as possible.

# Project Management

---

## Team Communication

At the beginning of the project we decided to set up a WhatsApp groupchat in order to communicate with each other about the project. This allowed to organise transport, keep in touch on filming night about any shots that need to be filmed as well as help each other out throughout the project.



# Project Management

## Basecamp

We used Basecamp to upload any documents & video files that we were working on through out the project. It allowed us to keep and share all of our project files and messages up to date in one place where all of the team and our lecturers could see. This was really useful as it helped to organise all of our documents in the appropriate folders. We were able to use the to-do list feature, to keep track of our tasks as well as the message board feature which allowed us to contact each others and our lecturers as well as obtaining constant feedback of our work.

Belfast Giants > Message Board

### Access NI check?

Ryan Pendleton  
Oct 4 · Notified 4 people

Claire, due to the nature of our project we have realised that we may need to have Access NI checks carried out in order to film the fans in the stadium. Is this something we need order to carry out our project?

3 Comments

**Claire Mulrone** Oct 4  
I've sent Mark the client a text with your query. I hope to be back in contact soon.

**Lauren McConkey** Oct 4  
Just a quick update on this - we don't need Access NI, Mark (the client) has said we just need permission/accreditation from him. Thanks for checking this for us Claire!

**Claire Mulrone** Oct 5

Docs & Files

Sort by Created

- Production Logs (Dec 13)
- Voice Over (Dec 13)
- Final Video after Feedback (Dec 13)
- logos (Dec 11)
- Other Documents & Information (Dec 10)
- League Information & Fixtures (Dec 10)
- Brief & Pitch Documents (Dec 10)
- For Production Logs (Dec 10)
- Shot lists (Dec 10)
- Video Edits (Dec 10)
- Final Productions (Dec 10)
- InDesign Files (Nov 10)
- Storyboards (Oct 25)
- Reece Photos (Oct 11)

To-dos

View 98...

1/2 completed

- Thursday 13th
- Production logs (Thu, Dec 13) · Lauren M. · Ryan P. · 100332775@lummos.uc3m.es
- Add a to-do
- Final Animation (Thu, Dec 13) · Lauren M.

3/2 completed - Archive list

- Thursday 8th
- Add a to-do
- Final Family Video (Thu, Dec 6) · Ryan P.
- POV video Final (Thu, Dec 6) · Lauren M. · Ryan P.
- Final Fan Video (Thu, Dec 6) · 100332775@lummos.uc3m.es

4/4 completed - Archive list

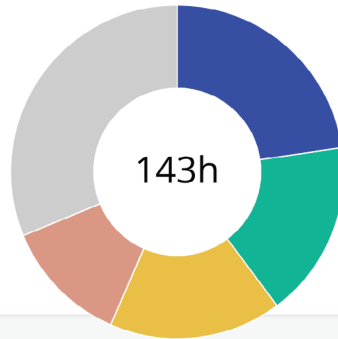
- Thursday 29th
- Add a to-do
- 1st Rough Cut family of fan video (Thu, Nov 29) · 100332775@lummos.uc3m.es
- 1st Rough Cut family (Thu, Nov 29) · Ryan P.
- 1st draft of Animation (Thu, Nov 29) · Lauren M.
- And 1 more completed to-do...

5/5 completed

- Please see your tasks in the pdf below - To be completed for Halloween
- [Task list for Oct 31st.pdf]
- Add a to-do

# Project Management

• Production Log - Belfast Giants	32:30:00
• Filming - Belfast Giants	24:30:00
• Editing - Belfast Giants	24:00:02
• Animation work - Belfast Giants	17:30:00
• Other	44:45:00



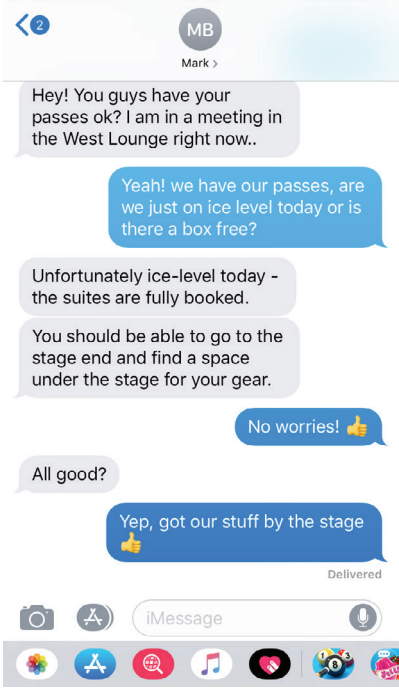
Animation work	Belfast Giants	17 h
Brief Document	Belfast Giants	11 h
Client Meetings	Belfast Giants	3 h
Editing	Belfast Giants	24 h
Filming	Belfast Giants	24 h
Graphics Work	Belfast Giants	12 h
Ideas Generation	Belfast Giants	3 h
Mangament - Email to Client etc	Belfast Giants	5 h
Pitch Document	Belfast Giants	10 h
Production Log	Belfast Giants	32 h

## Toggl

In order to keep track of the time we spent on each of our tasks through out the project, Ryan and myself used the online tool Toggl. Alberto choose to keep record of his time on paper as he was more comfortable with this. Toggl allowed us to create a workspace that would house all of the hours of work we had done for the Belfast Giants whilst allowing the team members using Toggl to view it also. I found Toggl a useful tool to keep a tally of hours and produce a series of graphs of the time spent.

# Client Liaison

As I was the Project Manager and therefore responsible for all contact with the client including getting myself and the team into the arena and set up for filming. This was made clearer by being able to contact our client upon arrival via text as on game nights he was less likely to look at his emails in comparison to a text.





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