

ALBERTO BORREGUERO



Production Log





CleanEvent Services

Danske Bank

HESPERADOS

HORIZON

Heineken

Harry Corry

ALMAC

Media

Asap

PEPSI

WALKER

THE 550 ARENA

550 ARENA

tenaline.co.uk

BOOJUM

DIAMOND ogilvie

Pizza Hut

foha CAB

90

naLine

Stena Line

Harry Corry

www.harrycorry.com

Harry Corry

CastleCourt

CastleCourt

CastleCourt

SUBWAY

TRAIN HARD

EAT FRESH

Heineken

Heineken

Heineken

Heineken

Heineken

Heineken

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The Team



Alberto Borreguero

Editor
Photographer
Videography
Creative Director



Ryan Pendleton

Editor
Photographer
Videography
Production Manager
Creative Director



Lauren Sharine

Creative Designer
Animator & Editor
Photographer
Videography
Product Manager

The Project

Belfast Giants

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 giants machine. Targeting disenable fans, families, young people and fatical fans. The first video would capture school pupil engagement and showcasing game and the arena as a family friendly spectator sport.

Client Background

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"

Tagline: "This is Belfast, We are Giants"

Product Schedule

PRODUCTION SCHEDULE	TASK	AIM	ACTION	COMPLETION
	SCOPING THE PROJECT	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)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	PROJECT PROPOSAL	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)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	TESTING STRATEGY	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)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	PAPER PROTOTYPE	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)	SIGN OFF Week ending Oct 26th

EVALUATION	REVISION			
	WORKING PROTOTYPE	Produce the first draft of videos in preparation for the pitch.	-Compile the footage captured for editing -Edit footage with graphic overlays (Ryan & Lauren) -Finalise first draft before exporting (All) -Export videos for the pitch (Ryan)	SIGN OFF Week ending Nov 23rd
EVALUATION	REVISION			
	TESTING PROTOTYPE	Recieve feedback from client after pitch.	-Test for look, feel and tone of the videos (All) -Ensure the videos fit within the brand guidelines of the client (All)	SIGN OFF Week ending Nov 30th
EVALUATION	REVISION			
	DESIGN ADJUSTMENTS	Use feedback given by client to influence and implement any changes suggested by the client. Completion of final draft.	-Finalise any edits and content needed for the final drafts of the videos to make them ready for delivery (Ryan) -Ensure the videos are optimised for targeted platforms. (All) -Evaluate the final product as a team (All)	SIGN OFF Week ending Dec 7th
EVALUATION	REVISION			
	FINAL PRESENTATION	Deliever final product to the client.		SIGN OFF Week ending Dec 12th

Client meeting

In this first meeting we were unable to meet Mark Brooks because he was in hospital, but Shane showed us the stadium and we were able to take some photos and prepare our shot list. I had to miss a Broadcast Journalism class.

On Oct 5, 2018, at 17:01, Mulrone, Claire <cm.mulrone@ulster.ac.uk> wrote:

MarkThanks for letting me know. Could we still arrange the tour? Could a colleague take it on your behalf.Sorry but I need the students to see the venue. Next week the students will be in week three of a 12 week semester and we need to start filming ASAP. With regard to developing the brief, we're hoping to develop two videos!The first video would capture school pupil engagement and showcasing game and the arena as a family friendly spectator sport. The second video would showcase the accessibility of the venue and the facilities to potential disabled fans. Do these two options meet your needs?Let me know about the tour and if you agree about the proposals for the videos.Good luck with operation. Kind regardsClaire

Sent from my iPhone

On 5 Oct 2018, at 16:42, Mark Brooks <mark@belfastgiants.com> wrote:

Hi Claire,Apologies - I just found out I will be in surgery early next week and will be off for a few days. I will drop you a line as soon as I get back to the desk and we will schedule something in.Let me know if you need anything else from me in the meantime..Mark

Mark BrooksCommercial Manager
Stena Line Belfast Giants



Claire Mulrone
Oct 8 · Notified 4 people

6

Mark Brooks can't make our meeting on Tuesday as he is going into Hospital. I asked for someone to lead the Tour of the SSE arena and he has appointed Shane Johnston.

In addition to this Mark won't be there for the meeting so I asked him for clarification on the videos so you can complete your brief for Thursday.

The first video would capture school pupil engagement and showcasing game and the arena as a family friendly spectator sport.

The second video to promote our core fanbase - These would be the fans who have supported the team for a wide range of years..since day 1 and from as recent as last season.

Here's are mine and his thoughts an email trail from Friday evening.

I'll meet you as planned at 11.00am tomorrow Tuesday 9th October at the VIP

Client meeting

Hi Claire,

No problem for Tuesday - Shane, cc-ed in, will meet you 11am at the South VIP Entrance.

We can't do 'Video 2' as, as a site, we have already done some work with disabled customers & JAM card.

We could shoot a second video promoting our core fanbase - something we discussed at the meeting. These would be the fans who have supported the team for a wide range of years..since day 1 and from as recent as last season.

'Video 1' sounds good - that will help for promoting groups attending home games.

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

Mark

Mark Brooks Commercial Manager
Stena Line Belfast Giants

Client meeting

Hello,

my name is Alberto Borreguero, I am a Broadcast Journalism student. The next week (Tuesday 9) I can't attend to the class because i have to go to Belfast because i have a meeting that I must go. This meeting is organaized by my other module, Interactivity for Social Enterprise.

Kind Regards,
Alberto



Swarbrick, Maggie <mm.swarbrick@ulster.ac.uk>
para mí ▾

jue., 4 oct. 9:33 ☆ ↶ ⋮

🌐 inglés ▾ > español ▾ [Traducir mensaje](#)

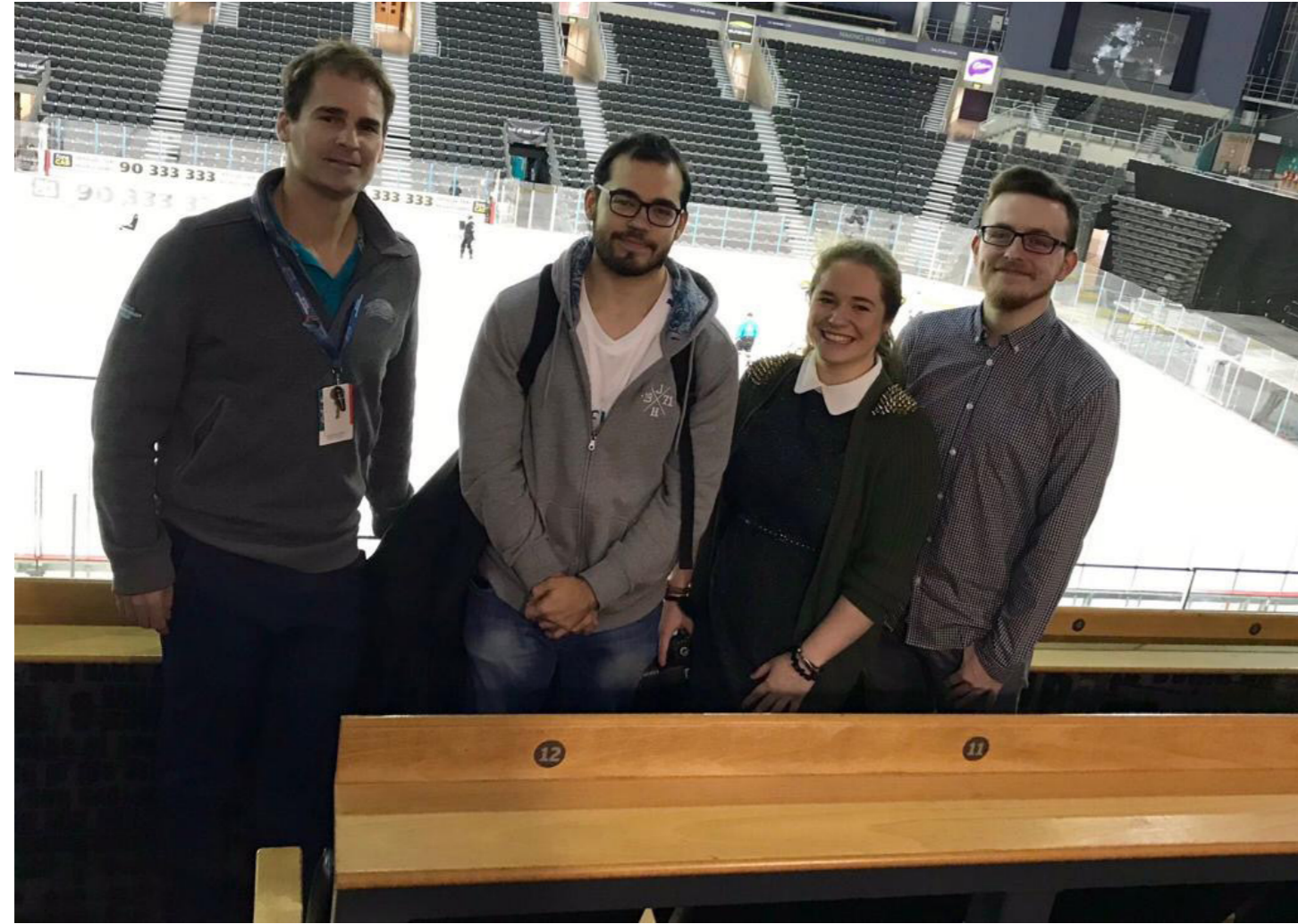
[Desactivar para: inglés](#) ×

Hello Alberto

Many thanks for letting me know. I'll see you the following week.

Maggie

Client meeting



16

Client meeting

17

The Brief

Benchmarking Competitors

Although Cliftonville F.C is not a direct competitor, they still draws in a high fan base within Belfast.

Community:

Cliftonville has a strong social conscience with the community, especially with the most needy. Cliftonville have lent support to Organ Donation Week, providing details of a series of events that had been arranged throughout September. The club also supports the Palestine Solidarity Campaign along side aiding donations for causes such as “Join Kodi’s Krew”, a young girl with a brain tumour in need of immunotherapy treatment.

Promotional Video:

Be part of the next character is the promotional video that Cliftonville F.C opened the 2015/16 NIFL season with. The video is a fast sequence of short shots showing Cliftonville fans and footage from games with accompanying music (“Dearg Doom” by Horslips). The promotional video uses a mixture of long shots and close up whilst focusing on the Fans. The graphic overlays on the video helps to express the fans passion, encouraging you to buy a ticket and be part of the community. This sentences are simple but strong, the repetition of “Be part of” connects with fans whilst creating a powerful tag line for the club. The down side to this video is quality of some of the footage used in the composition.

The Brief



Join Kodi's Krew

The Brief

Elite League

TEAM	Team	Website	Youtube channel	Subs	Most popular video	Views	Twitter	Followers
Nottingham Panthers	Nottingham Panthers	http://www.panthers.co.uk/	https://www.youtube.com/channel/UCyon6AP_RAh7pl4K0IK1hBA	4.941	Highlights: Panthers V Edinburgh 03/01/2015	347.232	https://twitter.com/PanthersIHC	29,9 tho
Cardiff Devils	Cardiff Devils	https://www.cardiffdevils.com/	https://www.youtube.com/channel/UCf443iLS7VvZa3V9QRH0Zmw/featured?disable_polymer=1	2.917	2016 10 20 Bruce Dickinson	78.072	https://twitter.com/cardiffdevils	45,2 tho
Fife Flyers	Fife Flyers	http://www.fifyes.co.uk/	https://www.youtube.com/user/FIFEFLYERSTV/featured?disable_polymer=1	3.293	NICKERSON FIGHTS MAKELA	181.706	https://twitter.com/FifeFlyers	20,3 tho
Coventry Blaze	Coventry Blaze	http://www.coventryblaze.co.uk/	https://www.youtube.com/channel/UCmwcMwN7iQVvzx1DWD3hPhg	2.581	Genting Casino Coventry Blaze vs Nottingham Panthers - 06/10/13	12.664	https://twitter.com/covblazehockey	22,8 tho
Dundee Stars	Dundee Stars	http://dundeestars.com/	https://www.youtube.com/channel/UCPkKGWPFn8EF5-dFEHT5Qlw	2.386	23/12/2012 - Stars v Flyers [SD]	20.173	https://twitter.com/DundeeStars	17,3 tho

The Brief

Sheffield Steelers	https://sheffieldsteelers.co.uk/	https://www.youtube.com/channel/UCkROPc1dZwX75luKXesiAsg	6.587	Sheffield Steelers - Rockstar - A Nickelback Homage	78.275	https://twitter.com/steelershockey	36,4 tho
Guildfords Flames	https://guildfordflames.com/	https://www.youtube.com/user/FlamesIceHockey	1.618	03 09 17 v Milton Keynes	5.415	https://twitter.com/flamesicehockey	14,2 tho
Glasgow Clan	https://www.clanihc.com/	https://www.youtube.com/channel/UCIHC	4.438	Bench clearance - Braehead Clan v Coventry Blaze January 29 2013	57.680	https://twitter.com/ClanIHC	29,9 tho
Manchester Storm	http://manchestersstorm.com/	https://www.youtube.com/channel/UCIJU4dWZJarOem5sm-MrnCA	2.246	A Guide to the Rules of Ice Hockey	28.640	https://twitter.com/Mcr_Storm	16,7 tho
Milton Keynes Lightning	https://mk-lightning.co.uk/	https://www.youtube.com/channel/UCMkLightningTV	1.369	Zamboni Movie	23.285	https://twitter.com/MKLightning	12,2 tho
Belfast Giants	https://belfastgiants.com/	https://www.youtube.com/channel/UCBelfastGiantsTV	4.370	Stena Line Belfast Giants vs Manchester Storm - EIHL - Saturday 12th September 2015	34.816	https://twitter.com/BelfastGiants	49,8 tho

The Brief

BELFAST FOOTBALL TEAM'S ANALYSIS

1. Cliftonville F.C

It is the oldest football club in Ireland. The club was founded in 1879 in the suburb of Cliftonville in north Belfast. The club play in Solitude stadium (capacity 6000). Cliftonville F.C has won the Irish League Premiership five times.

Website: <http://cliftonvillefc.net/>

Facebook: <https://www.facebook.com/cliftonvillefc> 13.040 followers

Twitter: <https://twitter.com/cliftonvillefc> 13.100 followers

Youtube: <https://www.youtube.com/user/YouRedsTV> 552 subscribers

The Brief

PROMOTIONAL VIDEO ANALYSIS

Video Title: Be Part Of The Next Chapter: 2015/16 Season Tickets

Summary: This video is the opening for the 2015/2016 season. The video is a fast sequence of short shots about Cliftonville fans and some football game with music.

URL: <https://www.youtube.com/watch?v=WDNdZ3K-q1o>

N°	Shot	Time	Graphic Images	Sound	Text
1	Close shot	0:00-0:01	No	No	No
2	Close shot	0:02-0:03	No	No	No
3	Long shot	0:03	No	No	No
4	Close shot	0:04-0:06	Yes	Yes (music)	<i>Be part of the passion</i>
5	Close shot (focus)	0:07-0:08	No	Yes	No
6	Close shot	0:08-0:09	No	Yes	No
7	Panoramic	0:10	No	Yes	
8	Big close shot	0:11	No	Yes	
9	Big close shot shot	0:12-0:13	No	Yes	
10	Long shot	0:14	No	Yes	
11	Long shot	0:15	No	Yes	
12	Long shot	0:16	No	Yes	
13	Long shot	0:17-0:19	Yes	Yes	<i>Be part of the glory</i>
14	Close shot	0:20	No	Yes	
15	Close shot	0:21-0:22	No	Yes	
16	Long shot	0:23	No	Yes	
17	Close shot	0:24-0:25	Yes	Yes	<i>Be part of the despair</i>

18	Long shot	0:26-0:27	No	Yes	
19	Medium shot	0:28-0:29	No	Yes	
20	Zoom out	0:30-0:32	No	Yes	
21	Long shot	0:33-0:36	No	Yes	
22	Close shot	0:37-0:38	No	Yes	
23	Long shot	0:39-0:41	No	Yes	
24	Close shot	0:42	No	Yes	
25	Close shot	0:43	Yes	Yes	<i>Be part of the red army</i>
26	Long shot	0:44	Yes	Yes	<i>Be part of the red army</i>
27	Long shot	0:45	No	Yes	
28	Long shot	0:46	No	Yes	
29	Long shot	0:47-0:48	No	Yes	
30	Long shot	0:49-0:50	No	Yes	
31	Close shot	0:51-0:53	No	Yes	<i>Be part of the roar</i>
32	Long shot	0:54-0:55	No	Yes	
33	Close shot	0:56-1:00	Yes	Yes	<i>Be part of the next chapter 2015/16</i>
34		1:00-1:16	Yes		<i>season tickets prices</i>

The Brief

BELFAST FOOTBALL TEAM'S ANALYSIS

2. Crusaders F.C

The club was founded in 1898. The club play in Seaview stadium. Crusaders F.C has won the Irish League Premiership seven times. His biggest rivals are Cliftonville.

Website: <http://www.crusadersfc.com/>

Facebook: <https://www.facebook.com/CrusadersNI/> 7.321 followers

Twitter: <https://twitter.com/CrusadersFC> 13900 followers

Youtube: <https://www.youtube.com/channel/UCsnIGq2h5YsefEvSv2n5VWQ> 961 subscribers

The Brief

PROMOTIONAL VIDEO ANALYSIS

Video Title: CRUSADERS LAUNCH NEW KIT FOR 2018/19

Summary: This video is the new Crusaders kit launch. In the video there is different people that are saying "I'm ready". They use a waist shot constantly.

URL: <https://www.youtube.com/watch?v=j11k4wDHu4kç>

N°	Shot	Time	Graphic Images	Music	Text						
						15	Waist shot	0:19	No	Yes	<i>I'm ready</i>
1	Waist shot	0:00-0:01	No	Yes	<i>I'm ready</i>	16	Waist shot	0:20	No	Yes	<i>I'm ready</i>
2	Close shot	0:02-0:03	No	Yes	<i>I'm ready</i>	17	Close shot	0:21-0:23	No	Yes	<i>I'm ready</i>
3	Waist shot	0:03	No	Yes	<i>I'm ready</i>	18	Detail shot	0:24	No	Yes	
4	Waist shot	0:04-0:06	No	Yes	<i>I'm ready</i>	19	Detail shot	0:25	No	Yes	
5	Waist shot	0:07-0:08	No	Yes	<i>I'm ready</i>	20	Detail shot with traveling	0:26-0:27	No	Yes	
6	Waist shot	0:08-0:10	No	Yes	<i>We are ready</i>	21	Detail shot	0:28-0:29	No	Yes	
7	Waist shot	0:11	No	Yes	<i>I'm ready</i>	22	Detail shot	0:30	No	Yes	
8	Waist shot	0:12	No	Yes	<i>We are ready</i>	23	Detail shot (defocus)	0:31-0:34	No	Yes	<i>Get your colors on</i>
9	Waist shot	0:13	No	Yes	<i>I'm ready</i>	24	Close shot	0:35-0:37	No	Yes	<i>Get ready</i>
10	Waist shot	0:14	No	Yes	<i>I'm ready</i>	25	Long song with panoramic	0:38-0:46	No	Yes	
11	Waist shot	0:15	No	Yes	<i>I'm ready</i>						
12	Waist shot	0:16	No	Yes	<i>I'm ready</i>						
13	Waist shot	0:17	No	Yes	<i>I'm ready</i>						
14	Waist shot	0:18	No	Yes	<i>I'm ready</i>						

The Brief

BELFAST FOOTBALL TEAM'S ANALYSIS

3. Glentoran F.C

The club was founded in 1882. The club play in The Oval stadium in East Belfast. Glentoran F.C has won the Irish League Premiership 23 times.

Website: <https://www.glentoran.com/>

Facebook: <https://www.facebook.com/officialglentoran> 12.907 followers

Twitter: <https://twitter.com/glentoran> 15.300 followers

Youtube: <https://www.youtube.com/user/officialglentoran> 1.382 subscribers

The Brief

PROMOTIONAL VIDEO ANALYSIS

Video Title: A Little Place We Call Home” | Drone Footage | The Oval

Summary: This video is a drone footage in The Oval. The video shows the Glentoran F.C stadium with a drone perspective.

URL: <https://www.youtube.com/watch?v=hLKmsgxEbGo>

N°	Shot	Time	Graphic Images	Music	Text
1	Panoramic long shot	0:00-0:07	No	Yes	No
2	Traveling long shot	0:07-0:11	No	Yes	No
3	Traveling long shot	0:11-0:16	No	Yes	No
4	Traveling long shot	0:16-0:23	No	Yes	No
5	Traveling long shot	0:24-0:31	No	Yes	No
6	Traveling long shot	0:32-0:37	No	Yes	No

7	Traveling long shot	0:37-0:45	No	Yes	No
8	Traveling long shot	0:46-0:52	No	Yes	No
9	Traveling long shot	0:53-0:59	No	Yes	No
10	Traveling long shot	1:00-1:09	No	Yes	No

The Brief

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, GoPro 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.

The Brief

Audience

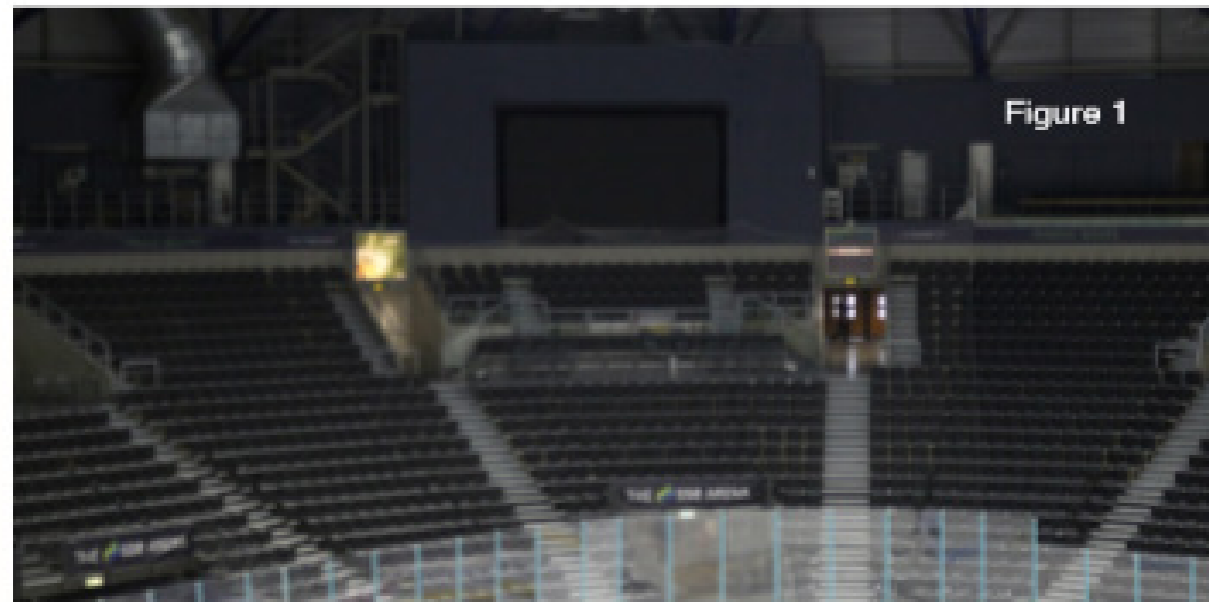
These videos are created with the core fan base and potential future season ticket holders in mind, the first video is intended to entice fans new and old, to bring a new generation of Giants fans with them with school children, youth groups and families as the main focus. We also hope to make schools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

Plataform

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)

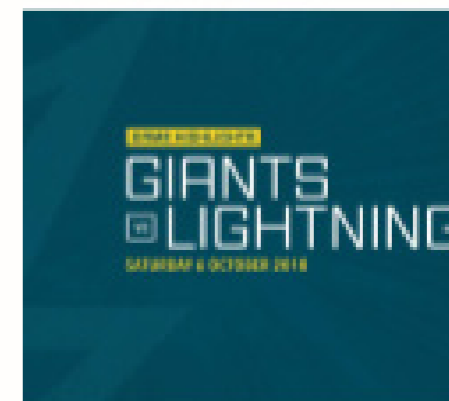


The Brief

Branding/ Look & Feel

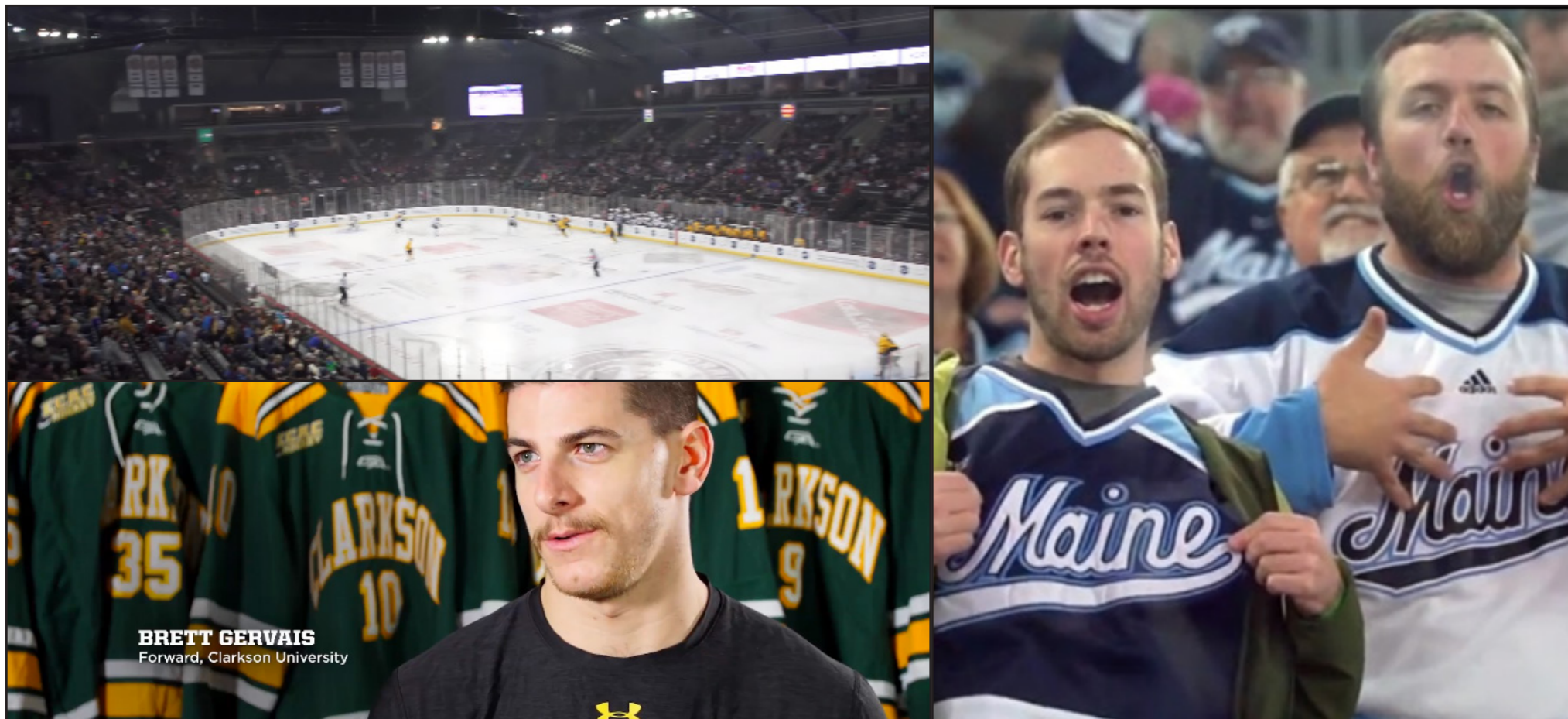
Our project team will utilise the existing graphics and brand guidelines provided by the client to ensure that the videos we produce ties to the aesthetic of existing content.

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 bass 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

Best Practice



The Brief

NI Connections Friendship Four 2017 - The Legacy

Tone:

This video shows the atmosphere that the fans and players create and experience at this event. The video shows game play and fan support, mixed with interviews. The use of the slow motion emphasize the details. Another noteworthy influence point is the use of footage which capture the fans and players together as these moment show the union between the players and the community.

Interviews:

This video use interviews as a narrative element; it consists of different interviews with players or team CEOs to give context to the Friendship Four tournament. The interviews guide the video and the audience, helping to transmit the idea of unity that the Friendship Four is based upon.

Key shots:

A wide shot time-lapse (fig.1) of the arena filling with fans complements the slow motion footage used later in the sequence.

Close Up slow motion shots emphasize the details, you can see the distinctive features in the players celebration or you can see the real fan reaction.

Why i choose this video:

I consider that this video is a good choice because it shows what the Friendship Four is and means. We can see the union between fans and the competition between teams. This tournament is a moment to enjoy hockey and to show the world how it is in Belfast, and the video communicates that well.

The Brief

Pre-existing content

TONIGHT'S SHIRT OFF THE BACK

1 FOR £2
5 FOR £5
15 FOR £10
40 FOR £20

24 JONATHAN FERLAND 27 KENDALL McFAULL 83 DUSTIN JOHNER 89 JONATHAN BOXILL

SHIRT OFF THE BACK

BUY YOUR TICKETS FROM SELLERS AROUND THE CONCOURSE

ELITE LEAGUE

HOOK 8

WYER 29

boojum

GIANTS VS FLAMES / WEDNESDAY 10TH OCTOBER / THE SSE ARENA / 7:30PM

COACH'S PREVIEW

AHEAD OF STORM & PANTHERS WEEKEND

Stena Line

The Brief

JUNIOR BELFAST GIANTS OFFICE

GAME DAY
PRESENTED BY boojum

NOTTINGHAM PANTHERS (7-9-6-1) 19pts VS BELFAST GIANTS (8-9-4-0) 18pts

Stena Line

PRE-SEASON DOUBLE HEADER

Stena Line

BELFAST GIANTS VS UNIVERSITY OF MANITOBA BISON

12 KYLE BAUN

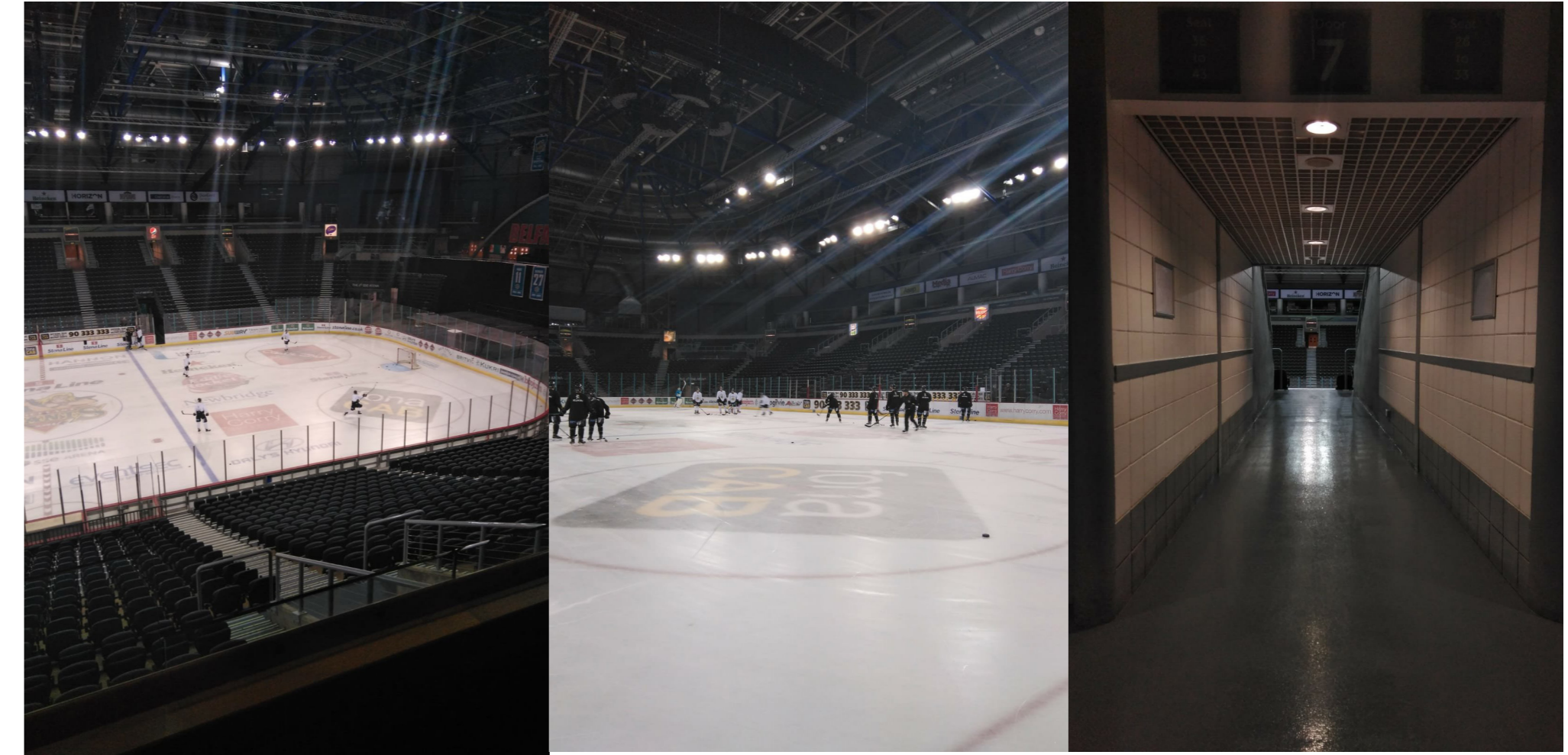
PLAYER SPONSORED BY DIAMOND

The Brief

Reece images



The Brief



The Brief

Client response to brief

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

The Brief

THIS IS
BELFAST



WE ARE
GIANTS

WARD
11

SCHULTE
27

STEWART
16




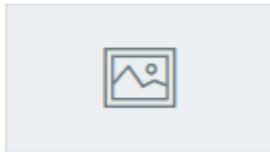
JOHNSON
4


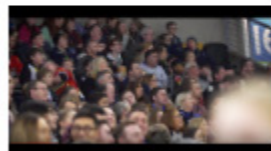

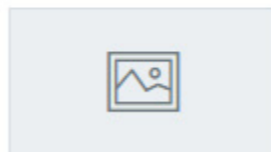
WALTON
10

KELMAN
14

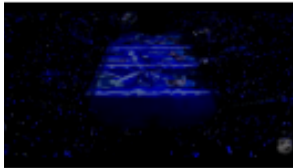



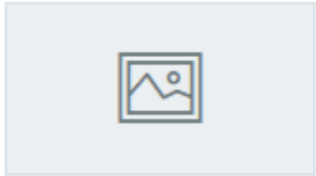
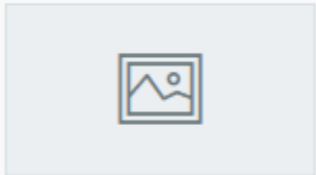


Fan video shot list

SCENE	SHOT	DESCRIPTION	SHOT SIZE	SHOT TYPE	MOVEMENT	EQUIPMENT
	# 1	Slow motion fans capture gol celebration	CS	Slow motion	Static	Equipment...
	# 2	Fans in the corridor, pre-match	WS	Shot Type...	Static	Equipment...
	# 3	Focus in a fan object like a flag	CS	Shot Type...	Static	Equipment...
	# 4	Fans and player together, in first view fan and behind a player	MS	Shot Type...	Static	Equipment...

	# 5	Focus in one (special, like costume, very old, concetrate) fan	CS	Shot Type...	Static	Equipment...
	# 6	Fans in the stadium	CS	Shot Type...	Pan	Equipment...
	# 7	Go into the stadium (corridor) (Tracking and pan later)	WS	Shot Type...	Tracking	Equipment...
	# 8	In the middle of the hockey rink to show how player feel fans support	WS	Eye Level	Pan	Equipment...

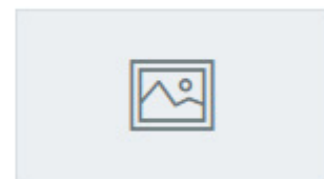
Fan video shot list

	#	9	During player presentation, without light fans shot (wide and close shot)	WS	Shot Type...	Static	Equipment...
	#	10	Stadium panoramic (corner)	WS	Shot Type...	Pan	Equipment...

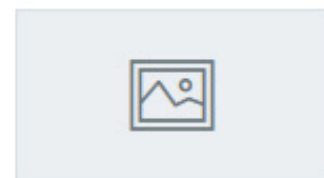
	#	1	Timelapse, people sitting in the stadium before match	WS	Shot Type...	Static	
	#	2	Many fans doing the same (celebrate,wave)	WS	Shot Type...	Pan	
	#	3	fans outside (in the doors)	WS	Shot Type...	Static	
	#	4	Fans in stadium	CS	Shot Type...	Static	



Fan video shot list



1 Fans interact between each other CS Shot Type... Static



2 Player taking a shot WS Shot Type... Pan



3 Interaction between player and fan CS Shot Type... Static

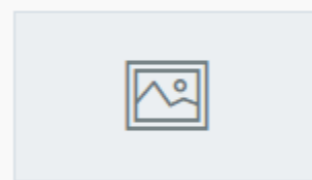


4 Player celebrate MS Shot Type... Static

SCENE	SHOT	DESCRIPTION	SHOT SIZE	SHOT TYPE	MOVEMENT
-------	------	-------------	-----------	-----------	----------

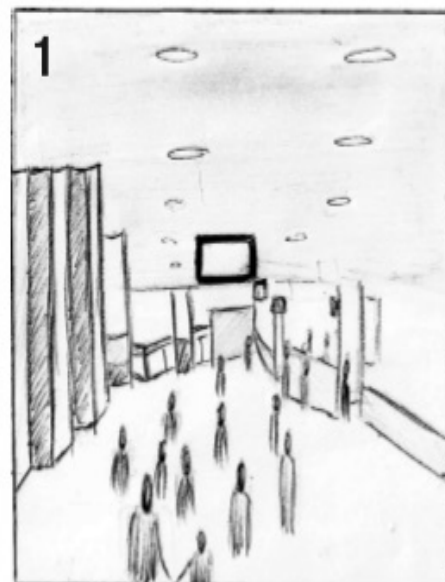


#	1	Bench	CS	Shot Type...	Static
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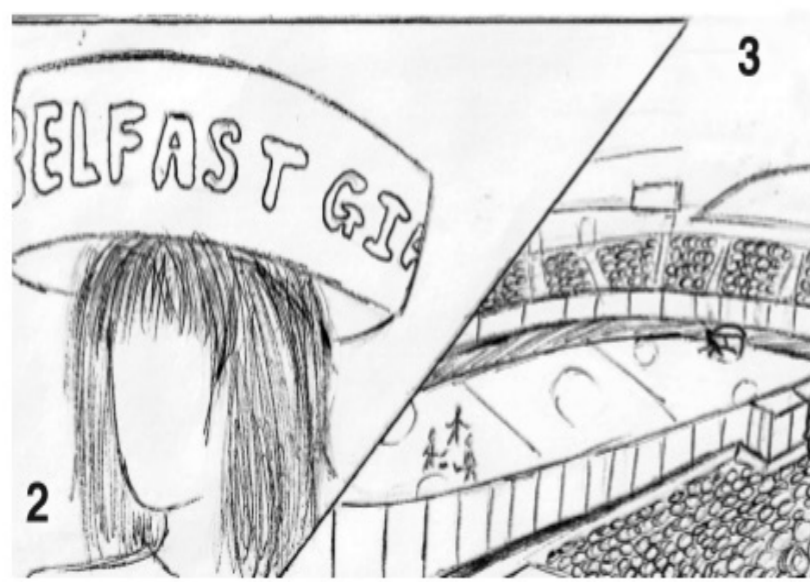


#	2	Fans interview	MS	Shot Type...	Pan
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Story boards

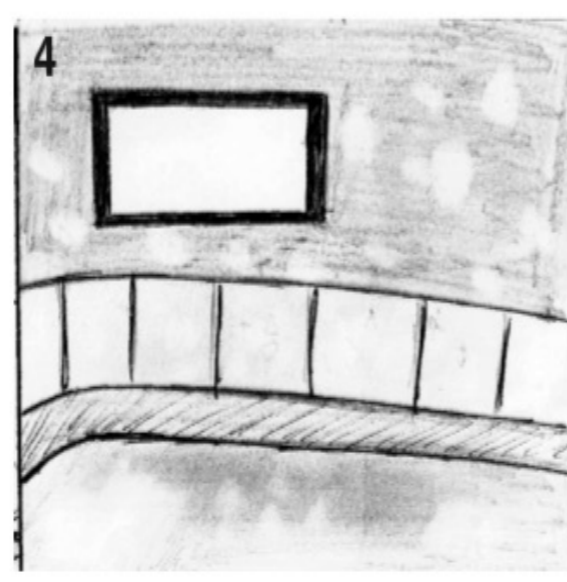


1-Atmosphere pre-match, preparation, different kind of fan, you can feel calm before the storm.



2 - With this shot it can see the fan passion, individual passion, can see details with slow motion, you can recognise yourself in the other person.

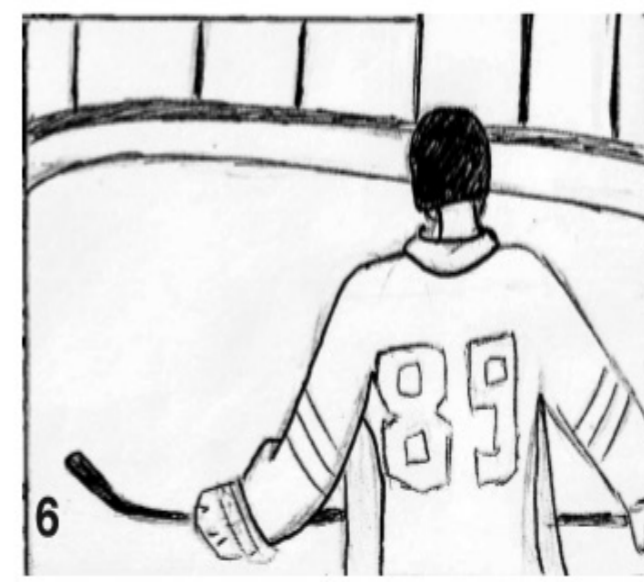
3 - Stadium, the connexion between fan and player.



4- Without light, only with the light of the fans phones during the presentation, other way to see the fans.



5-This shot show the player watching the game like a fan, they are part of the game although they don't play.



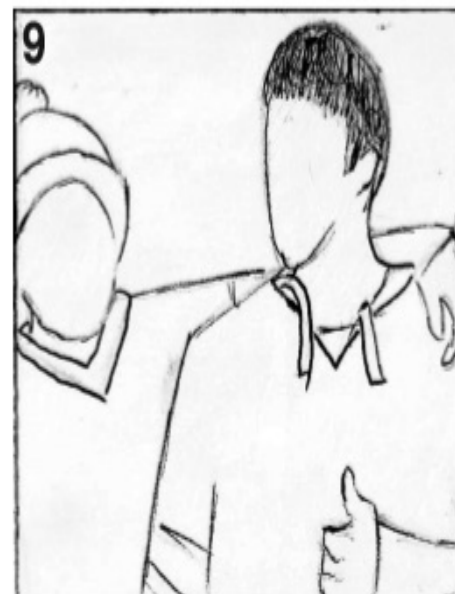
6-In this shot show how the player feel fans support



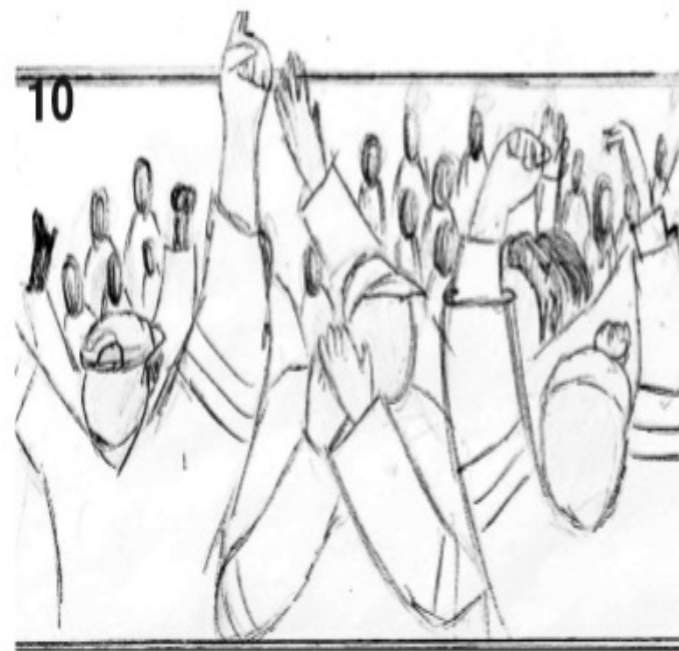
7-In this shot it focus in an object like a flag, this object is held by a fan, they hold the flag and with that they hold the team.

8-Fans and player together.

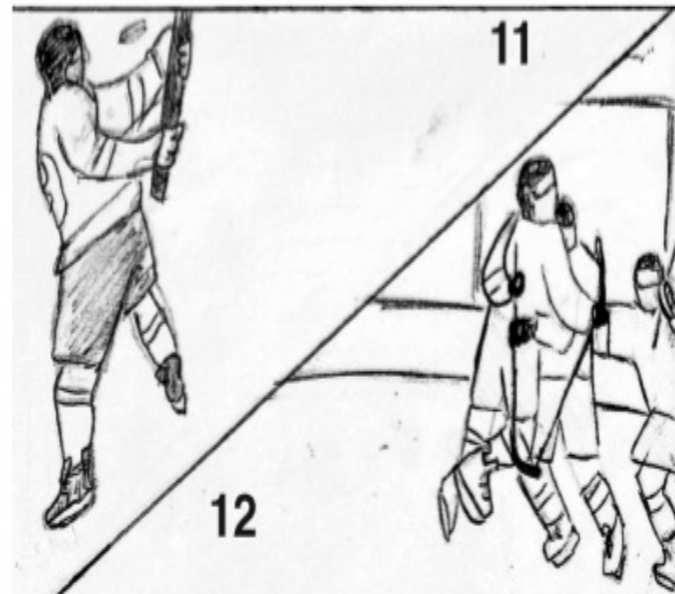
Story boards



9- Fans interact between each other; with this shot can see the community, the family, the brotherhood between fans

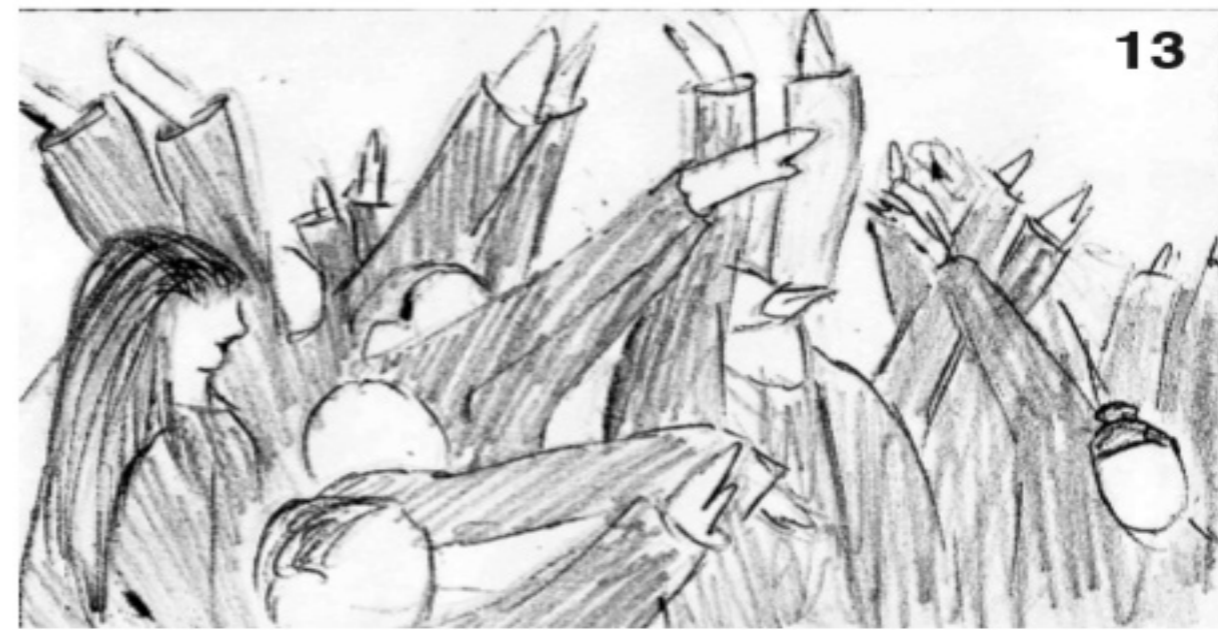


10- Goal celebration, ecstasy, joy, rapture



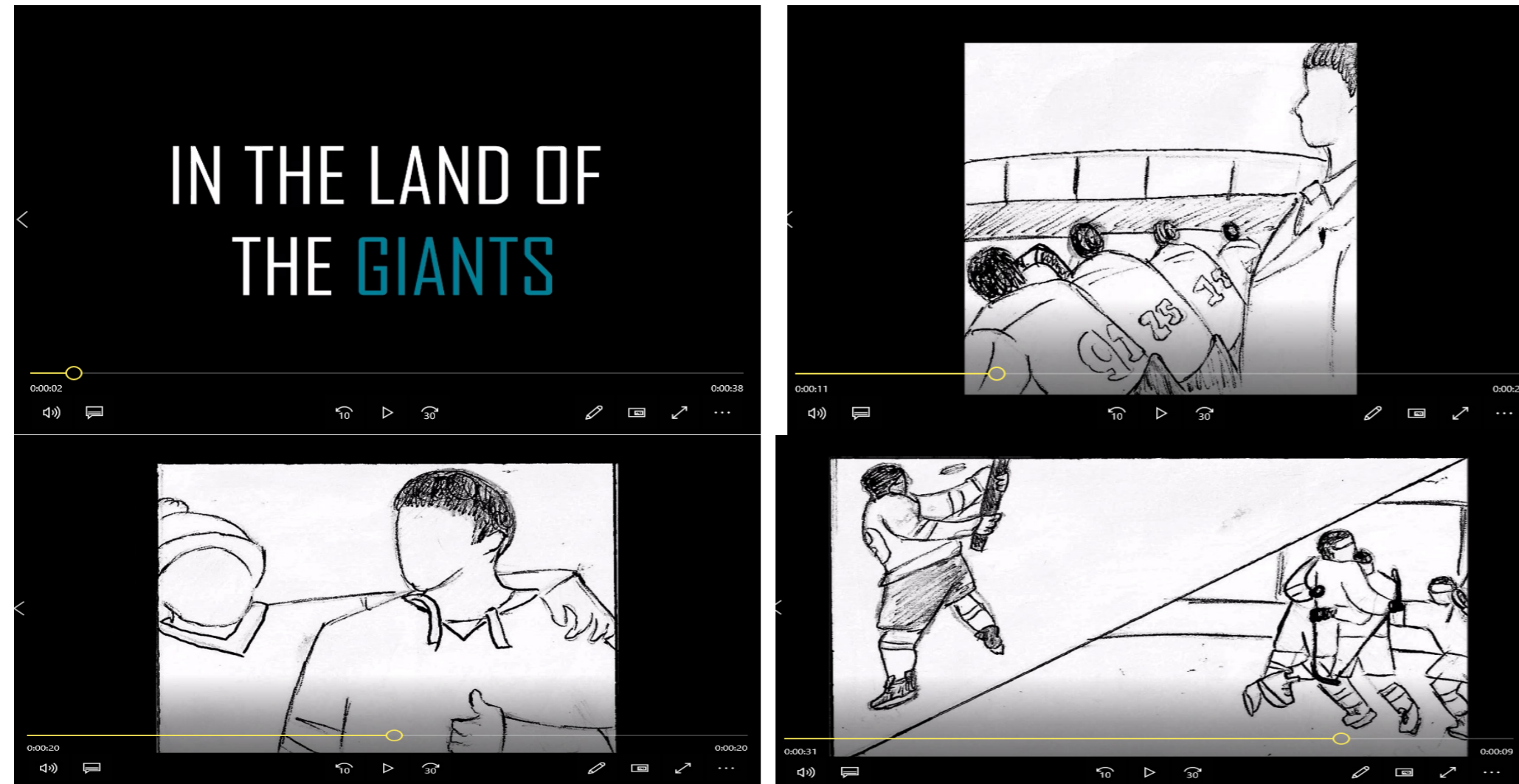
11- Player shot, focus in the player, in the action, fans are seeing it

12- Player celebrate like fan, show emotion



13- Many fans doing the same thing like a wave, this shot show the connexion between fans, they are like a family, move together, support together.

Fan Video with Story Boards



Video idea

The idea of the video is show how fans are part of the game. It seeks to demonstrate the connection between fans and players, with the fans like the seventh player.

The idea of the video is compare the situation that players live with situation that the fans live; for example, fans are going into the stadium and the player is going into the ice rink. We show that shot because we can see how the fans follow a ritual just like a player.

Another important feeling that we try to convey is the sense of community. Fans are like a family, the stadium and the match are a place and experience to share with your loved ones, your family and your friends.. We seek to communicate this with the adrenaline rush and the joy that the fans feel when they are seeing a game.

The video has two points of view and 3 steps, the fans and the players. It starts with pre-match shot (corridor, outside, bench) and then the presentation, the match and the evolution of the game, thought moments of anger, moments of joy, defeat and triumph. We also may talk with the fans and ask them about their passion for the Belfast Giants.

Pitch Revision

Notes

- Too much text
- Equipment list no in pitch
- Explain why
- Write up shot list, why each shot but no in Pitch
- Put in story boards order, is a story put into a narrative
- Create a video with music, we can show Marc
- Email for equipment
- Ask Marc about music copyright

The Pitch

Lauren took Ryan and me in her car. The meeting was on Thursday 8th of November in the Ulster University in Belfast. I prepared the videos with the story board and some lines to present my video idea. In the class before the meeting I had prepared and review my notes.

In the meeting first Lauren presented her ideas, then Ryan showed his video and showed his storyboards and video idea and, finally, I showed my video idea and the video. I was very nervous and I thought that I was going to forget my English. But the meeting went really well, and Mark liked our ideas.

I achieved my aim pf explaining my ideas and the intention behind my video. I wanted to demonstrate that fans want to be recognized like the seventh player and like an important part of the game. I defended my video because I think that in this video idea I mix the different feelings that a fan can live during a match.

The 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



Mid Project Reflection

I am very happy with my contribution to this work and with my team; Lauren and Ryan help me very much. I am learning so much about the process of creating a promotional video for a company. I did not previously know concepts like “The Brief” or “The Pitch”. I think that we are working very well together, even if the first days were a little chaotic but now it’s all perfect. We have our schedule and we are keeping to the deadlines without problem. I do not yet know how to use “Toggl” but I am using the time sheet.

I think that my group have had excellent ideas as put together the videos. Lauren’s animation is amazing. We have worked together to finalize the brief, we distributed the work and I think that we have been well organised and coordinated. To prepare The Brief I watched many ice hockey videos and read some books in relation to sports marketing (it is in bibliography). I had been totally unfamiliar with ice hockey before this project and at first the situation was uncertain and confusing. At the beginning of the semester it was very difficult for me because I could not understand Lauren and Ryan’s English. Both were patient and helped me as I improved my English and now I can understand them well.

To prepare the shot list I watched some sport movies to learn about how they use the shot to express feelings. I prepared 20 shot that I am going to use when I film. I was very impressed with the storyboards that Lauren painted; it’s very useful to explain the video narrative.

I’m happy with my video idea as I hope that this type of video is a good way to connect with the fans. I was able to explain it to Marc and I think that I can do a very efficient fan video. I am learning a lot of things and I think that is a very useful module to introduce yourself to real life work.

Production Preparation

Hi Mark,

Equipment List for Belfast Giants Shoot

- 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

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



ALMAC HORIZON

90 333 333 90 333 333

ogilvie 90 333 333 StenaLine SUBWAY

Newbridge Heineken HANNON EventsSec

Filming Phase I

In the first filming phase we filmed the Continental Cup. There were three matches between Belfast Giants and three European teams (Medvescak Zagred, Ritten Sport and GKS Katowice) We filmed in the SSE Arena in Belfast. In these three days (15,16 and 17 of November) I had to take the train at 2pm in Coleraine to be in the stadium at 4:30 pm and I had to take the train back at 10:40pm from Victoria Street Train Station. I came back to my house at 00.30am because I had to walk from Coleraine bus station to my house in the University. We took the equipment 14 of November at 09:00am and we gave back on Monday 19 at 04:30pm.

First of all we took the equipment and we went to the North entrance where Marc was waiting for us every day to take us from the door to the suite. In the suite we prepared our equipment to film and we put some camera in the tripod to film too. Before the match started I take the FS5 camera and went to the stadium to film.

The first day I tried to film all the shots from my shot list that involved fans, because of the three days of filming, this was when there were more Belfast Giants fans (focus in the Belfast Giants corner). The first day I learnt how use the camera and took 100 videos, and filmed 7 shots from my shot lists.

The second day I had to go to the equipment reception to take the handle bar. In the stadium went to the bench and locker room to film the players, I filmed their warm-up and a punch almost hit me but I got good player shots. Then I filmed the game and the fans, making 153 videos and taking all the shots of my shots list.

On the third day I filmed the player presentation with two cameras at the same time, I put one camera in the ice rink glass hole with the tripod to film the players and I took other camera in my hand to film the fans reaction. I filmed fans and players, taking 99 videos.

Screens



Screens



Screens



Email with Mark

Filming Today Recibidos x

Lauren McConkey jue., 15 nov. 9:38 ☆
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 ho

Mark Brooks <mark@belfastgiants.com> jue., 15 nov. 11:12 ★ ↩ ⋮
para Lauren, Adrian, mí, Claire, Ryan ▾

🌐 inglés ▾ > español ▾ [Traducir mensaje](#) [Desactivar para: inglés](#) x

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
Sent: 15/11/2018 11:12

Email with Mark

Lauren McConkey vie., 16 nov. 14:15 ☆
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 ton

Mark Brooks <mark@belfastgiants.com> vie., 16 nov. 15:00 ★ ↩ ⋮
para Lauren, Claire, Adrian, mí, Ryan ▾

🌐 inglés ▾ > español ▾ [Traducir mensaje](#) [Desactivar para: inglés](#) x

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 something else out 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..? I do not 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

Mark Brooks
Sent: 16/11/2018 15:00

Filming Phase II

In the second filming phase we filmed the Friendship Four Tournament. There were four matches between four NCAA college ice hockey teams from Boston. On this occasion were Boston University, Yale University, The University of Connecticut and Union College all competing to hoist the Belpot Trophy for their university.

We filmed in the SSE Arena in Belfast. In these two days (23 and 24 of November) I had to take the train at 12noon from Coleraine to be in the stadium at 2:00 pm and I had to take the 10:40pm train home from Victoria Street Train Station, returning to my house at 00.30am because I had to walk from Coleraine Bus Station to my house in the University.


In these two days I did not have to film because my focus was on the Belfast Giants fans but I took some shots to help my team mates and I filmed many schoolboys because in the first day there was a lot of school pupils in the stadium. In the second day I filmed some Belfast Giants fans that I found among the public. I had all the shots that I needed because I had filmed also during the International Cup.


Screens



Email with Mark

Friendship Four Filming Recibidos x ↕ 🖨 📧

 **Lauren McConkey** jue., 22 nov. 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 ...

 **Mark Brooks** <mark@belfastgiants.com> jue., 22 nov. 10:41 ★ ↩ ⋮
para Lauren, mí, Ryan, Claire, Adrian ▾

🌐 inglés ▾ > 🌐 español ▾ [Traducir mensaje](#) Desactivar para: inglés x

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


Mark Brooks
Commercial Manager
Stena Line Belfast Giants

70

Email with Mark

Friendship Four Filming Recibidos x ↕ 🖨 📧

 **Ryan Pendleton** vie., 23 nov. 13:01 ★
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 w...

 **Mark Brooks** <mark@belfastgiants.com> vie., 23 nov. 13:35 ★ ↩ ⋮
para Ryan, Lauren, Adrian, Claire, mí ▾

🌐 inglés ▾ > 🌐 español ▾ [Traducir mensaje](#) Desactivar para: inglés x

No problem - see you guys soon.

Send me a message when you're close..

Mark

Mark Brooks
Commercial Manager
Stena Line Belfast Giants

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Editing Phase I

First, I had to compile the videos from Lauren's laptop, she sent to me by Wetransfer and then we used a pen drive to transfer the biggest files. When I had all the videos, around 500, I watched all and I selected the videos that I was going to use in the edit.

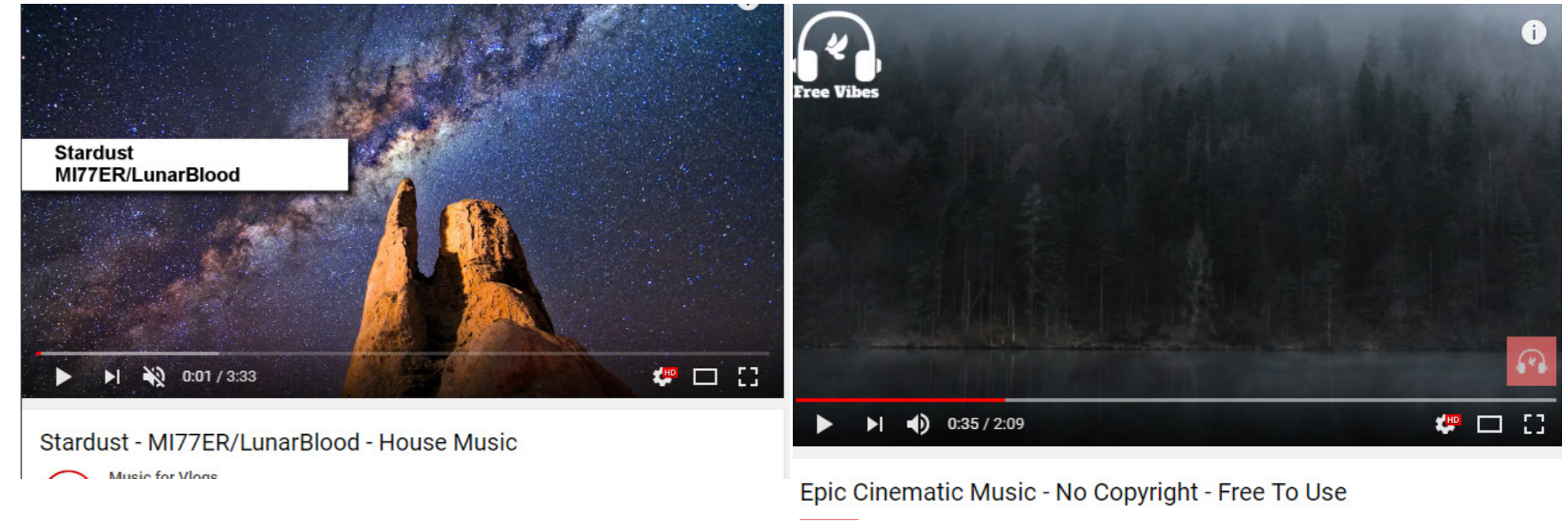
I also had to select music. I was going to use "The Phoenix", a Fall Out Boy song, but I can't use this song because it is under copyright. I had to look sites where I was be able to achieve free royalty music, I used Youtube, Soundcloud and Freeaudio-library, and finally I found the song "Stardust" by Mi77ER from Youtube.

I had to learn how use Premiere. At home, in my university I learnt how use Avid but not Adobe Premiere. I downloaded the program and watched some tutorial to learn how import videos, export videos, edit, and so on.

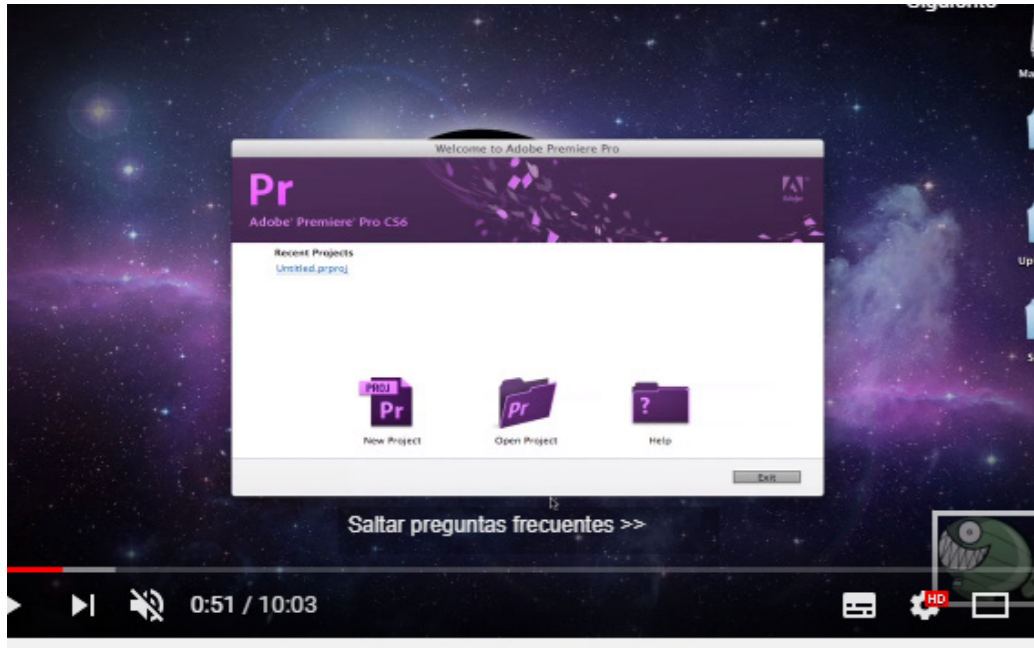
There were some issues with the videos and Premiere. Premiere cannot import XML videos that were the format of our videos. I did not previously know about that and I tried to solve the problem thinking I had a problem with my laptop. When I knew that Premiere cannot import this kind of video I downloaded a video converter and changed the format of all the videos. This meant, I had to check through several programs until I found the best program to maintain the high-quality of the video.

There was a decision to make two videos. Lauren asked me if I could change the music and use calmer audio because I had lovely scenes, and for this reason I decided to make two videos. I had to find more music without copyright and I found "Epic Cinematic Music" by Brian Rian Rehan from Youtube.

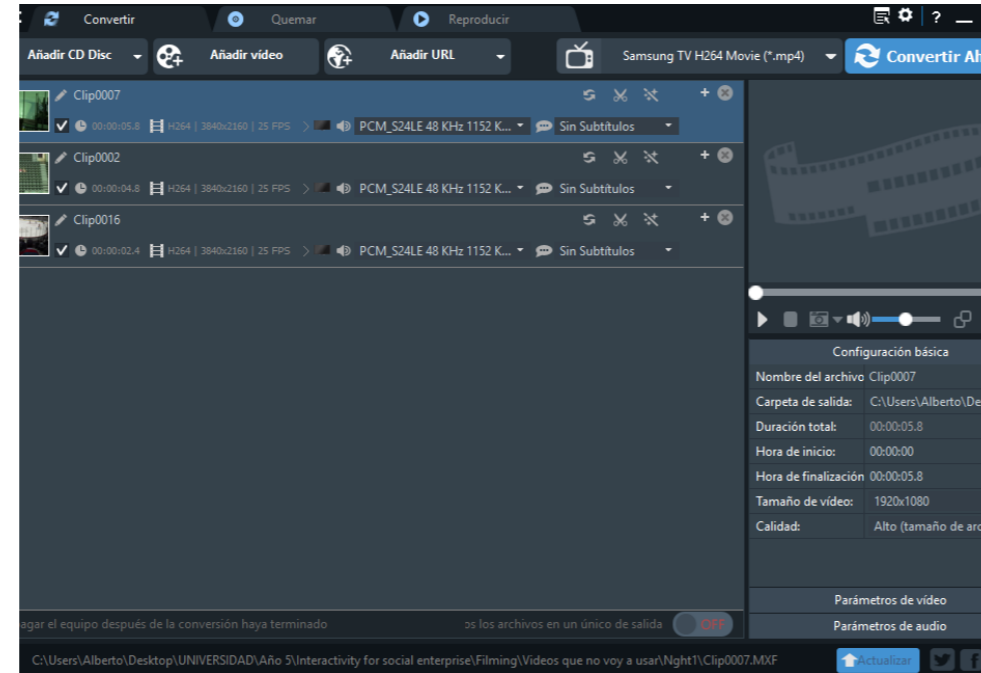
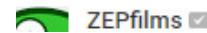
Editing Phase I



Editing Phase I



Adobe Premiere Pro - #1: Primeros pasos



Editing Phase II

Edition video 1: I use the pitch video to guide my editing. I prepared the title using the quote “In the Land of the Giants everyone is equal”. The first scene is four videos with fans going into the stadium in quick motion and one video where the players go into the ice rink. Then, there were videos with fans and players during the game (some in slow motion). Later there is a moment of calm with fan and player scene where they interact between each other. Then I repeat with scenes of fans and players before the game, and during it until the end. I used electronic and fast music to communicate energy and I connected the music with the images of people’s movement.

Edition Video 2: in this second video I used many videos that I had used in the first video, such as the first scene, but in this case the videos are in slow motion. The first part of the video begins with a celebration but then I focus on the fans before the game. Later I mix scene of fans interacting each other and players interacting during the match. With this music the rhythm of video decreased and it created a different atmosphere where the focus turns to little details.

Addition of words to the video: I decided to add words to the video because I think that it provides important support, the words guiding the spectator. I use the same typeface that we use in the title quote.

Editing Phase II

This screenshot shows the video editing software interface for slide 76. The main preview window is split into two panels. The left panel shows a large crowd of spectators in a stadium, with a timecode of 00:00:01:23. The right panel shows a group of people walking in a hallway, with a player in a teal and black jersey with the number 34 and the name 'BAUN' on the back. The timecode for the right panel is 00:00:05:02. Below the preview windows is a multi-track timeline. The video track (V) contains a 'Family Video Storyboard' clip. The audio track (A1) contains a clip titled 'Stardust - MI77ERLunarBlood - House Music.mp3'. The interface includes a media browser on the left with a list of video clips, and various control panels for effects, audio, and metadata.

76

Editing Phase II

This screenshot shows the video editing software interface for slide 77. The main preview window is split into two panels. The left panel shows a view of an ice hockey rink from behind the goal, with a timecode of 00:00:02:13. The right panel shows a group of people walking in a hallway, with a player in a teal and black jersey with the number 14 and the name 'BAUN' on the back. The timecode for the right panel is 00:00:04:22. Below the preview windows is a multi-track timeline. The video track (V) contains a 'Family Video Storyboard' clip. The audio track (A1) contains a clip titled 'Epic Cinematic Music - No Copyright - Free To Use.mp3'. The interface includes a media browser on the left with a list of video clips, and various control panels for effects, audio, and metadata.

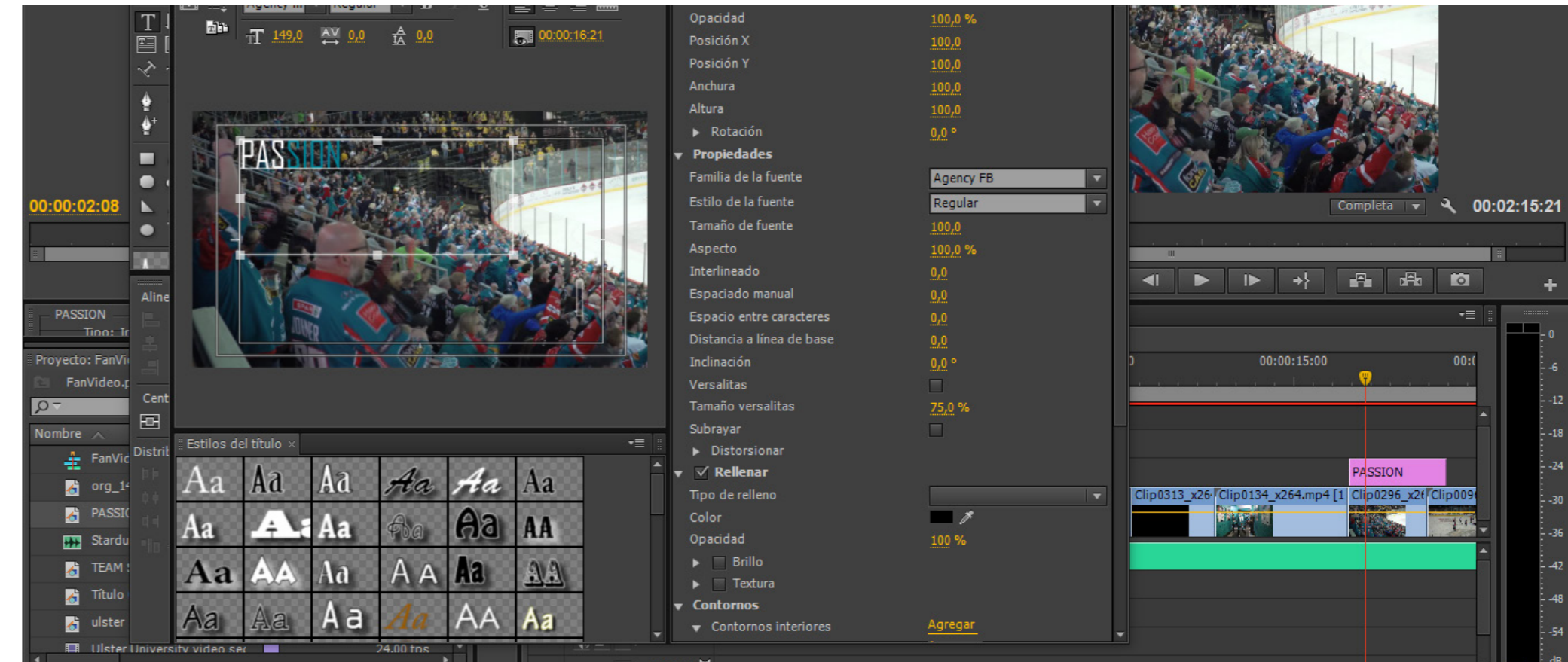
77

Feedback an ist drafts

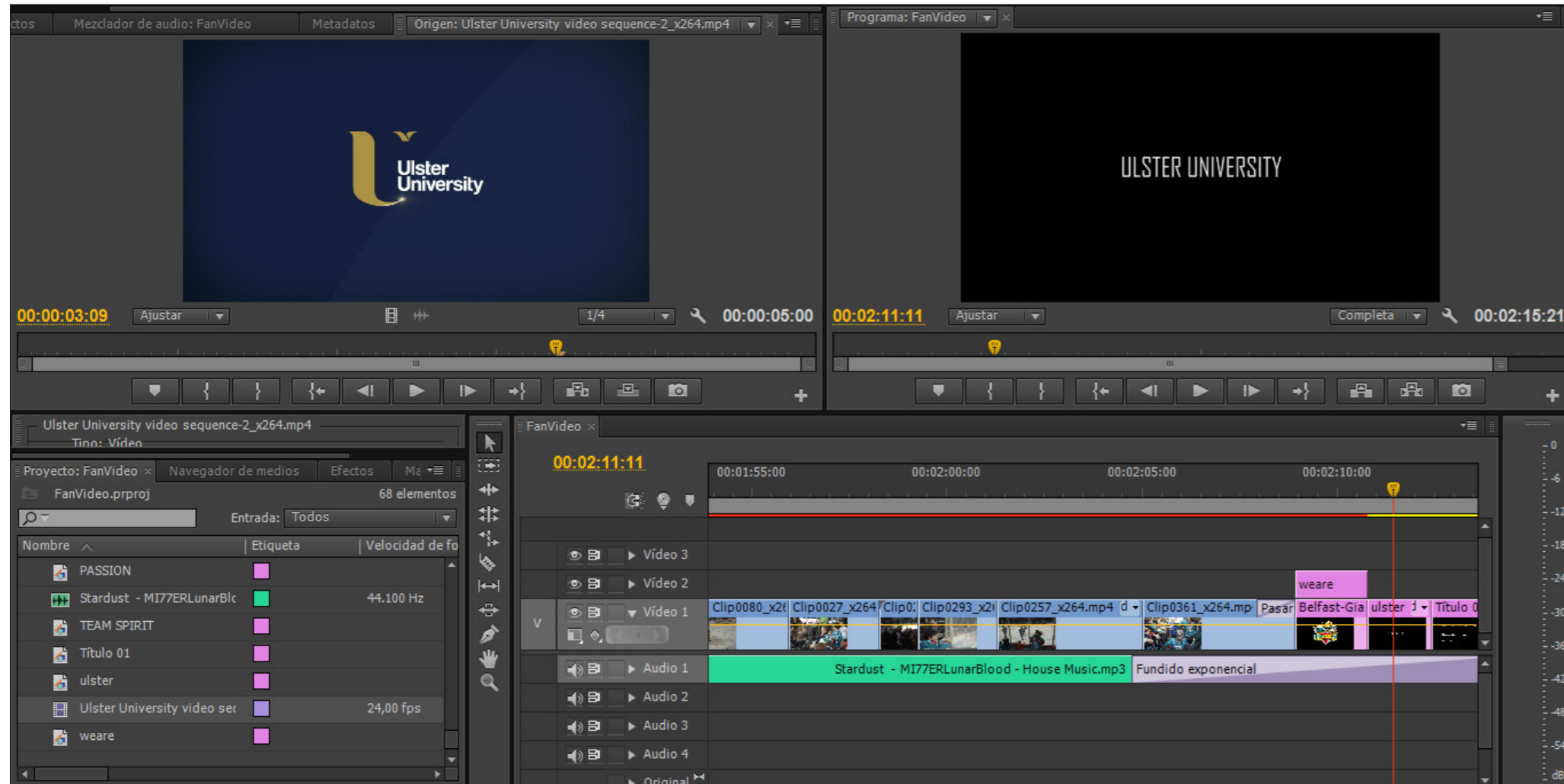
- Change word color, all the words must have the same color.
- Change the University Logo
- Add a hashtag #WEAREGIANTS
- Add the Science Shop Logo

Editing Phase III

I changed the word colour and the University Logo. There had been a problem with the university logo because I used other logos and in the end had to change two times. I added the Science Shop Logo with Premiere.



Editing Phase III



80

Feedback an ist drafts

Alberto - There appears to be some pixelation within your footage, could just be my laptop but please check at the below times just incase:

Video One:

- 30 secs

-1.05

-1.25

-1.42

Video Two:

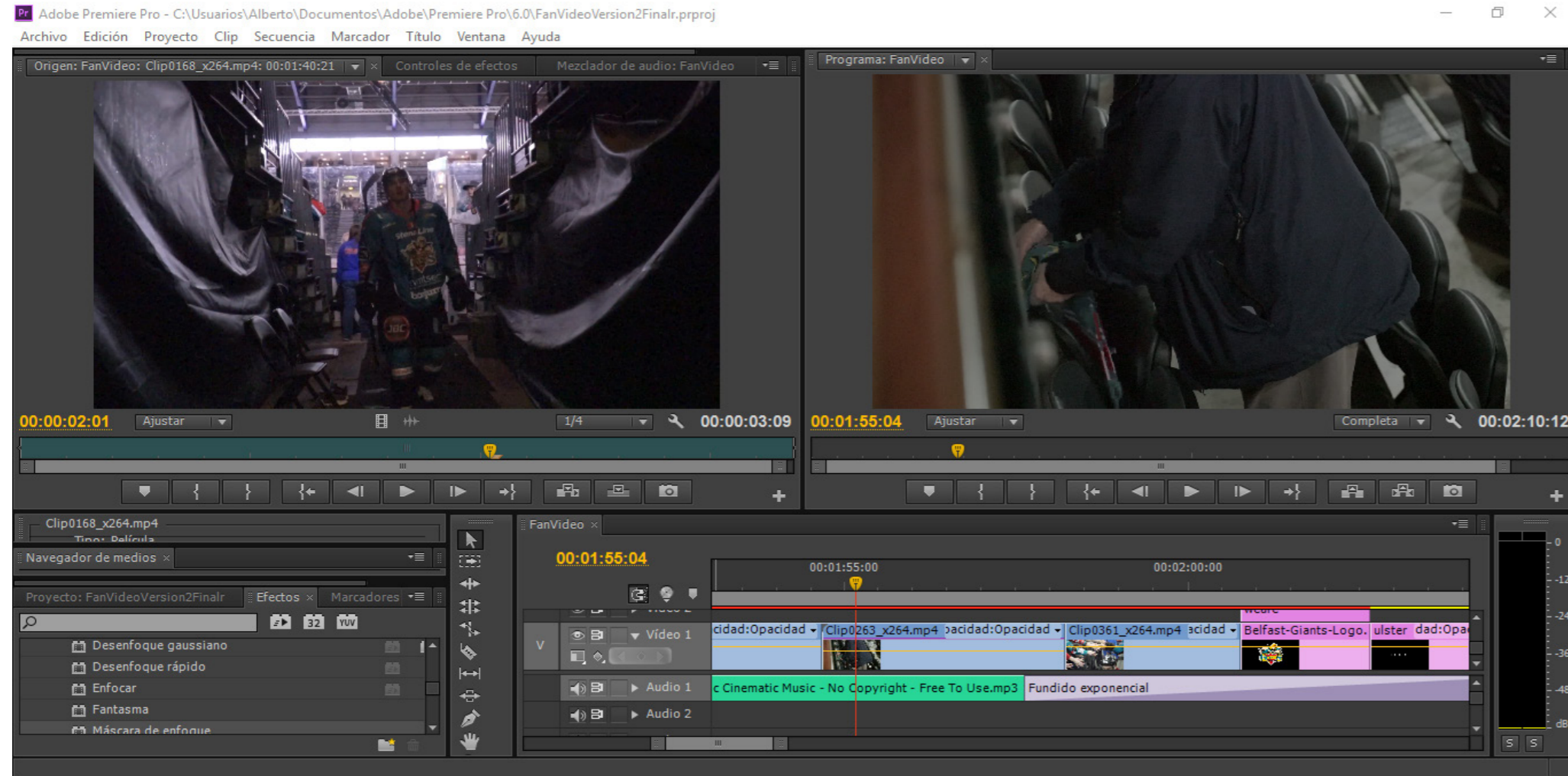
-56 secs

-1.32

-1.40 - the video appears to glitch or jump here

81

Editing Phase IV



82

The Final Production

Belfast Giants FanVideo with VO

Duration: 2' 19'

In words: "For me is everything"

Out word: "I am a Belfast Giants"

Summary: Belfast Giantst promotional videow here there is fans and players videos mixed with epic music.

Music: Track: Brian Rian Rehan - Dark

Music provided by Brian Rian Rehan

Watch: youtu.be/FBvYpS-F7OBI



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The Final Production

Belfast Giants FanVideo2

Duration: 2' 18'

Summary: Belfast Giants promotional video here there is fans and players videos mixed with electronic music.

Music: This video uses the audio "Stardust" from MI77ER/LunarBlood, with Creative Commons CC BY-SA 3.0.
<http://bit.ly/licenseCCSA30>
Fuente: Soundcloud.com
Mp3 Music Download: <http://bit.ly/1WmbOtY>





Rock Breakers NI KUKRI Harry Corry www.harrycorry.com Heineken Heineken Heineken StenaLine stenaline.co.uk Cool FM boojum DIAMOND ogilvy



Final Project Reflection

I think that our videos are very good. Family Video and POVvideo I think that are a well done videos that can connect with the Belfast Giants Family. The POVvideo is very original and very attractive to see in social media because is short and different.

FanVideo with Voice Over: I edit this video and the music but Lauren add the voice over and change something. I wanted to edit the voice over too but it was not possible because Lauren took the voice over on December 21 and I was in Spain and she didn't send me. I should have changed a little bit the voice over but Lauren did a good work.

FanVideo2: I think that this video is good. I like how music and images are connected because I think that improve the video and make more enjoyable. I think that this video can connect with Belfast Giants fans.

I work so much in this project and I am very proud with the final production. We have had problems but we fixed and I think that my team have done a good job. We have all learned from all and worked very well as a team. Mark is impressed with our videos and this was the final goal.

Project management

I think that my team and I had done an excellent work with this video. We have had many problems, for example, my computer is old and slow, and many days Lauren said me only with one day that I need to change something. I think that we need to improve the communication between us. However, with stress, we were able to finish the videos.

This module has been very expensive to me because I have to pay all the transport from Coleraine. I spend in transport 57,6 pounds.

I am very proud of the videos. It was the first time that I have to prepare a professional video for a company. May be the video is not the most original, I hope to improve in the next videos that may I have to create. I learnt so much about Premiere and I think that is very useful to edit video, is easier and faster than Avid.

I need all my patience with my computer because it is very slow and many time all the programme collapse and I have to restart. I have saved my work constantly and I have not lost my videos.

Client Liaison



Mark Brooks <mark@belfastgiants.com>

para Lauren, mí, Adrian, Claire, Ryan ▾

11:27 (hace 4 horas) ☆ ↶ ⋮

🌐 inglés ▾ > español ▾ Traducir mensaje

Desactivar para: inglés x

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

English

I have sent my production Log to Francis Kane. Francis is my English teacher, he helped me to correct my grammar and vocabulary mistakes.

3.

Video idea:

The idea of the video is show how fans are part of the game. ~~It seeks, this video need~~ to demonstrate the ~~connection~~ connection between fans and players, with the fans like the seventh player.

The idea of the video is compare the situation that players s live with situation that the fans live; for example, fans are going into the stadium and the player is going into the ice rink; we show that shot because we can see how the fans follow a ritual just like a player.

~~Ano~~Other important feeling that we try to convey is the sense of community. ~~F, fans are~~ like a family, the stadium and the match are a place to joy and experience to share with your loved s ones, your family and your friends ~~brother, your friends, your grandson~~. We seek ~~are going~~ to communicate ~~all of this and mix~~ with the adrenaline rush and the joy that the fans feel when they are seeing a game.

The video has ~~is~~ two points of view and 3 steps, the fans and the players. It starts with pre-match shot (corridor, outside, bench) and then the presentation, the match and the evolution of the game, through it can be moments of anger, ~~ry, moment of joy, etc.~~ defeat and triumph. We also ~~Also we can~~ talk with the fans and ask them about their passion for the Belfast Giants. ~~Encourage confusion encourage.~~

English

5. Mid-Project Reflection

I am very happy with my contribution ~~to in~~ this work and with my team; Lauren and Ryan help me very much. I am learning so much about the process ~~of the~~ creating a promotional video ~~for the~~ a company. I ~~did not previously~~ ~~en't~~ know concepts like "The Brief" or "The Pitch". I think that we are working very well together, ~~even if~~ the first days were a little chaotic ~~but now it's all~~ perfect. We have ~~our the~~ schedule and we are keeping ~~to~~ the deadlines without problem. I do ~~not~~ ~~yet~~ ~~n't~~ know how to use "Toggl" but I am using the time sheet.

I think that my group have ~~had~~ excellent ideas ~~as put together to make~~ the videos. ~~The~~ Lauren's animation is amazing. We have worked together to finalize the brief, we distributed the work and I think that we have ~~been well organised and coordinated a very well organization.~~ To prepare The Brief I watched many ice hockey videos and read some articles in relation ~~to with~~ sports marketing. ~~I had been totally unfamiliar with, I didn't know anything about~~ ice hockey ~~before this project and at first the situation was uncertain and confusing.~~ At the beginning of the semester it was very difficult ~~for the~~ me because I ~~could not~~ ~~didn't~~ understand Lauren and Ryan's ~~English. Both, his accent was very strange for me but they~~ were patient and ~~they~~ helped me ~~as and~~ I improved my English and ~~now~~ I can understand them ~~well.~~

To prepare the ~~shot~~ list I watched some sport movies ~~s~~ to learn about how they use ~~the~~ shots to express feelings. I prepared 20 shot that I am going to use when I ~~will~~ film. I was very impressing with the storyboards that Lauren painted; it's very useful to explain the video narrative.

Timesheet

TIMESHEET						
University of Ulster						
Name Group Member:	Alberto Borreguero					
Month/Year:	2018					
Project Title:	Belfast Giants					
Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	27/09/18	Team and choose a project	4			
Friday	28/09/18			Reading about Spo	2	
Monday						
Tuesday						
Wednesday						
Thursday	04/10/18	Prepare Schedule	4			
Friday						
Monday	08/10/18			EliteLeague excel	3	
Tuesday	09/10/18			Odyssey Arena visit	4	

Timesheet

Wednesday					
Thursday	11/10/18	Brief Document	4	Competitor Analysis	2
Friday	12/10/18	Final Brief Document	1		
Monday					
Tuesday					
Wednesday					
Thursday	18/10/18	Fan video shot list	6		
Friday					
Monday					
Tuesday					
Wednesday	24/10/18	First Pitch Deck	1		
Thursday	25/10/18	Pitch Deck correction	6		
Friday					

Timesheet

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday	30/10/18	Fan Video and Storyboards fina	7			
Wednesday						
Thursday	01/1/18	Present Pitch and Graffic Screer	4			
Friday						
Monday	05/11/18	Final Pitch and Fan video	2			
Tuesday	06/11/18	Prepare meeting with mark	2			
Wednesday						
Thursday	08/11/18	Prepare meeting with Mark	4	Meeting with Mark	4	
Friday						
Monday						
Tuesday						
Wednesday	14/11/18	Collect equipment	1			
Thursday	15/11/18	Filming Day 1	5			
Friday	16/11/18	Filming Day 2	5	Filming Day 3	5	

Timesheet

Monday	19/11/18	Production Log, leave equipme	6			
Tuesday						
Wednesday						
Thursday	22/11/18	Edit	4			
Friday	23/11/18	Filmin Day 4	6	Filming Day 5	6	
Monday	26/11/18	Production Log	5			
Tuesday						
Wednesday	28/11/18	Editing/ Music	4			
Thursday	29/11/18	Select videos	6			
Friday	30/11/18	Edit videos	8			

Timesheet

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	03/12/18	Edit	4			
Tuesday	04/12/18	Edit	3			
Wednesday	05/12/18	Edit	6			
Thursday	06/12/18	Edit	8			
Friday	07/12/18	Production Log	2			
Monday	10/12/18	Edit	4			
Tuesday						
Wednesday	12/12/18	Edit	6			
Thursday	13/12/18	Edit and Production Log	8			
Friday	14/12/18	Edit				

Timesheet

Monday						
Tuesday						
Wednesday	19/12/18	Production Log	2			
Thursday						
Friday	21/12/18	Production Log	2			
Monday						
Tuesday						
Wednesday	26/15/18	<u>Production Log</u>	2			
Thursday	27/12/18	<u>Production Log</u>	2			
Friday						

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