

January 2019

Ulster Badminton

Production Log

Leah Neeson

Final log of all production for the Ulster Badminton social media campaign



Other team member: Abbia Greer

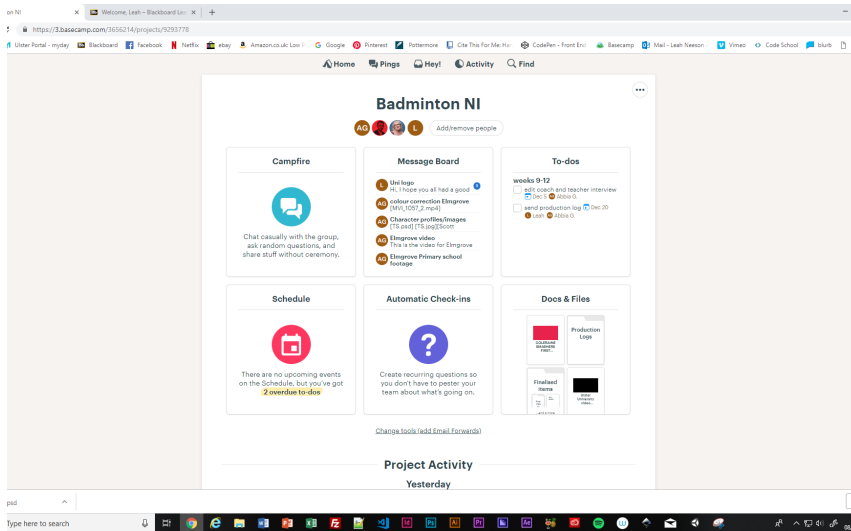
1. Introduction
2. Documenting the process
3. Production Schedule
4. Timesheets
5. Timesheets cont.
6. Initial Research
7. Research – stats and figures
8. Numbers in Badminton
9. First meeting with Ulster Badminton
10. The Brief
11. First Pitch Document
12. First Pitch to the Client
13. First draft pitch
14. First draft pitch cont.
15. First draft pitch cont.
16. Storyboarding
17. Storyboarding cont.
18. GIFs- example imagery
19. GIFs- example imagery cont.
20. GIFs- example imagery cont.
21. Sports Team social media research
22. Sports Team social media research cont.
23. Sports Team social media research cont.
24. Updated Pitch Document
25. Consultation with our lecturers
26. Final Pitch
27. Updated Storyboards
28. Updated Storyboards cont.
29. Main Video Production
30. Footage Taken
31. Coleraine Smashers
32. Coleraine Smashers footage taken
33. Coleraine Smashers photography taken
34. Coleraine Smashers video
35. Shuttletime @ Queens Leisure Complex, Holywood
36. Shuttletime course photography taken
37. Shuttletime Course footage taken
38. Shuttletime Course video
39. Elmgrove Primary School
40. Elmgrove Primary School photography taken
41. GIF's and Character Profiles
42. GIF creation process
43. Character Profiles creation process
44. Character Profiles creation process cont.
45. Character Profiles creation process cont.
46. Conclusion and review
47. Conclusion

Contents

For MED536 Interactivity for Social Enterprise, we were tasked with creating a social media bundle and promotional video for Ulster Badminton to promote new players. We will be creating a brief, what they asked for and more in this module to try and promote their online presence and attract more players to the clubs across the country.

Introduction





I used Basecamp to document all our research, findings, pitch documents, original images and so on in one secure place. This also gave us the option to be able to communicate with our two lecturers during this time and to ask them whether changes needed to be made or how to go about certain things.

Documenting the process

Production Schedule

Production Schedule

Leah Neeson and Abbia Greer

Key:

UB = Ulster Badminton.

SM = Social Media.

Task	Aim	Action	Completion date
Scoping the project	<ul style="list-style-type: none"> - Developing the brief from our initial client meeting with Andrew. - Implementing our initial ideas. 	<ul style="list-style-type: none"> - To organise the information, we collected from Andrew and begin to sort it into order of importance (Abbia and Leah) 	4 th October 2018
Project Proposal	<ul style="list-style-type: none"> - Understand what we are to present to the client. - Discuss whether we can elaborate and add more mediums to enhance their social media platforms. 	<ul style="list-style-type: none"> - Find out where the different locations in Ulster are that we are filming at and email them for confirmation. - Mark out what age groups we will be filming. - Can we incorporate the use of GIFs, motion and infographics to promote UB online? 	11 th October
Intended Research	<ul style="list-style-type: none"> - Look for inspiration from other sports organisations and how they promote themselves on SM. - Gather as much information as we can to help with the brief and pitch. 	<ul style="list-style-type: none"> - Gather all information from each respective age group. - Take screenshots of the videos, photography and other media pieces already on UB's SM accounts and add to pitch/Production Log. 	18 th October

		<ul style="list-style-type: none"> - Benchmark the best research you find and add to Production Log. 	
Storyboarding	<ul style="list-style-type: none"> - Begin to draw up some storyboard ideas for the way we want the video/videos to look like. - Research into some other sports videos and how they achieved their end design. 	<ul style="list-style-type: none"> - Sketch potential storyboard ideas - Draw as many as we can so the client has a good amount to choose from. - Start to brainstorm some photography ideas/action shots and how we can achieve this. - Email Steven for advice on this. (Leah) 	25 th October
GIFs, Character Profiles	<ul style="list-style-type: none"> - Get senior team profiles - Names, ages and what club they train at. - Search through all action photography and make folders of potential gif ideas 	<ul style="list-style-type: none"> - Create one gif on Photoshop and double check its fine before continuing with the rest - Create profiles on photoshop and make sure they're aesthetically pleasing 	1 st November
Filming	<ul style="list-style-type: none"> - Find out all filming locations 	<ul style="list-style-type: none"> - Film and document all important aspects of the journeys 	All of November
Editing	<ul style="list-style-type: none"> - Divide up all tasks and make sure all the videos and productions are of a similar aesthetic 	<ul style="list-style-type: none"> - Final checks and minor details to be checked over. 	All of November
Production Logs	<ul style="list-style-type: none"> - Ensure all of Production Log is up to date and correct 	<ul style="list-style-type: none"> - Minor checks and spell checks. Send away for printing 	1 st -24 th December

Timesheets

TIMESHEET

University of Ulster

Name Group
Member:

Ulster Badminton

Month/Year:

2018/19

Project Title:

MED526 Interactivity for Social Enterprise

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday	2/10/18	Background research	1	Finding out who Ulster Badminton are and what they do.	2	3
Wednesday						
Thursday	4/10/18	Client Meeting	2	Discussing the brief and what they intended for us to create for them	3	5
Friday						
Monday						
Tuesday	7/10/18	Client meeting note take	4	Typing up client meeting notes and organising the main focuses.	2	6
Wednesday						
Thursday	9/10/18	Brief and Initial thoughts	4	Badminton clubs across the globe research and their social media strategy	3	8
Friday	10/10/18	Club locations	3	Figuring out where the clubs are based and what clubs we are going to be attending for film shoots.	3	6
Monday						

Tuesday	12/10/18	Brief writing	1	Figuring out what else could improve the client's social media campaign and their promotional videos.	2	3
Wednesday						
Thursday	14/10/18	Weekly meeting	4	Finalising the brief emailing the client our brief to the client	2	6
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	19/10/18	Weekly meeting	4	Figuring out what is needed to be included in the pitch and dividing up the tasks	3	7
Friday	20/10/18	Organising the pitch	3	Beginning to accumulate on the storyboard is going to look and how to create it	5	8
Monday						
Tuesday	22/10/18	Storyboarding – initial sketches	2	Research on video storyboarding correctly	3	5
Wednesday						
Thursday	24/10/18	Weekly meeting	4	First draft of the pitch documents	9	13
Friday						
Monday						
Tuesday	28/10/18	Pitch to client	3		3	
Wednesday						
Thursday	30/10/18	Weekly meeting	4	Discussing pitch	4	8
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	4/11/18	Weekly meeting/organising shoots	4	emails	2	6

Timesheets

				Figuring out what else could improve the client's social media campaign and their promotional videos.		
Tuesday	12/10/18	Brief writing	1		2	3
Wednesday						
Thursday	14/10/18	Weekly meeting	4	Finalising the brief emailing the client our brief to the client	2	6
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	19/10/18	Weekly meeting	4	Figuring out what is needed to be included in the pitch and dividing up the tasks	3	7
Friday	20/10/18	Organising the pitch	3	Beginning to accumulate how the storyboard is going to look and how to create it	5	8
Monday						
Tuesday	22/10/18	Storyboarding – initial sketches	2	Research on video storyboarding correctly	3	5
Wednesday						
Thursday	24/10/18	Weekly meeting	4	First draft of the pitch documents	9	13
Friday						
Monday						
Tuesday	28/10/18	Pitch to client	3		3	
Wednesday						
Thursday	30/10/18	Weekly meeting	4	Discussing pitch	4	8
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	4/11/18	Weekly meeting/organising shoots	4	emails	2	6

Friday	5/11/18	Organising the film equipment	1	Preparing for shoots	2	3
Saturday	6/11/18	C'raine Smashers shoot	4			4
Sunday	7/11/18	Editing C'raine shoot	5			5
Monday						
Tuesday	9/11/18	Elmgrove filming	2			2
Wednesday						
Thursday	11/11/18	Weekly meeting	4			4
Friday	12/11/18	Editing	3			3
Monday						
Tuesday						
Wednesday						
Thursday	15/11/18	Weekly meeting	4			4
Friday	16/11/18	Creating gifs	6	Looking at character profile research	4	10
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Sunday	25/11/18	Shuttletime filming	5			5
Monday						
Tuesday						
Wednesday						
Thursday	29/11/18	Weekly meeting	4	Editing shuttletime	4	8
Friday	30/11/18	Editing character profiles	2			2
Monday						
Tuesday	4/12/18	Finalising all parts of the process	4			4
Wednesday						
Thursday	6/12/18	Weekly meeting	4	Make sure both are on track	4	8
Friday						

Total Hours Design & Build

Total Meetings & Research

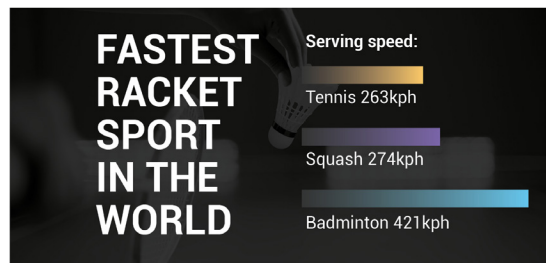
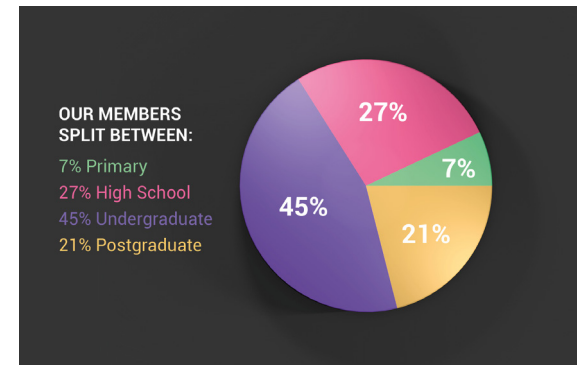
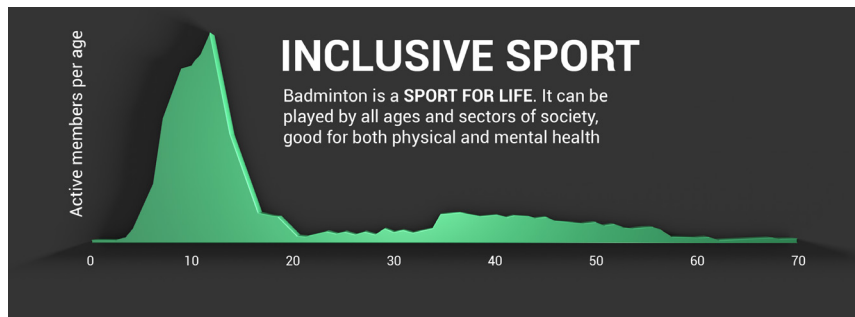
Signature Group Member: _____

Andrew Stewart, a member from Ulster Badminton (UB) sent us through their Social Media Strategy outcome pack and Ulster Badminton's full strategy pack for 2017-2021 which gave us a solid indication as to what UB's main goals were for the coming future. We began to sort through what had already been achieved within UB in regards to Social media and trying to expand their audience and took ideas from there on how we can enhance their platforms such as Twitter, Instagram and Facebook with Instagram being our main focus. From this we started to research into what badminton was, what kind of audience followed this and how we could branch out to different types of audience and get them involved in the sport.

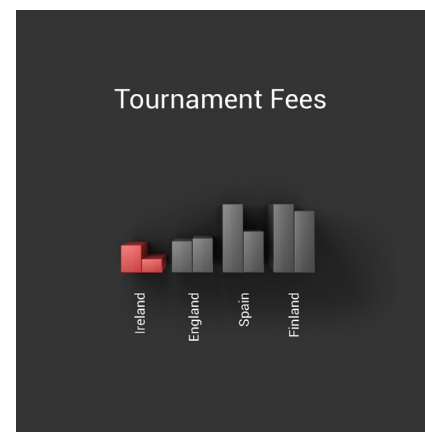
Initial Research



Research - Stats and figures



We were sent through Facts and Statistics of Ulster Badminton so we had an idea of what Badminton was about and the hype around it. This showed me what areas of the sport we could use to our advantage and also the parts where I could incorporate it into our designs.



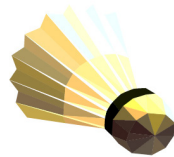
Numbers in Badminton

MORE THAN
100,000
people
regularly
play badminton



There is high
gender equality

51% Men
49% Women



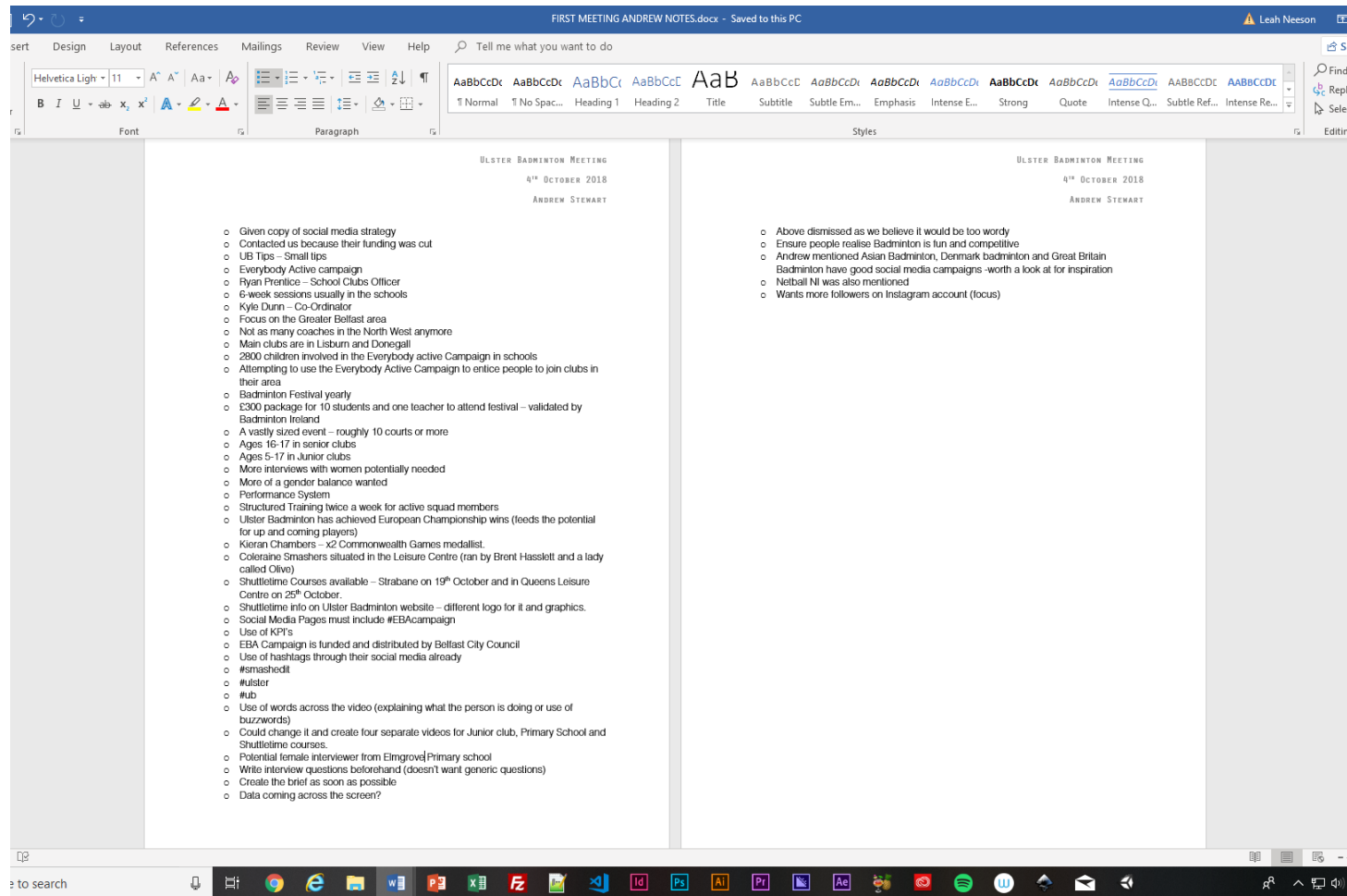
THERE ARE
480
clubs

Over the last
season, club
memberships
increased by
46%



Andrew sent us through percentages, stats and facts for Badminton throughout Northern Ireland and Great Britain which would encourage us to understand that Badminton is a well recognised and exciting sport that is well respected by people across the Nation.

First meeting with Ulster Badminton



At the start of October, we met with Ulster Badminton's Business Director Andrew Stewart. This was an initial meeting to introduce us and to allow him to give us his ideas and thoughts on how he wanted us to execute the promotional video he had asked for.

From this first meeting my team member and I could sit together and begin to construct our Brief that we would present to our client when we met him for a second time.



“In Ulster
Badminton
is suffering from a
severe *image crisis*.”

The Brief

Background:

Ulster Badminton is an organisation that promotes Badminton as, both a competitive sport and hobby for all levels. The organisation uses a number of channels to reach out to schools and clubs through the Everybody Active Campaign, encouraging those within the programme to join their local clubs.

Ulster Badminton has been successful in Northern Ireland and across the international scene encouraging old and new players to work engage with Badminton. Some of the successes from Ulster Badminton include the UK, European championships and the recent Commonwealth Games.

Objectives:

Our main objective is to promote Ulster Badminton through:

- Videos – School engagement (Elmgrove Primary), Shuttle Time courses (Belfast, Queens Leisure Centre, Holywood) junior clubs (Coleraine Smashers).
- Interviews – Female Teacher in Elmgrove Primary
- High quality photographs – action shots up to Junior players/seniors.
- Social media campaign – engage with more female players, junior club players and more schools.

We intend to further their social media campaign by adding GIFs, snippets and character profiles to co-inside with UB Tips and the promotional videos.

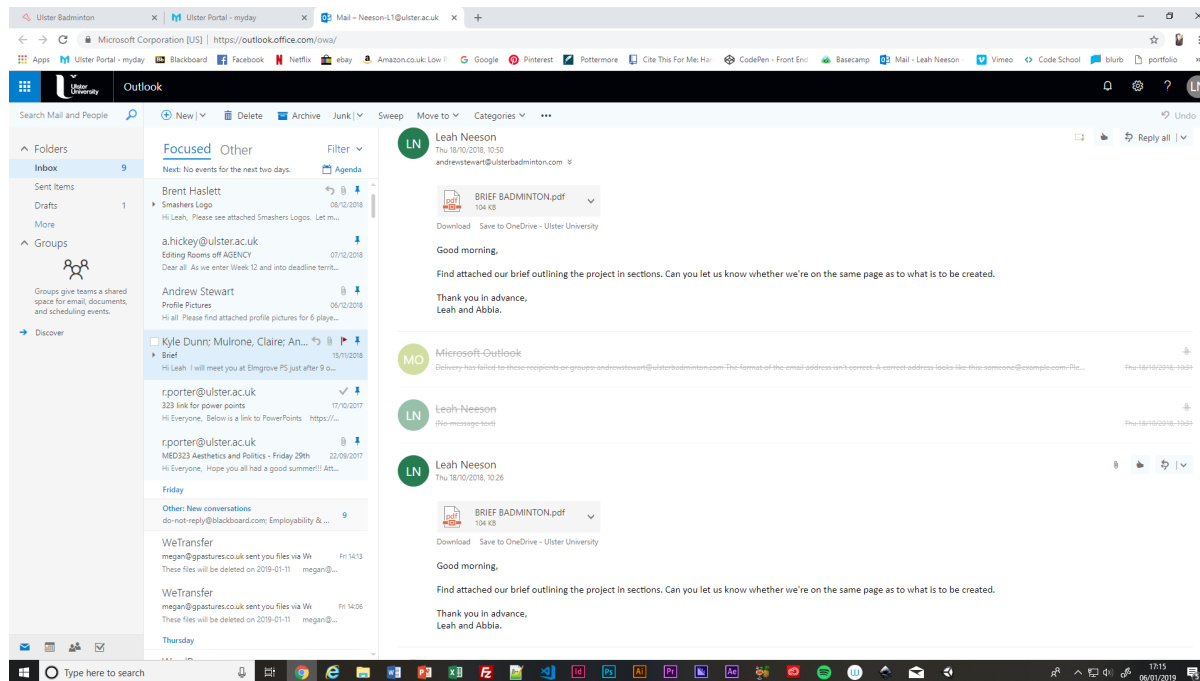
We propose to experiment with contemporary media content such as animated GIFs, video snippets, kinetic typography and character profiles to promote Ulster Badminton to the appropriate audience.

We aim to build upon Ulster Badminton's image, promote their work and encourage new members to join.



First Pitch Document

First pitch to the client

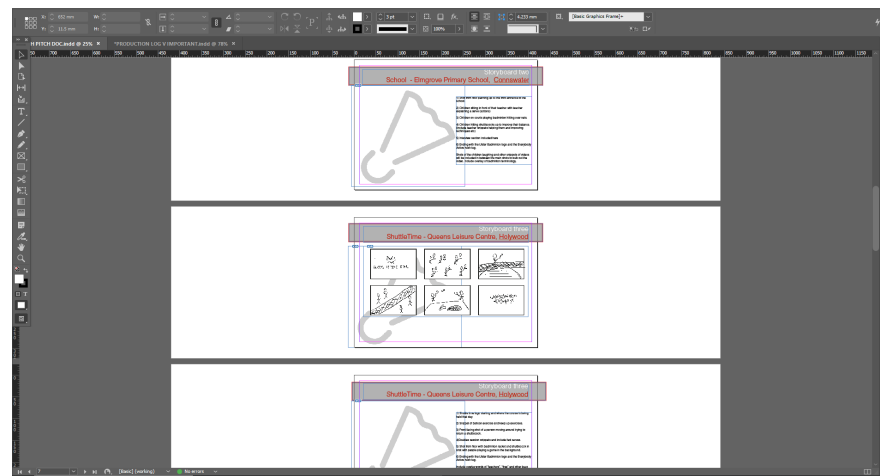
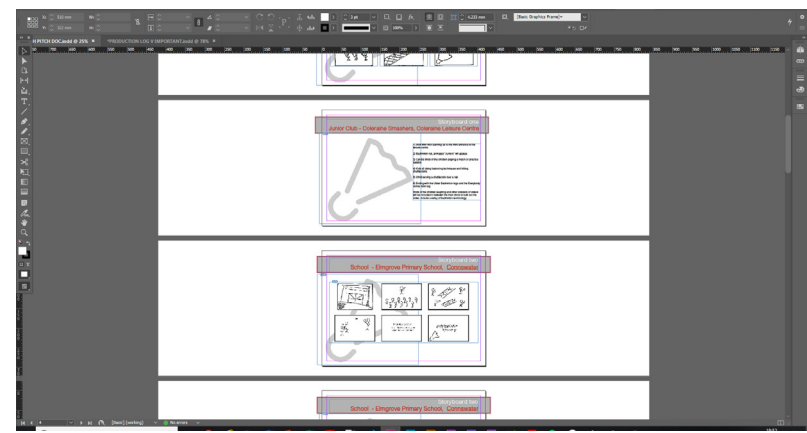
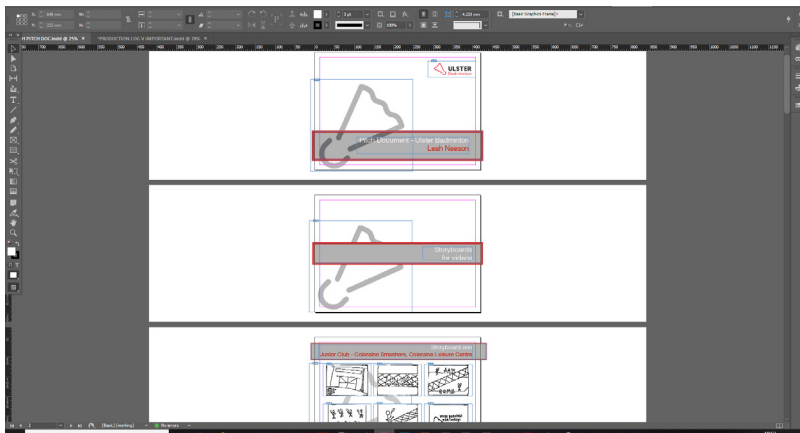


We were advised to send our initial brief to Andrew Stewart, Kyle Dunn and Ryan Prentice as these were the three main contacts we would be interacting with during our time with Ulster Badminton. We met up with Andrew Stewart in Ulster University Jordanstown Campus to present our Pitch Document to him with our intentions on what we were creating for him, to receive ideas and complaints from him and if he had any changes. I ended up sending this a number of times as there was issues with incorrect email addresses or broken email addresses but this was resolved quickly.



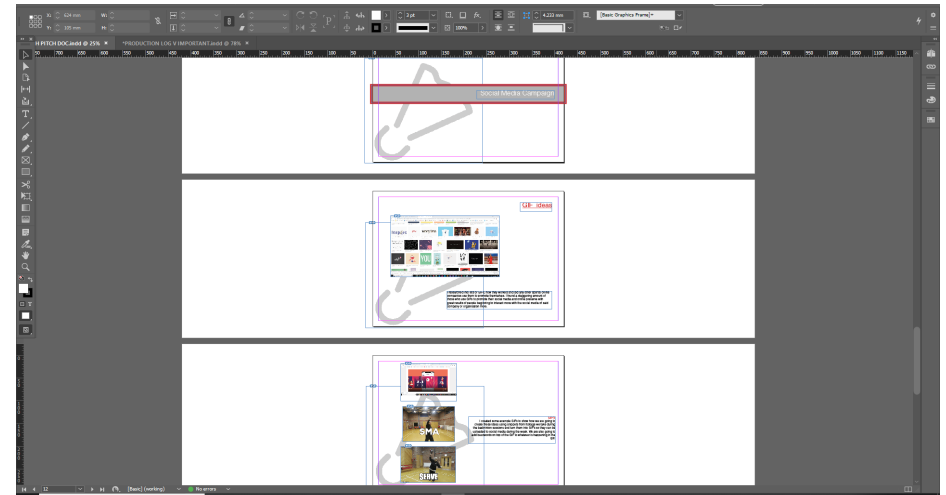
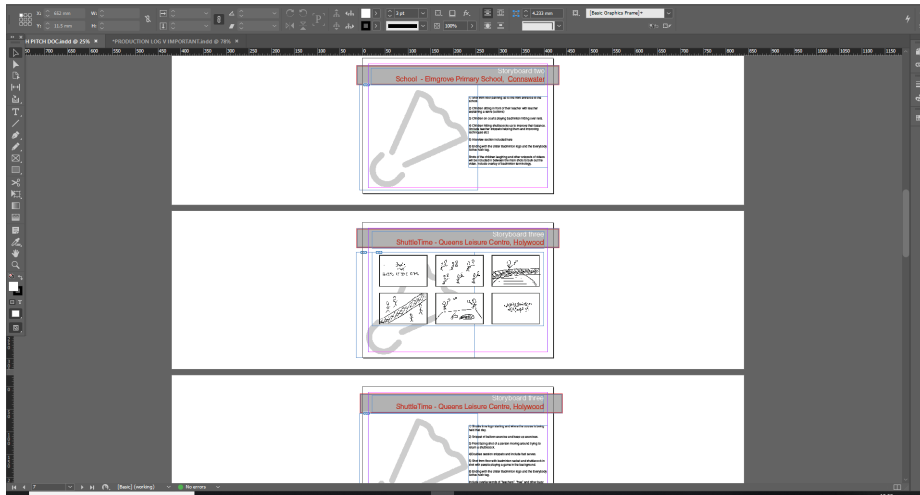
First draft pitch

I began to construct my brief including all the main points from our meeting and brief with Andrew to include 3 Promotional videos consisting of Coleraine Smashers Junior club, Elmgrove Primary that is a part of the Everybody Active Campaign and a Shuttletime course. To include a range of GIF's that can be posted to Social media Platforms, Character Profiles exclusively for Instagram to display their Senior Team and action shots for their website and Social Media. I used the colours red, grey and black as that was the same colours they had used continuously through their website and their new logos. I also added a faded shuttlecock to the background.



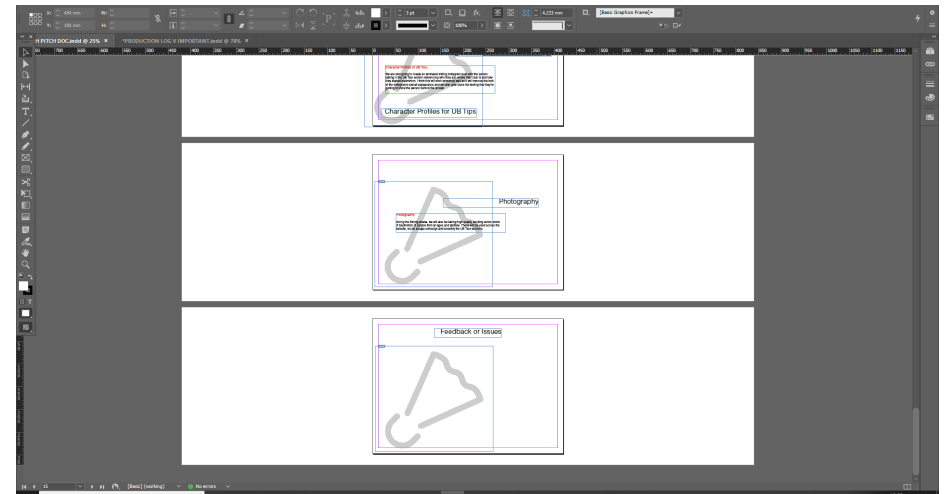
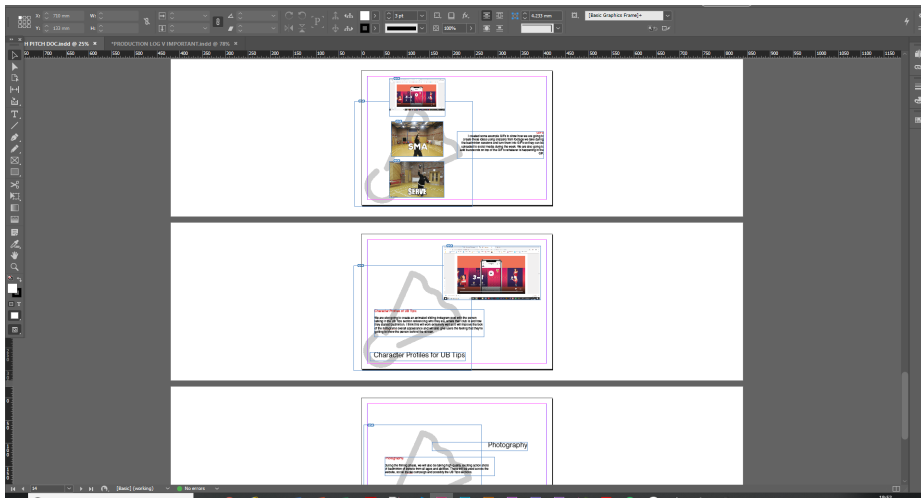
First draft pitch continued

I started to sketch out small ideas for each video to show Andrew potential ideas for how the videos were going to run and an explanation underneath as to what was happening within the videos. Furthermore I began to explain how we were going to create the social media campaign through starter GIFs and GIF research.



First draft pitch continued

I finally added the ideas for the Character Profiles and the research that I had found online for the new Barcelona Womens Football Clubs new profiles slider for Facebook.

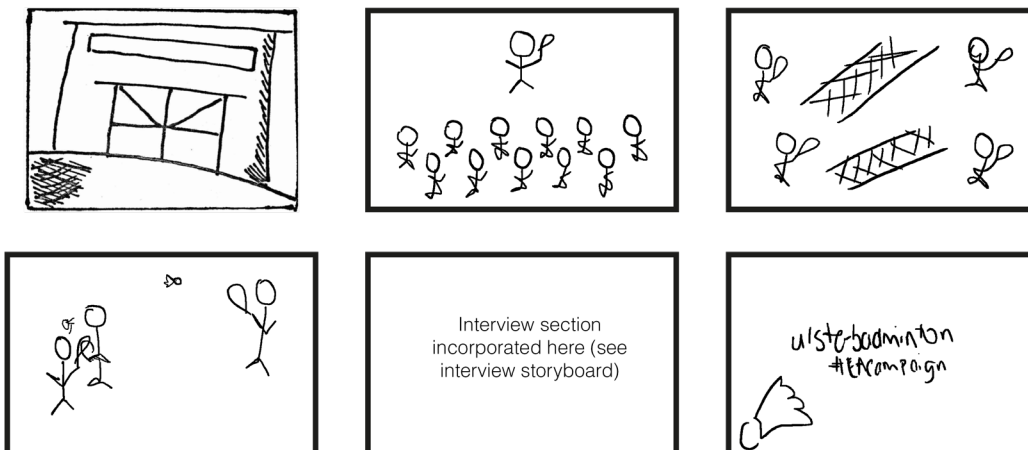
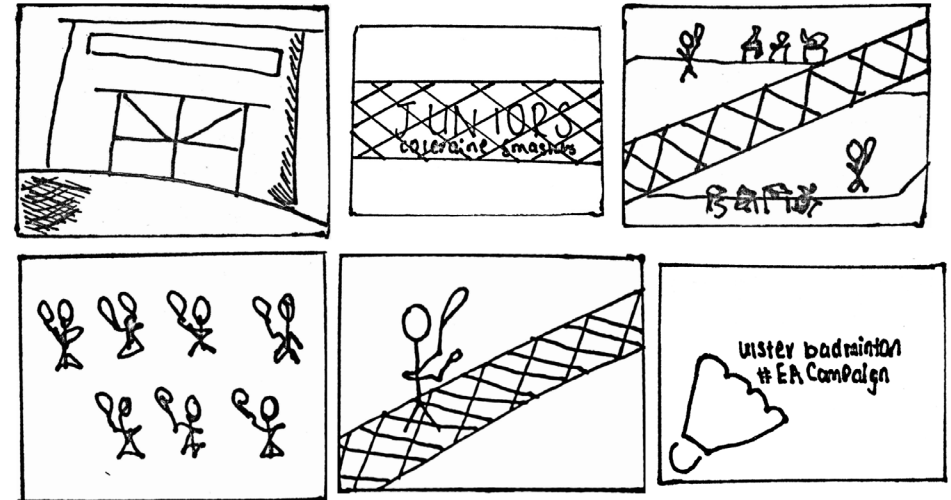


Storyboarding

I done quick sketches of the four main videos in a storyboarding manner to explain to our client how we were intending to create our videos.

This was the first draft (see right) of the storyboard for the Junior Club for Coleraine Smashers mainly focusing on the groups of children, sets and serves that would be displayed throughout the training sessions.

(See below) This was the first draft of the storyboard for the EBA Campaign Schools videos for Elmgrove Primary School

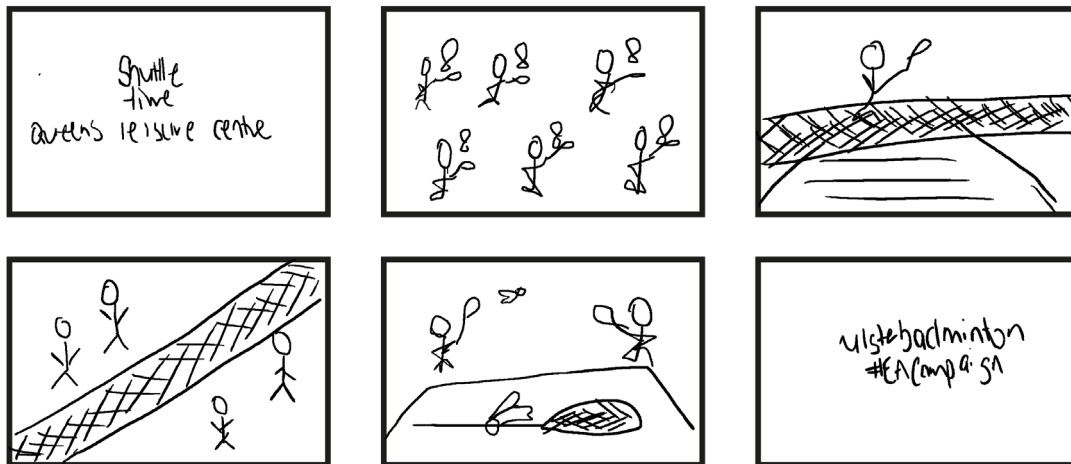
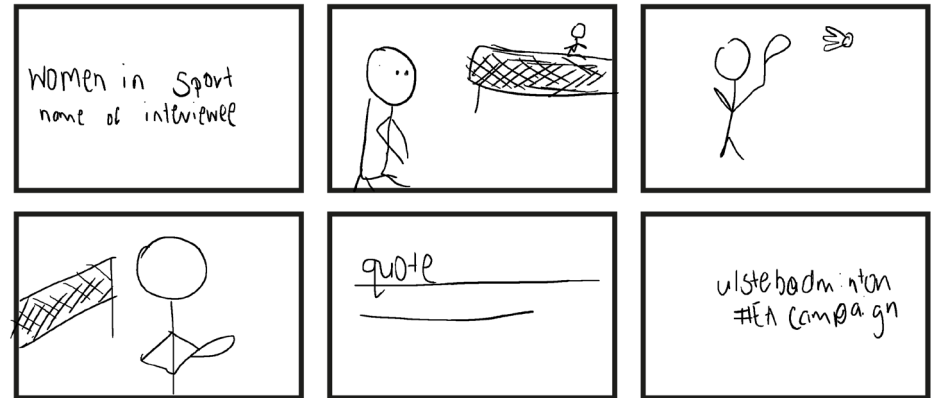


Storyboarding

I done quick sketches of the four main videos in a storyboarding manner to explain to our client how we were intending to create our videos.

This was the first draft (see right) of the storyboard for the Interview video designed for the Female Teacher in Elmgrove Primary.

(See below) This was the first draft of the storyboard for the Shuttletime Video taking place in Queens Leisure Centre, Holywood.



GIFs- example imagery

I took example photographs of a man and woman to showcase number of example GIFs to Andrew as this was something he had not initially asked for in the beginning brief but we thought to it would add to their social media campaign extremely well. I used a GIF generator I found online to create these but for the main one would use Photoshop to execute them as well as I could. I took them using an iPhone 8 camera using a burst tool.



GIFs- example imagery

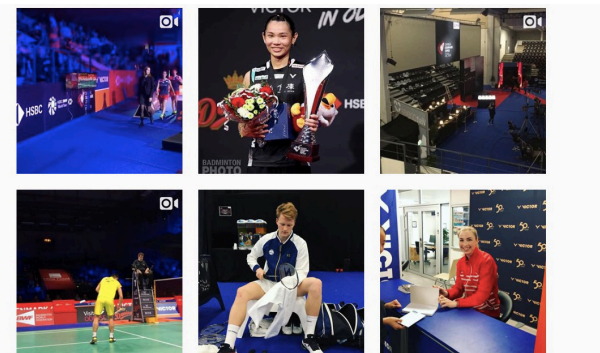
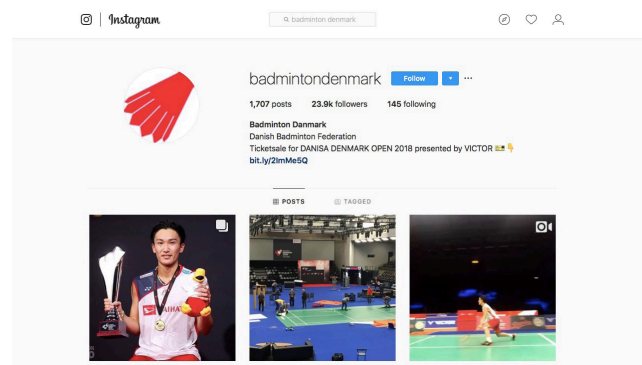
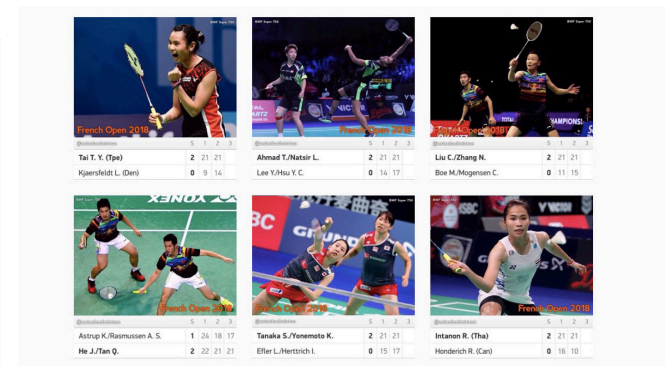
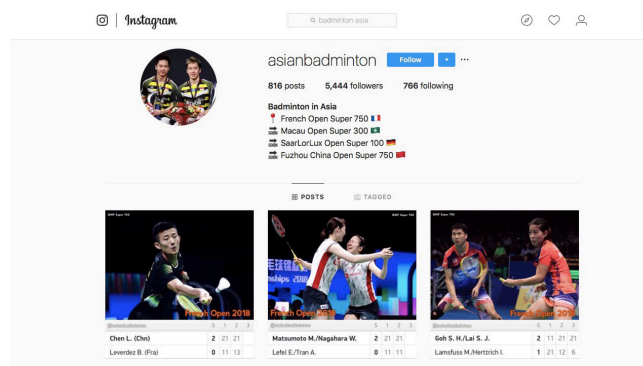
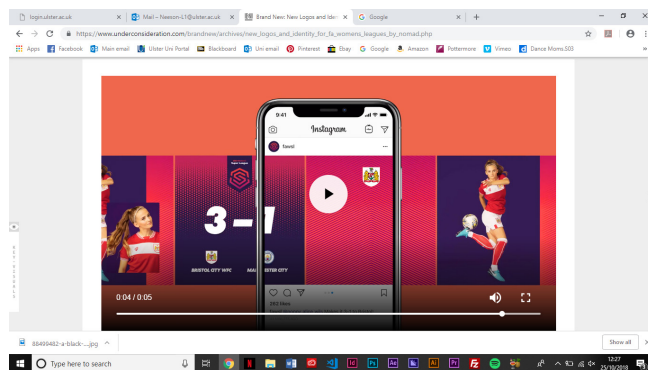


GIFs- example imagery

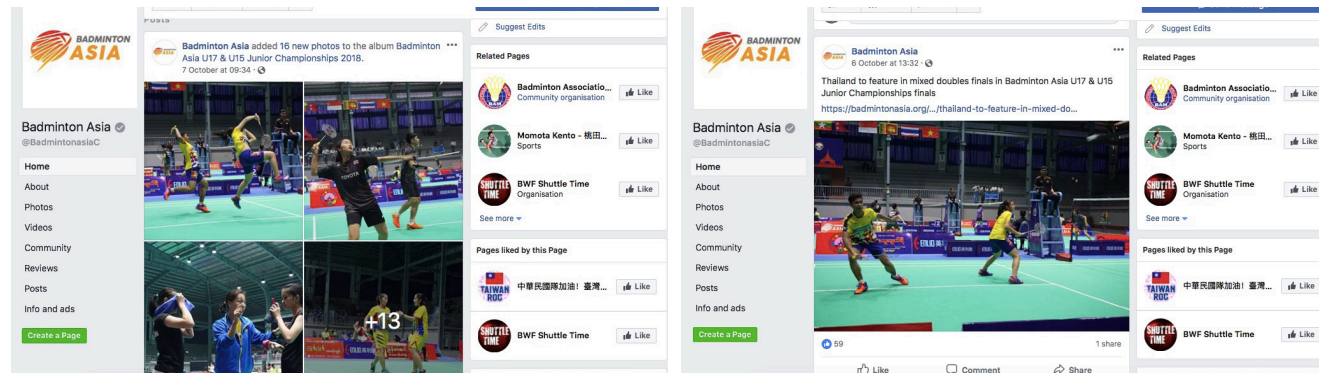
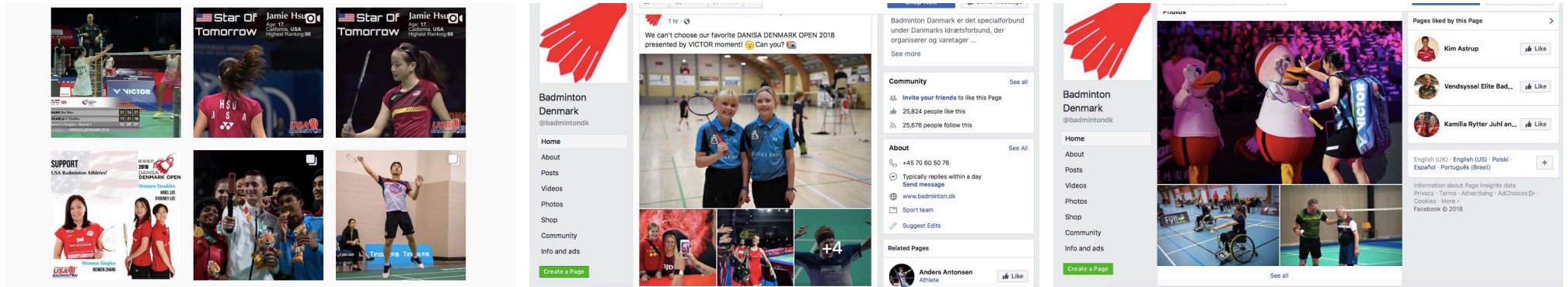


Sports teams social media research

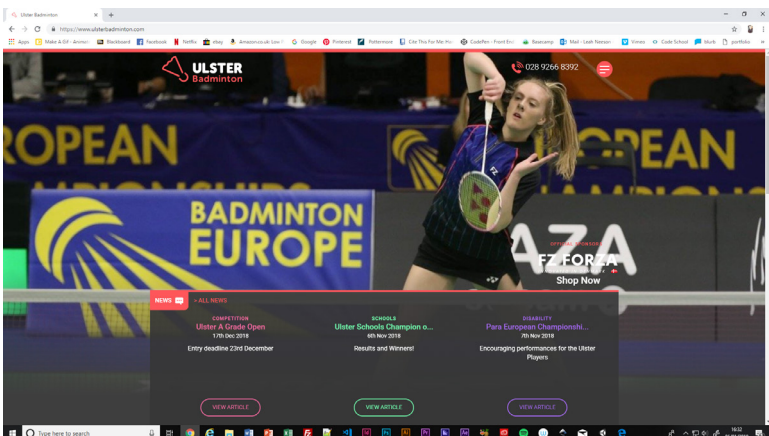
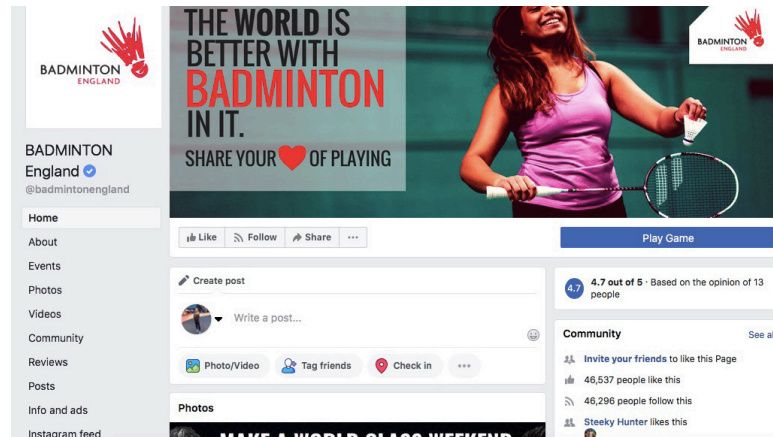
I began to research the teams that Andrew that commented on during our first brief that their social media outlook was how he envisioned Ulster Badminton's to be.



Sports teams social media research



Sports teams social media research



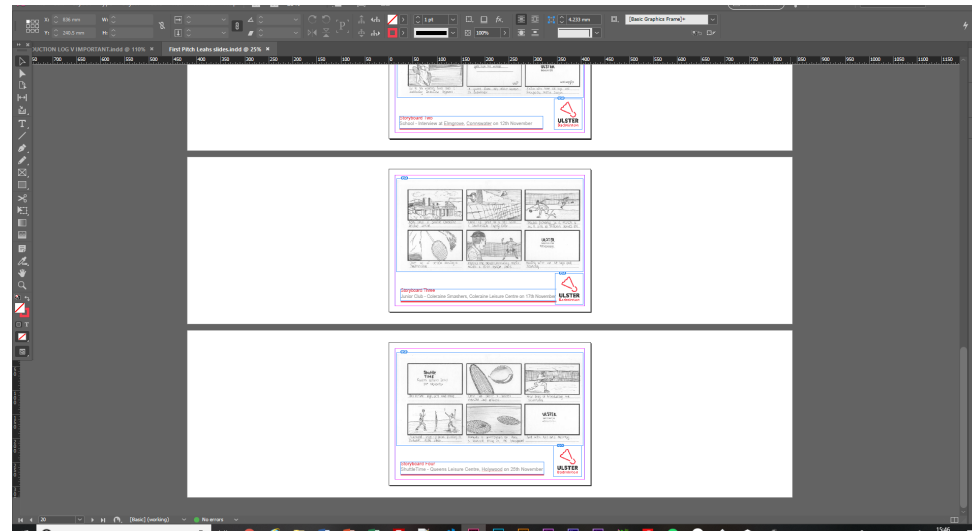
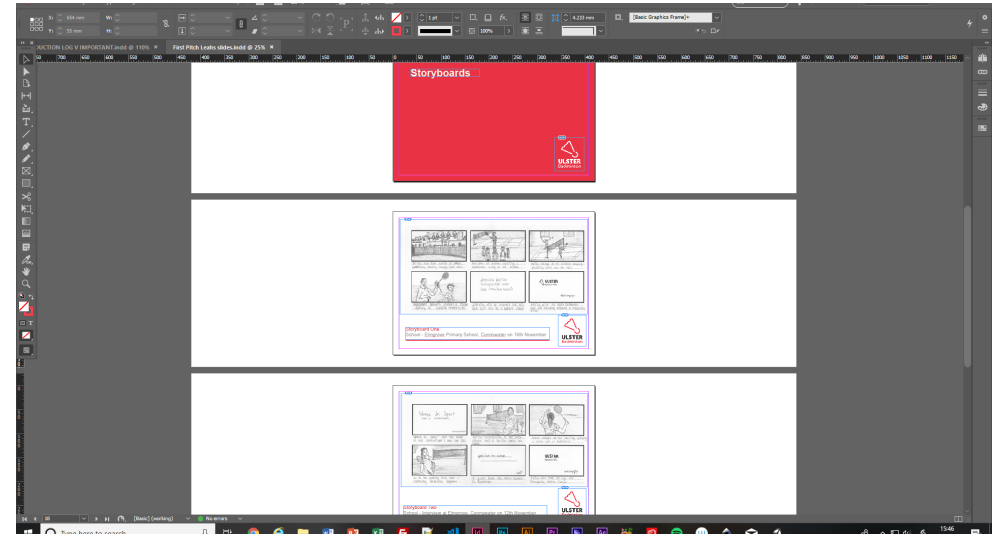
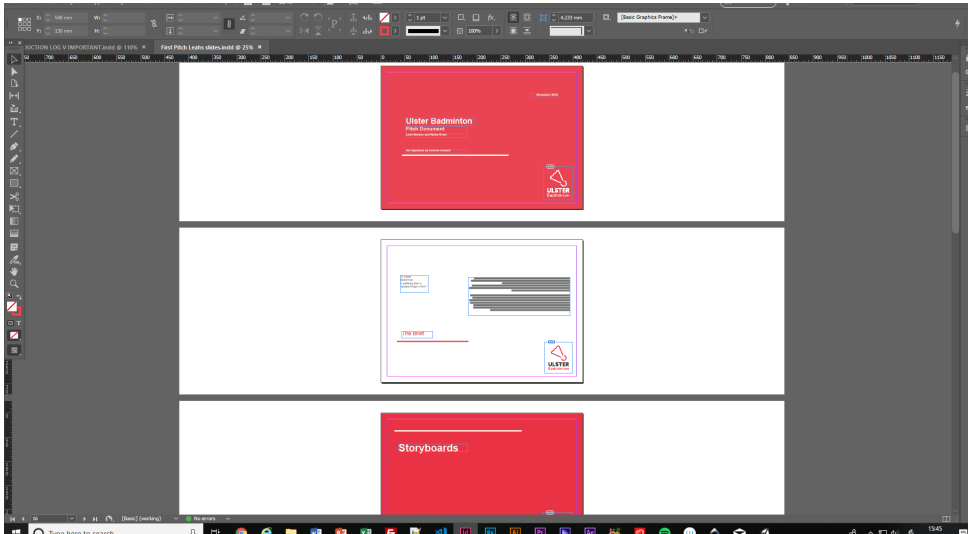
Updated Pitch Document

Consultation with our lecturers

After showing our lecturers our first draft of our production logs, myself and my other team member along with the help of our lecturers decided to split the workload into two different sections and choose the parts which played to our strengths. I was tasked with the drawing/storyboarding and creating of the narrative for the promotional videos and taking the action shots for the website and my team member was tasked with the social media campaign consisting of GIFs and Character Profiles.

After taking on board the critiques and changes from our lecturers, we began to use the same layout Ulster Badminton gave us for their Strategy plans to make the whole process tie in together and look more professional. I took out all the writing that explained what our intentions were within the storyboards so I could explain to our client more in depth in person rather than him reading it.

Final Pitch



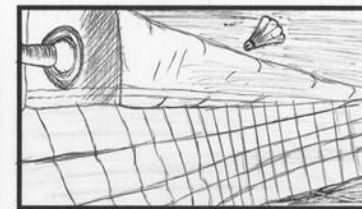
Updated Storyboards

(see right) This is the updated storyboard for the Coleraine Smashers video showing it in more detail and more in depth.

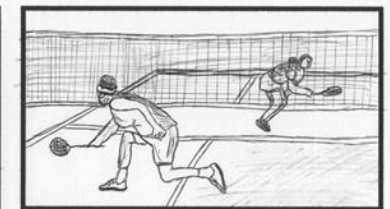
(See below) This is the updated version of the EBA Campaign for the Schools video showing exactly what we intended to do in the video.



Long shot of outside Coleraine Leisure Centre



Close-up shot of a net with a Shuttlecock flying over



Players exchange in a match & we'll pick up different serves etc.



Close up of person serving a Shuttlecock



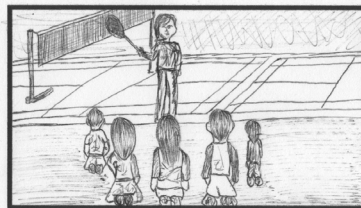
Behind the person, following their moves & first person shots.



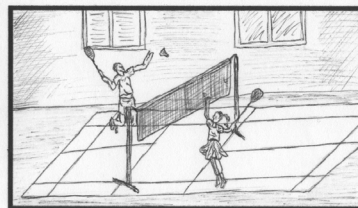
Ending with the ULB logo and hashtag.



Initial shot from outside of school, potentially moving through front door.



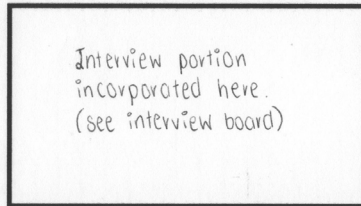
Pan-shot of teacher explaining a badminton swing to the children



Action footage of the children playing/practising shots over the nets.



Engagement between student & teacher - adding of candid moments too.



Interview will be inserted into this space (will also be a separate video).

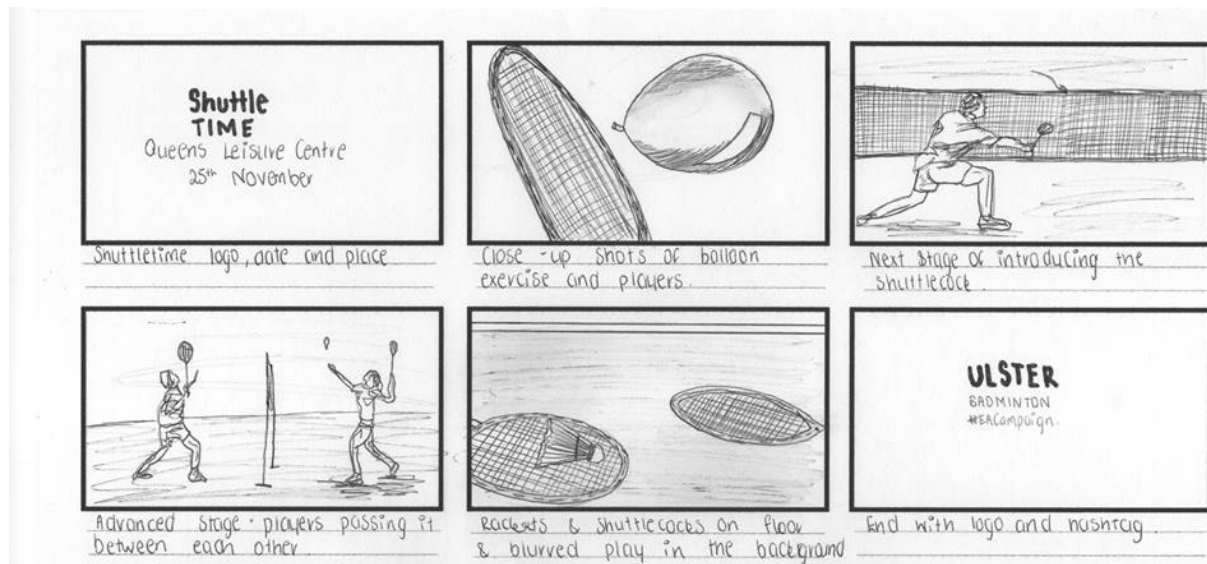
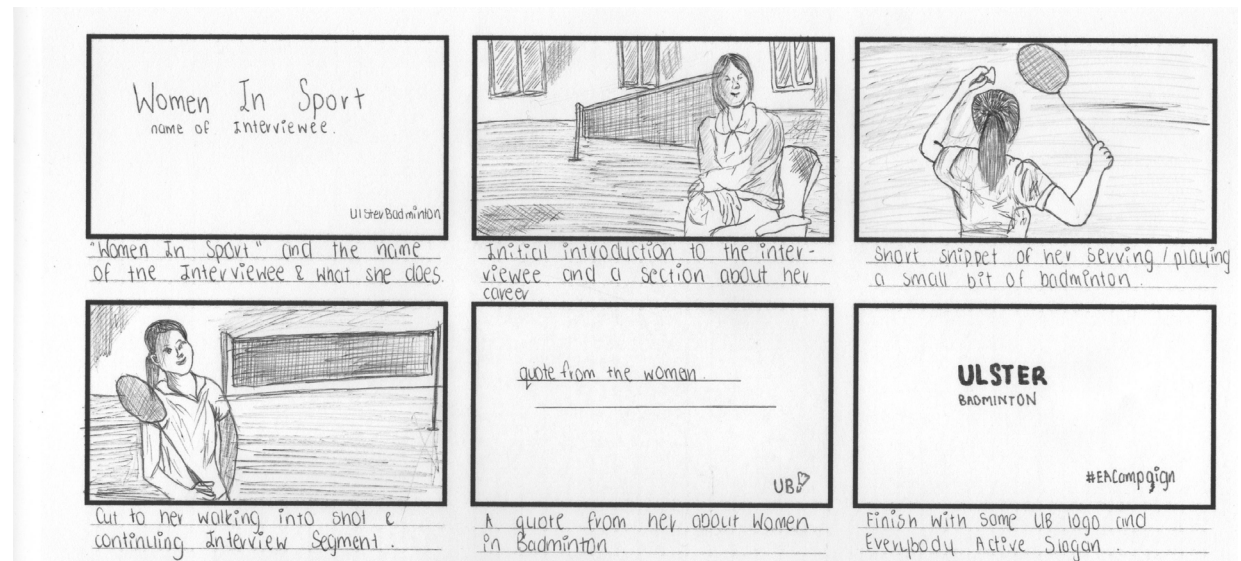


Ending with the Ulster Badminton logo and including reference to Everybody Active.

Updated Storyboards

(see right) This is the updated storyboard for the Interview video explaining where we will have the teacher sittings and the background.

(See below) This is the updated version of the Shuttletime video giving the viewer an understanding of what is involved in the programme.



Main Video Production

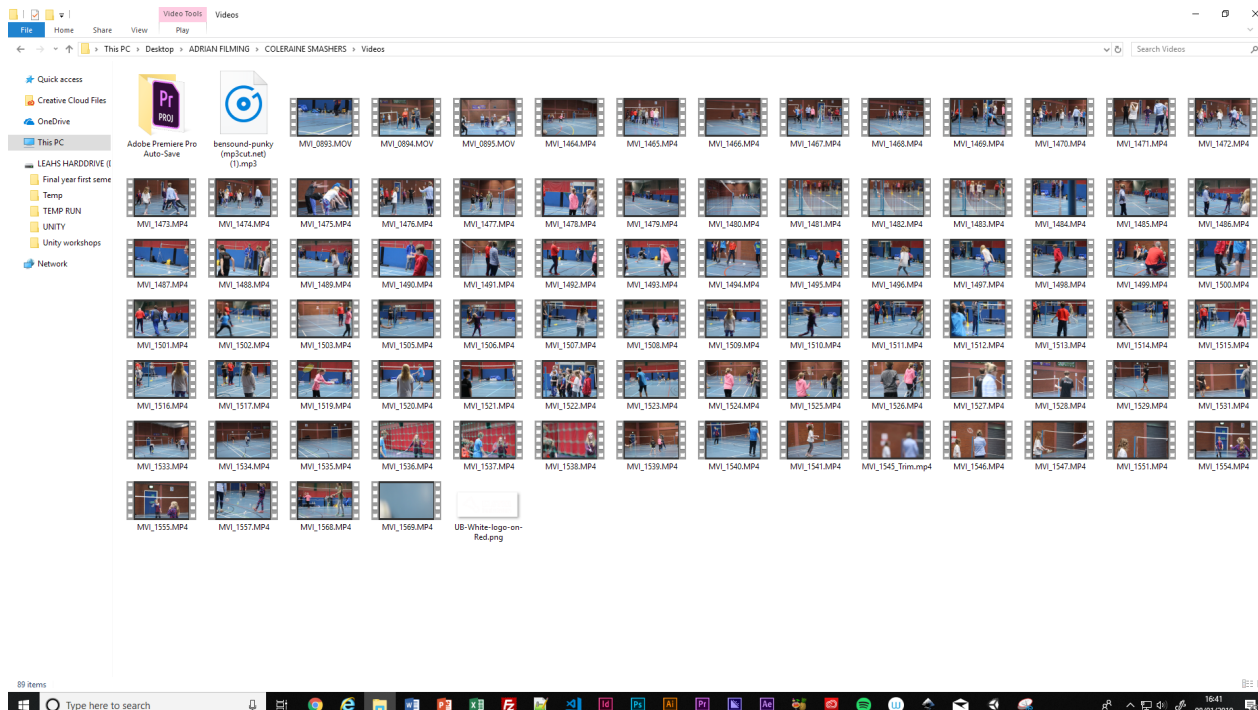
Footage taken

During filming in all four locations both myself and my team member took a great amount of footage for each place to ensure we have enough well shot footage to create the best videos we could for the client. Furthermore, I took the action shots and still imagery for all four locations. We used a Canon DSLR camera for most of the filming and then used a Canon EOS 1300D for the photography, I believe both cameras and lenses lent themselves greatly to what we attempting to achieve.



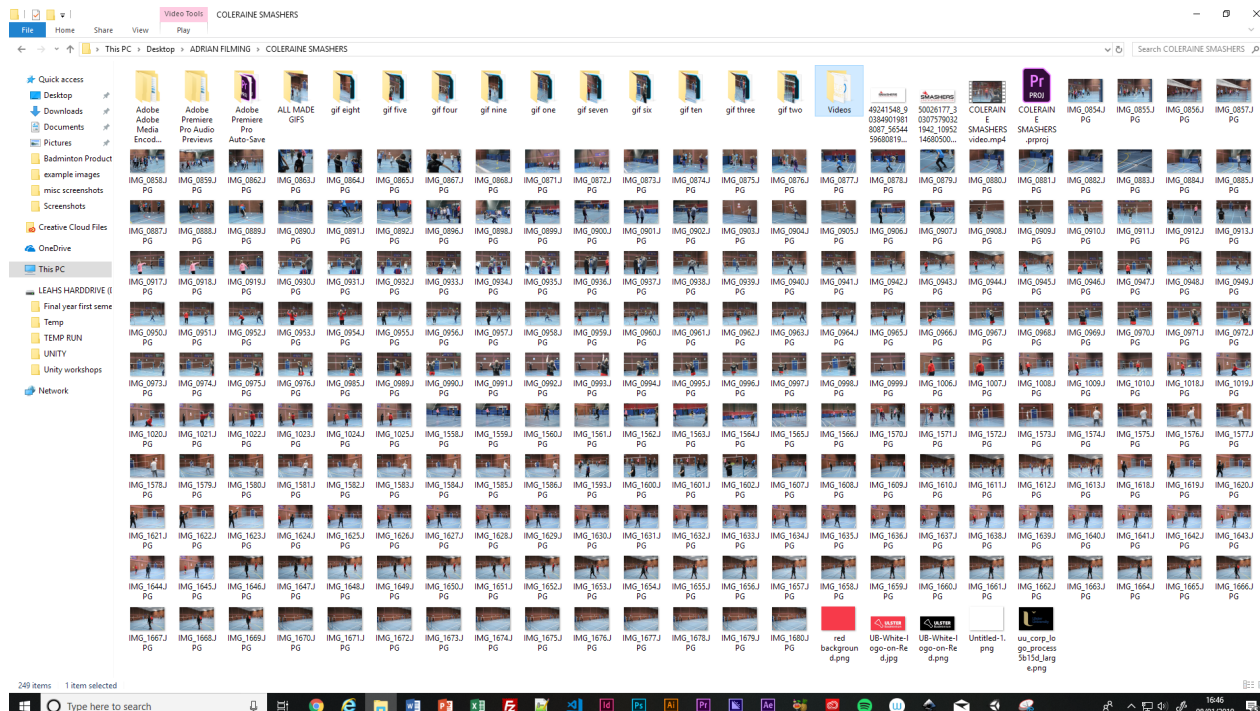
Coleraine Smashers

Coleraine Smashers footage taken



We took hours of footage in the Coleraine Smashers club as the lighting was extremely good in the venue. Myself and my team mate split the videos in half so I had the task of creating the Coleraine Smashers video and the Shuttletime video and Abbia took the Interview and Elmgrove Primary School. As you see above, this was the footage we had from Coleraine Smashers than was usable and was shot in an aesthetically pleasing way.

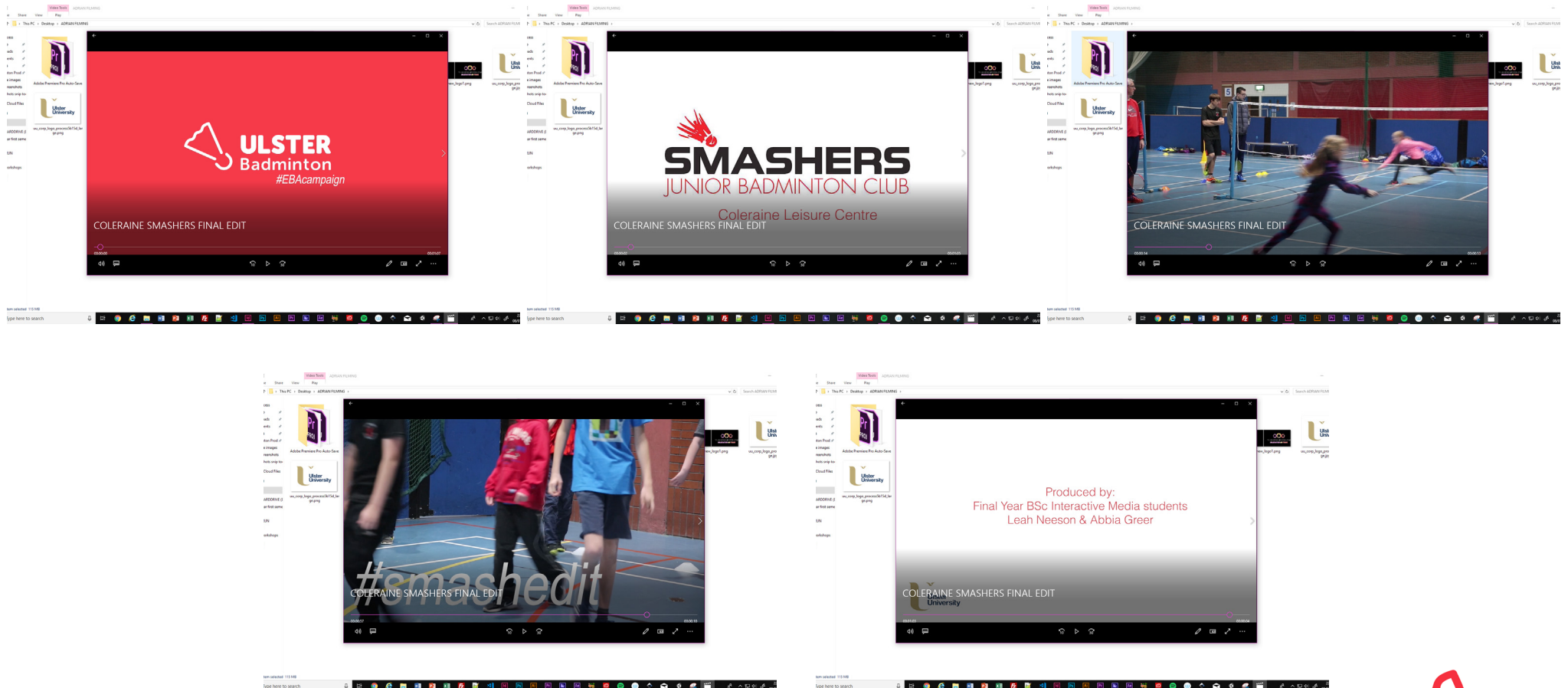
Coleraine Smashers photography taken



This is a screenshot of all the action shots that were produced for the Coleraine Smashers Junior club.

Created using Adobe Premiere Pro

Coleraine Smashers video



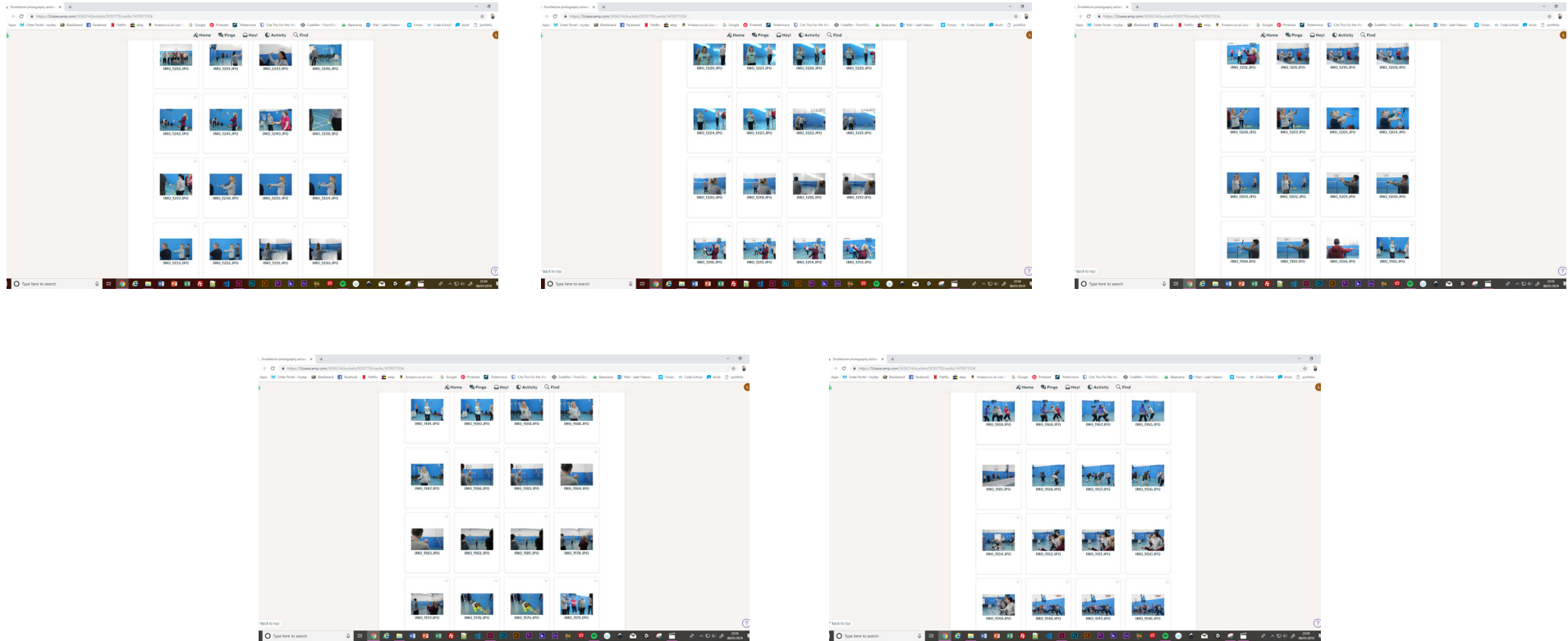
I took screenshots of the five main features within the video. I began the video with the ulster Badminton logo, then proceeded with the Smashers logo so the viewer can have a clear view as to what club this is for. I added lots of footage of girls playing as this was one of the things Andrew wanted to focus on in the promotional videos was attempting to get more girls involved. Finally I added the #smashedit hashtag, the science shop logo and our two names at the end with the Ulster University logo



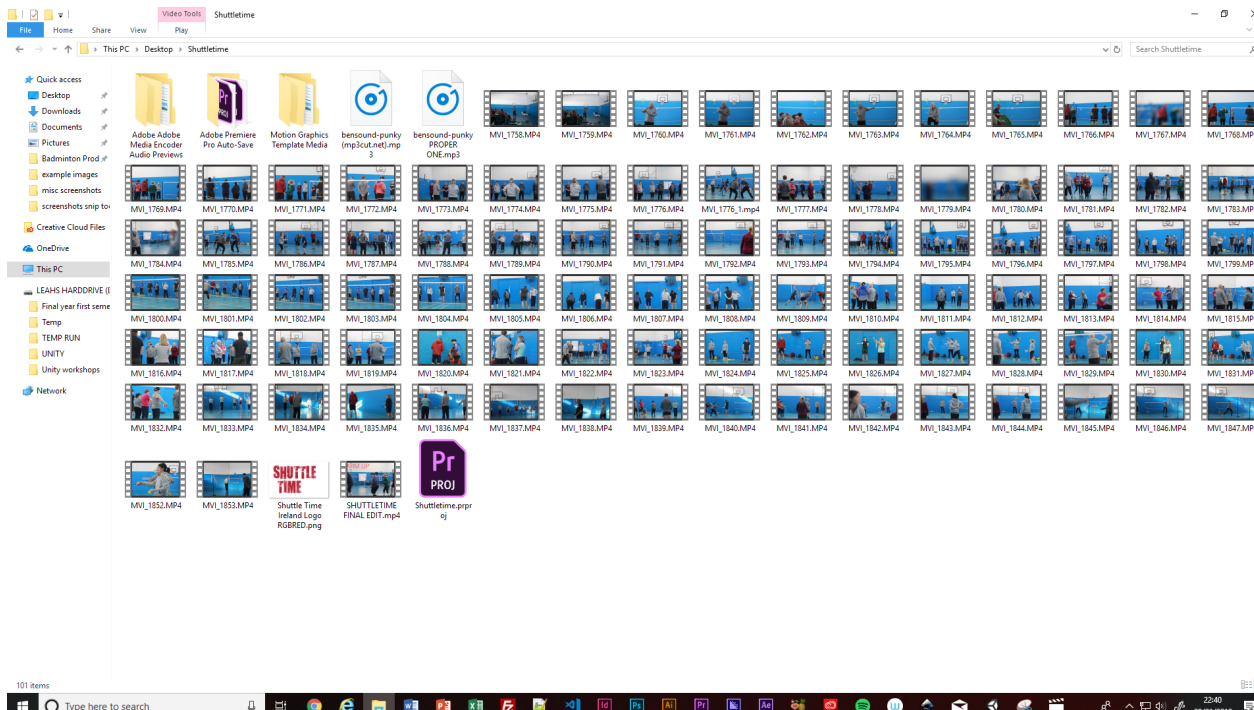
Shuttletime @ Queens Leisure Complex, Holywood

Shuttletime course photography taken

This is a screenshot of all the action shots that were produced for the Shuttletime course in Hollywood.



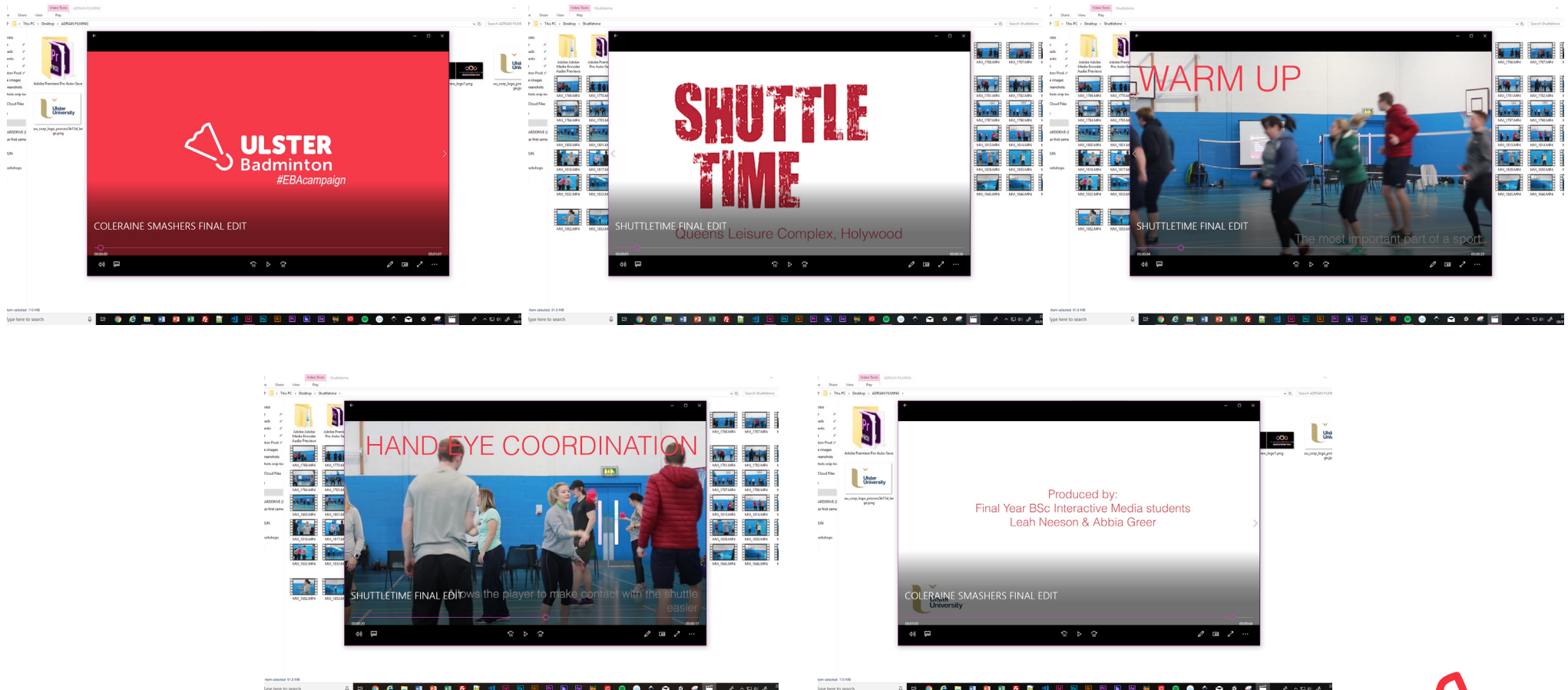
Shuttletime Course footage taken



This is a screenshot of all the footage that was produced for the Shuttletime Course.

Created using Adobe Premiere Pro

Shuttletime Course video



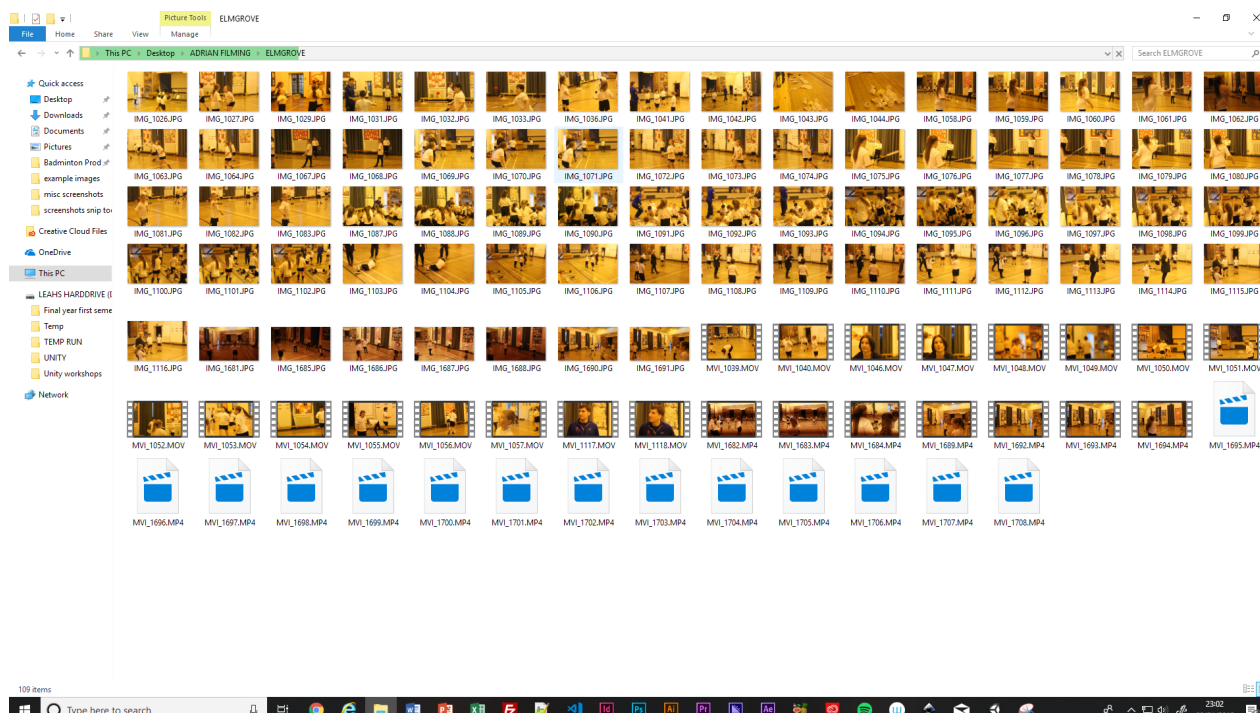
I took screenshots of the five main features within the video. I began the video with the ulster Badminton logo, then proceeded with the Shuttletime logo so the viewer can have a clear view as to what club this is for. I added buzzwords and their definitions throughout the video as I think it will engage the viewer more to what's happening in the shot. Ending the same as the Coleraine Smashers video with the science shop logo and our two names at the end with the Ulster University logo



Elmgrove Primary School



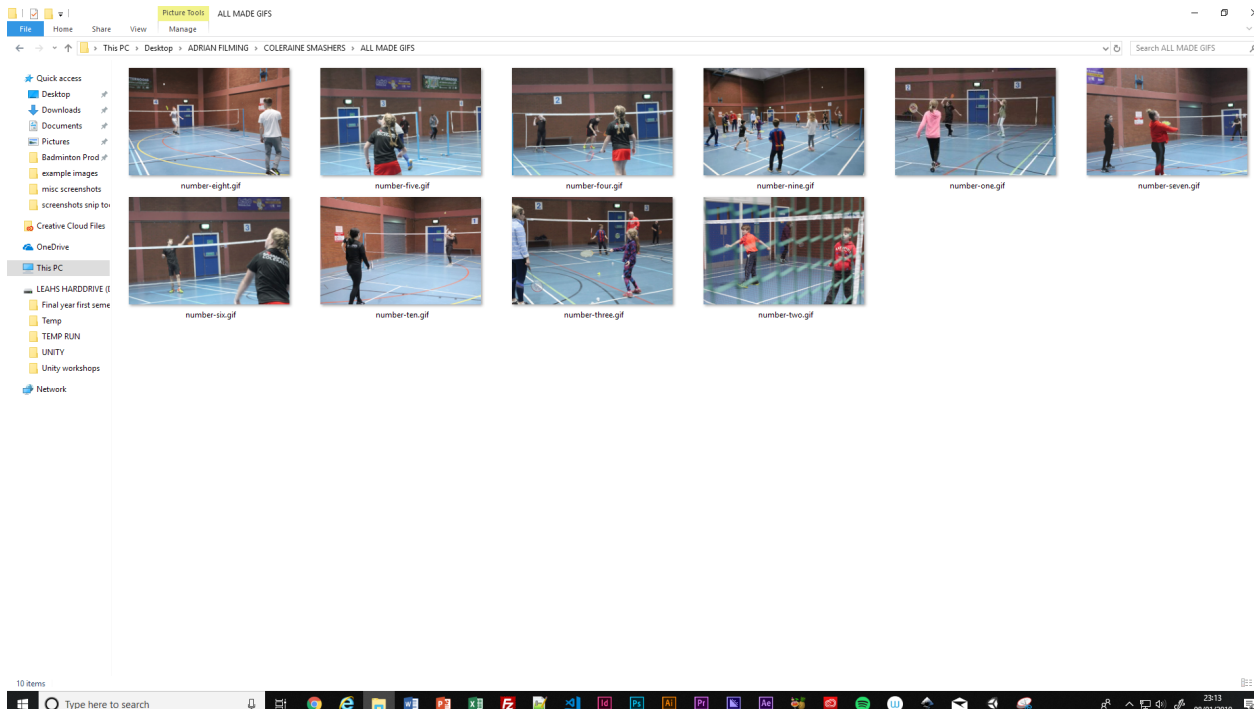
Elmgrove Primary School photography taken



This is a screenshot of all the photography that was produced for Elmgrove Primary Schools EBA Campaign. There was lots of colour corrected that needed to be done as the schools lighting was very yellow. Abbie was in charge of this video and Interview portion.

GIF's and Character Profiles

GIF creation process



I created ten high standard GIF's using the layer and GIF creator on Adobe Photoshop. This was a great and helpful process that me created well working and quick GIF's that will work perfectly on the clients Instagram accounts.

Character Profiles creation process

We decided to create Character Profiles for the Ulster Badminton Senior Team so that the users on Social Media could get to know the team better, we split the team in half so I took half the members profiles and Abbie took the other three. I created them in a tile order like on Instagram with the red one appearing first with changing hashtags, then the image of our player and finally the UB logo and the club sponsor below.



Club sponsors



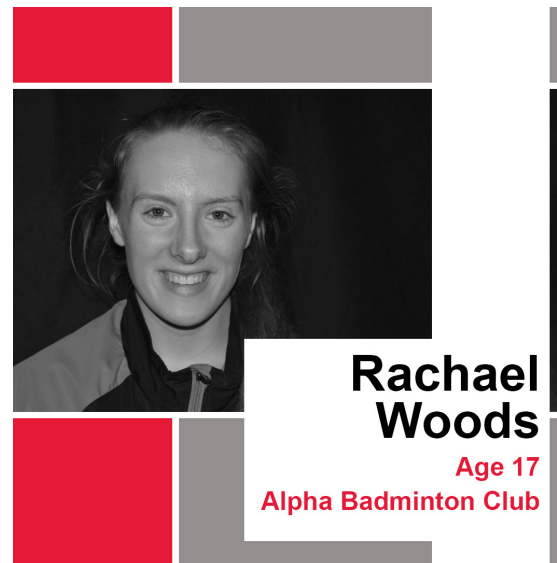
Character Profiles creation process

These were first drafts of the character profiles I created in which I kept the same colour scheme and added the persons name, age and club.



Character Profiles creation process

After consulting with my lecturer, I changed the size of their name so the viewer would know straight away who it was and I added a white stripe behind the image so that the background is set out as an abstract badminton court.



Conclusion and review

This task was an incredible learning module as getting the chance to work with clients from “the real world” was extremely helpful and rewarding as now we have an understanding of how to react and deal with real clients and their demands. The communication was our biggest issue with our client as it was challenging at times to receive a response however they let us create our vision and our ideas for their company which was a great opportunity. I believe myself and my team mate worked well together as we have worked together on other projects before and always came out with a strong result in the end. Furthermore, I believe the package that we set out to create for Ulster Badminton was met with the addition of other materials such as GIF's and character profiles that will enhance the usability of their social media platforms and hopefully engage others to join their social media accounts thus fulfilling our jobs as designers.

Conclusion

