

The background is a vibrant red. In the top left, there are two thick black wavy lines. In the top right, there are several red rectangular dashes of varying lengths, some pointing towards a target symbol. The target symbol consists of several concentric black circles. In the bottom right, there are two thick white wavy lines and several white rectangular dashes, some pointing towards the target symbol.

MED526

# Production Log

Kelsey Hume



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# Introduction



For this project, our chosen client was Carers NI. Carers NI are an organisation that looks out for carers and to make life easier for carers. According to the Carers NI website, they operate an advice and information service for carers and professionals, dealing with a range of issues such as carers' benefits, community care and services for carers. They also run carers' groups that offer carers a chance to meet with other carers to share their experiences and reduce the feeling of isolation. We met with Lesley, part of Carers NI, who explained what she wanted us to create for the organisation.

Our Group was to create a short video, a series of posters and a motion graphic. The video would be a series of clips of carers saying three sentences, for example 'I am a mother, I am a teacher, I am a carer'. The video is to highlight the role of a carer and show that they may have other responsibilities


to balance. The posters would be to be used on social media and print and follow the same 3 sentences, and the motion graphic would be to show some facts about carers in Northern Ireland.

Since there were three in our group we gave the responsibility of the video to Lisa, the motion graphic to Niamh and I took the responsibility of the posters. Although we would all have our own input in to each of these so that they all had the same style and colours used.

Throughout this production log you will see our design process, our communication with the client and how we tackled corrections to our designs.



**carers NI**



# Client Brief

# About Carers NI

Carers NI is an organisation based in Belfast which operates an advice and information service for carers and professionals, dealing with a range of issues such as carers' benefits, community care and services for carers. They provide a wide range of leaflets, booklets and a regular newsletter for carers, members and professionals.

Carers NI aim to make life better for carers. Along with offering expert advice, support and information, they also connect carers so no-one has to care alone.

Carers NI offer carers the chance to meet with other carers through their network of local groups, to share experiences and reduce the feeling of isolation. Carers NI also raise awareness of the role of carers and inform Government and policy makers of their needs.

## Aims

Our objectives for this project are to make people aware of Carers NI and hope that people will be able to come forward and identify themselves as carers to be able to seek available support from the organisation.

We will capture footage of people who already identify as well as something else that they think identifies who they are. We will ask them a few questions about themselves and in the end, have a short clip of the individual being interviewed saying such phrases as "I'm a mum, I'm a bank manager, but I'm also a carer." This will be repeated with several other participants to create a short, snappy video that can be used as a social media campaign.

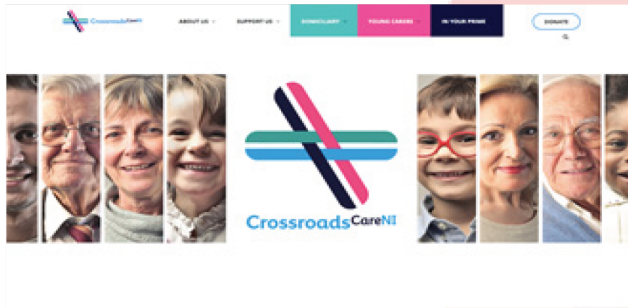
We will also incorporate motion graphic elements and capture photographs of participants to also be used on their website and other social media platforms.

## Audience

The target audience is carers who are unaware of the support they can receive from Carers NI through the support they provide. The age for our target audience would be 18+ as Carers NI doesn't have a remit to support young carers.

# Other Agencies

## Cross Roads Care NI



Crossroads is a not for profit organisation dedicated to supporting, serving and strengthening carers and those with care needs.

We liked the image placement of this campaign from Cross Roads Care NI. We will be taking inspiration from this as in our meeting with Lesley, she explained she wanted single photographs of carers faces.



## Age NI



Age NI is the leading charity for older people in Northern Ireland. They mainly provide support for older people but also provide support for carers and those that are looking someone elderly.

In this campaign video they asked 127 older people and their families, about the social care system and how they think it can be improved. Their website also highlights and informs people of the benefits they should be able to get along with helpful phone numbers and support groups.

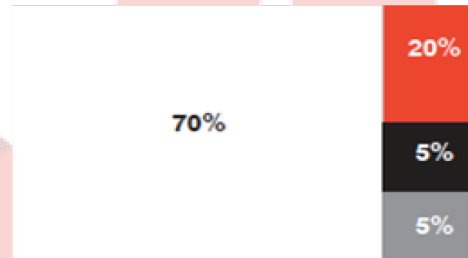


This page from our client brief shows what other similar agencies are doing for their own self promotions.

# Branding

In our meeting with the client, we discussed the brand guidelines which she after emailed out to us. For our colour scheme for the project, we are using Carers NI brand colours which is white, red, black and grey. Red is the colour that defines Carers NI, however their communications are predominantly white. Red is used as an accent for maximum impact while black and grey give support.

<b>RED –</b> PANTONE: PMS 185 CMYK: 0/100/100/0 RGB: 237/28/36 HTML: #ED1C24	<b>GREY –</b> PANTONE: PMS COL GREY 7 CMYK: 0/0/0/50 RGB: 151/153/155 HTML: #97999B
<b>DARK GREY –</b> PANTONE: N/A CMYK: 0/0/0/90 RGB: 64/64/66 HTML: #404042	<b>BLACK –</b> PANTONE: PROCESS BLACK CMYK: 0/0/0/100 RGB: 0/0/0 HTML: #000000



We are going to use the fonts which was also in the brand guidelines. Three fonts are outlined which are FS Me, Helvetica and Arial. FS Me and Helvetica for professionally finished materials, FS Me is used for headings while Helvetica and FS Me are used for body text. Also in the guideline, it is stated that they avoid using excessive use of italics and underlining as it can make text difficult to read.

Lesley sent us their own branding guidelines, this included the fonts they use and the exact colours they use, this will come in useful in our editing process.



# Design Brief

We plan to schedule filming dates which will work around the carers that have been provided to carers that have been provided to us by the company. We will also attend a summit on Friday 30th of November to do one on one interviews with the carers and capture still images for the ad campaign.

## **Video**

For the video, we are setting out to create and 2-3-minute piece where we show carers stated 3 things about them and that they are also carers. We will be filming on AC90 cameras and using a 3-piece light set up. We will provide a white backdrop for the interviews as during our client meeting this was brought up in the discussion of the videos aesthetic. We will write a short brief for the carers who will be in the video on what to say about themselves.

## **Motion Graphic**

This will be a 30 second – 1 minute motion graphic on the statistics and facts about Carers NI, we want to include enough information while also keeping it short and snappy so that the viewer doesn't lose interest. We will be keeping with the brand guide lines when creating this motion graphic; fonts, house style and colours.

## **Photograph**

We will be taking 12+ still images of the carers and creating a poster that can be used for print and social media. During the client meeting was discussed styles for the poster which give us some ideas that we can present in the next client meeting. Each image will contain a line of text about the carers.

# MED526 Production Schedule for Carers NI Project

Week	Task	Aim	Action
2	<b>Scoping the project</b>  <b>Meeting the client</b>	Develop a project brief from the information gathered at the meeting	<b>Kelsey</b> Research the client <b>Niamh</b> Research the audience <b>Lisa</b> Begin brief write up <b>Everyone</b> Research Statistics for motion infographic
3	<b>Project proposal</b>	Finalise brief	<b>Everyone</b> review brief to be able to present to client
4-5	<b>Similar Agencies Research</b>	Look at similar organisations and research in detail what works Finalise statistics and data that will be used in our motion graphic Start creation of motion graphic	<b>Everyone</b> Create a detailed analysis of 3 other similar organisations each <b>Everyone</b> plan storyboards for motion infographic
6	<b>Paper Prototype</b>  <b>(Week 6) Meet with Client</b>	Build Mock-ups Present storyboard and mock up designs to client	<b>Niamh</b> create Storyboards of video and motion infographic <b>Kelsey</b> Risk Assessment's <b>Lisa</b> Write Script <b>Everyone</b> attend client meeting and present ideas
7	<b>Working Prototype</b>	Begin filming process	<b>Everyone</b> Take AC90 camera kit out <b>Everyone</b> Capture footage of the carers
8-9	<b>Editing</b>	By end of week 8 have the video and motion graphic edited and ready to show client	<b>Niamh</b> editing the footage captured <b>Lisa &amp; Kelsey</b> starts the Motion infographic
10-11	<b>Design Adjustments</b>	Meeting with client Get feedback from the client	<b>Everyone</b> Go back on our work and adjust our video piece to meet the clients needs

This is our production schedule including everything we need to get done and when we want to have it done by. This will help us keep on track of everything if we follow it correctly.



# Design Deck 1

These were my first set of poster designs, I used pictures of my classmates as examples of the images of carers we would later use.



I stuck to all the brand guidelines in terms of the colours I used, which were the companies own red, grey and black. As well as the font which was arial.

I also stuck to our plan of using the pictures in a collage design to show the different faces of the carers. Although my examples only have 3 faces repeated, in the actual designs each square will have a different face. This means that we will have to get at least 12 pictures to recreate this design.



I practiced with different styles including black and white, having the words beside the carers.

Its important that we include the Carers NI logo in each poster as well.

In this poster I experimented with colour overlays using the Carers NI red.



I also tried to change the 'I am a carer' placement by centering it or putting it to the bottom, not forgetting to included the logo.

This was one of my favourite designs from this design deck as the 'I am a carer' placement doesn't take away too much from the pictures of the carers.



**I am a carer.**

I experimented with using only a few larger images, I didn't like this design as much. I thought to include all of the designs to show Claire and Adrian to be able to get more feedback from them.



**CARER**



**CARER**



**CARER**



These above image designs are single images that the company could use in their social media platforms. That's why they are square. I like these designs more than the collage designs as I believe they stand out more.

We presented the design deck to Claire and Adrian who gave us some critiques on how we can improve. Adrian told me to use better quality pictures, and stop with the half overlays. If I am going to use a colour overlay it has to be the full picture. He then showed me some examples of poster work and told me to do some of my own to get some



I looked at some examples such as this one for Debenhams and liked how it was simple but effective. I liked any examples that included a simple picture, bright colours and plain text on top of the image.

included colour overlays which I thought looked nice, but I thought that if I had to stick with the brand guidelines for Carers NI I could only use red overlays or maybe just plain black & white.

**I thought having a baby was supposed to be amazing.**

Have a drink    Have a cry    **Get some help.**

Having a child isn't always easy. One in 10 mums get the 'baby blues', and dads can struggle too. Our classes give parents a chance to meet others, talk and get the support they need. To find out more, ask one of our team.

**HOW  
ACTION FOR  
CHILDREN  
WORKS**

**Jon's a bit of a handful.**

Just like his dad    Just like his grandpa    **Just needs some help.**

By talking and listening to young people and their families, we track behaviour back through a family's past and help potential young offenders change their future for the better.

**HOW  
ACTION FOR  
CHILDREN  
WORKS**

I also looked at these poster designs for the charity Action For Children. These were good examples to take inspiration from because they were also for a charity, they used all of the Carers NI colours and the kind of style I was looking to use in the posters. Meeting with the rest of my group we discussed how we could improve our first design

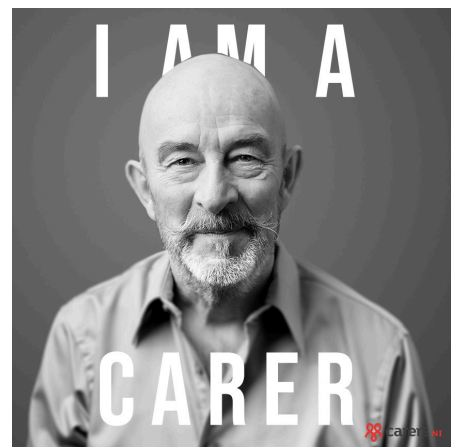
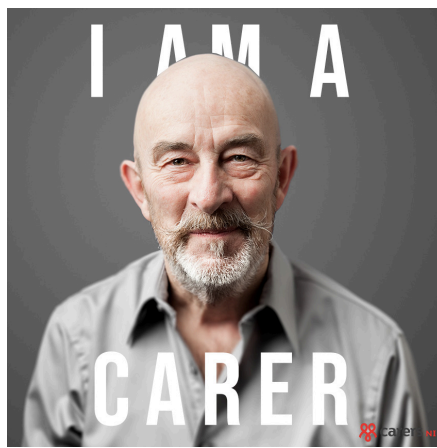
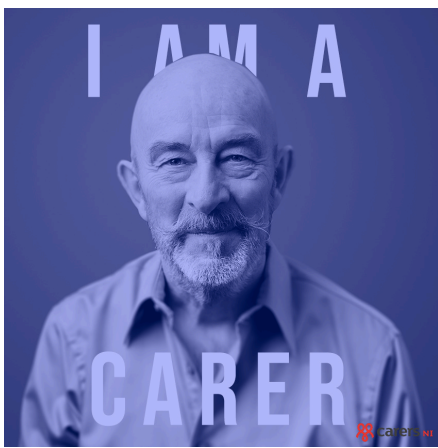
deck and follow what Adrian and Claire had told us. Firstly, we had to improve the example images we were using. This would make it easier for the client, as well as Claire and Adrian to see what we were planning on creating if the images were up to a better standard. Adrian had also mentioned that we could step away from the rigid sticking of the brand

guidelines, in terms of fonts and colours and try out some different colours and fonts in our designs to see if the client could be persuaded to go down a different path than simply using reds and greys. I was more excited for this as it would give me an opportunity to get more creative with my designs.



# Design Deck 2





These examples I created using stock images I downloaded online. These examples I made were intended for Carers NI social media. I created three different styles to let the client, Claire and Adrian see which one they liked the best. The first I created using a blue colour overlay, as opposed to a red one, the next was just left plain colour, and the last

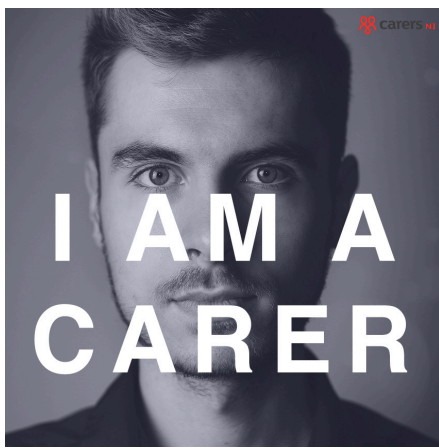
was black & white. I also used the font 'bebas nue' instead of arial. I also practiced putting the text behind the man to see how that would work. I quite liked all of these styles and think it looks much better using clearer images. It just sets up the challenge for us to photograph the carers in a way that is high quality and have a clear background.



These next examples from my design deck were created using a different stock image. The text was once again placed behind the man except for the word 'carer'. It also lists the different things that he identifies as which I quite like in stead of simply 'I am a carer'. I also used a different font for this design in stead of arial. And a different colour for the

colour overlay. These are also intended to be used on social media. The images below are also created in a similar way but are to show the client how we can place the text in different ways and have different colour overlays. Also we can make the word carer stand out more by changing the colour.





These designs were created to put forward a more bold statement for the social media platforms. They are so simple with just 'I am a carer' in capital letters and a plain sans serif font in front of the carers faces. The black and

white will also highlight the logo more in the top corner and make everything more dramatic.



These designs were also intended for social media but stuck to the original idea of using a collage of the carers. I used a black and white overlay in the first one and a coloured one in the second one. This colour was just an example, but if the client wanted a different colour used it wouldn't be a problem. The text could


also read 'I am a carer' or 'we are carers'.



 carers NI

**WE  
ARE  
CARERS**

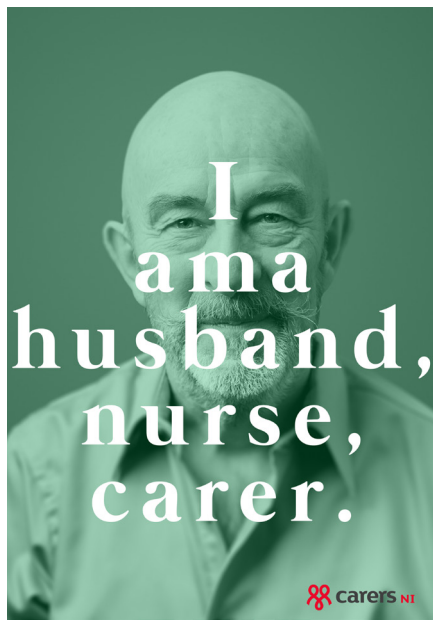


 carers NI



 carers NI

These designs were intended for social media also, but more specific to Facebook cover photos. We found it important to create different designs that the client could use in different ways such as on facebook or twitter. These designs would also be suitable for billboards or the sides of buses etc. As you can see, I experimented with different colour overlays, images, fonts and placements.



The posters were designed with the intention to be used in print, as you can see from the example image above. I used a different coloured overlay for each new poster. They can be used individually or in a set of three as shown above. I also used a serif font and liked how it looked in these designs.

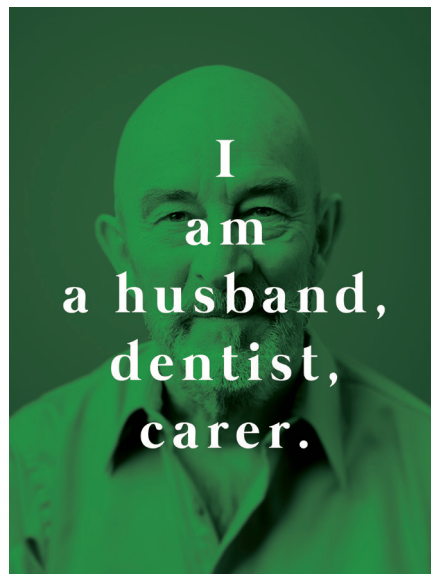
After showing this design deck to Claire and Adrian they said that they liked these designs the most and if I could try to recreate them using bolder colour overlays. They said to get rid of the first few designs and stick to this style of editing.



# Design Deck 3



www.carersuk.org/northernireland



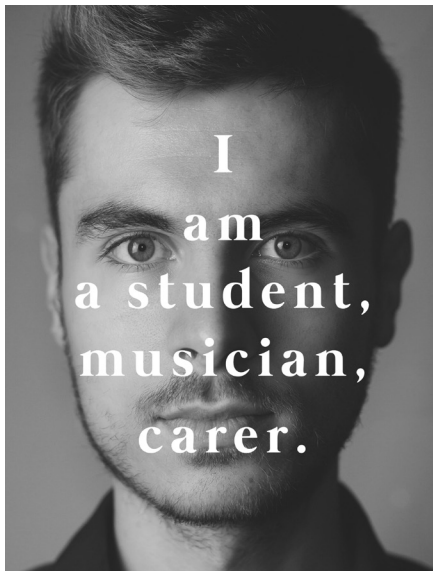
www.carersuk.org/northernireland



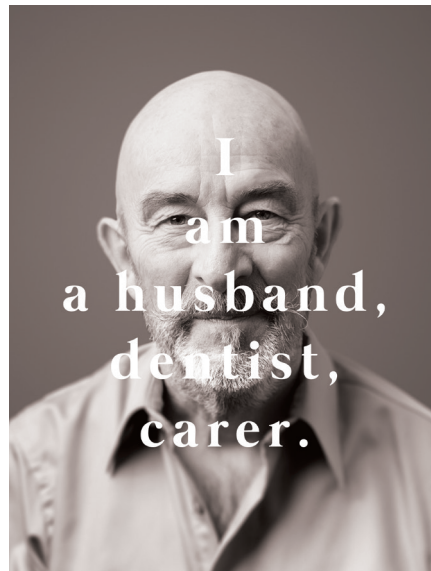
www.carersuk.org/northernireland

For the third set of poster designs, you can see that I made the colour overlays bolder and added the banner at the bottom that contained the Carers NI logo and website address.

Adrian suggested this, and I agreed that it makes their logo stand out more and its more beneficial to show them an address they can find them with.



www.carersuk.org/northernireland



www.carersuk.org/northernireland



www.carersuk.org/northernireland

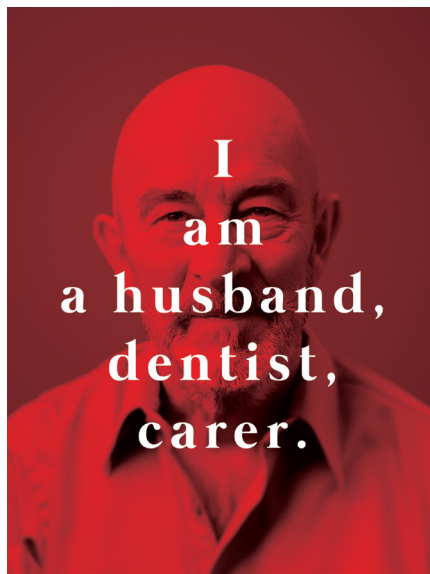
I also created the posters using a black & white overlay. I liked this better than the coloured overlays as I think black & white makes the viewers know that what they are looking at is supposed to be taken seriously. I think however, I could've made the posters all as dark as the first poster, however because the

stock photos i used all had different coloured backgrounds they all showed different when I changed them to black & white. However, i know that when I'm recreating these with the real images, the backgrounds will all be the same colour and so hopefully this will not be a problem.



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland

For these set of designs I used all the same red overlay to match the Carers NI red. I liked these designs because the red is also quite

dramatic and attention grabbing. I think that the client will like these designs the most.



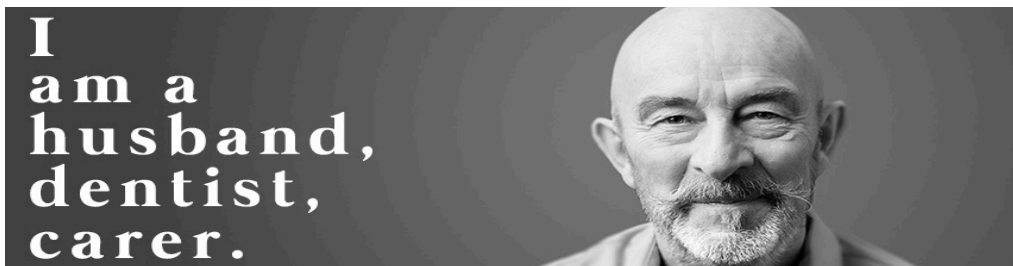
carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland

These are the updated cover photo designs using the same colour overlays and design as the posters as to keep the theme the same.

**We  
are  
carers.**



[www.carersuk.org/northernireland](http://www.carersuk.org/northernireland)

**We  
are  
carers.**



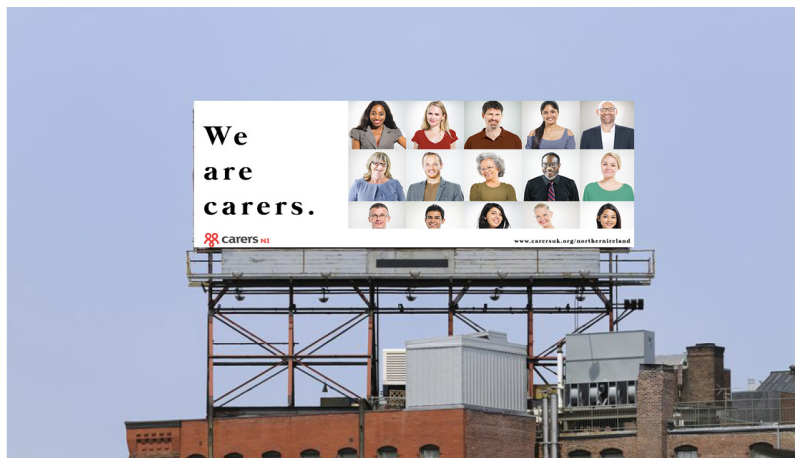
[www.carersuk.org/northernireland](http://www.carersuk.org/northernireland)

**We  
are  
carers.**



[www.carersuk.org/northernireland](http://www.carersuk.org/northernireland)

These designs were made using the collage style of all of the carers. I created one in black and white, colour, and the red colour overlay. This was just to show the client another style that they may like.



I included in the design deck an example of what the designs might look like on a billboard.





# Client Meeting



We soon met with Lesley from Carers NI in Belfast to show her our designs for her to discuss with us which ones she liked the most.

The meeting went well and Lesley seemed very happy with our designs. She said to get rid of the multi coloured overlay and stick to the red or the black and white overlays

as it fitted more with the Carers NI branding. She also said that we had to use the fonts that they used, which was arial. This meant that all the posters, videos and motion graphics had to use the arial font only. We couldn't stray away from the branding guidelines in any way.

We were happy enough to

abide by Lesley's wishes and would start editing as soon as we could and keep her updated by email of how editing was going after we had filmed everything.



Kelsey Hume

Wed 21/11/2018, 13:52



Hi **Lesley**,

Thanks for all the feedback from yesterday's meeting, we will start making the changes soon and send them back to you tomorrow.

Would it be possible for you to send over the main Carers NI font 'FS Me' so we can use this in our designs?

Regards,

Kelsey, Niamh & Lisa



**Lesley Johnston** <[lesley.johnston@carersni.org](mailto:lesley.johnston@carersni.org)>

Wed 21/11/2018, 13:54



Hi all

Really impressed with what you're produced so far 😊

I'll get in touch with comms about the font and let you know what they say asap.

L

**Lesley Johnston**

Advice and Information Officer  
Carers Northern Ireland

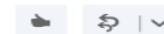
Carers Northern Ireland, 58 Howard Street, Belfast BT1 6PJ

T - 028 9043 9843 [www.carersni.org](http://www.carersni.org)



Kelsey Hume

Thu 22/11/2018, 09:31



[Antrim Library](#)



[Antrim Library](#)

Shared via OneDrive

Hi **Lesley**,

I created a one drive folder with all the video clips and images we captured in Antrim. Obviously, some of these won't be used and we will try and improve the quality at the summit, but just to give you an understanding of what we are working with.

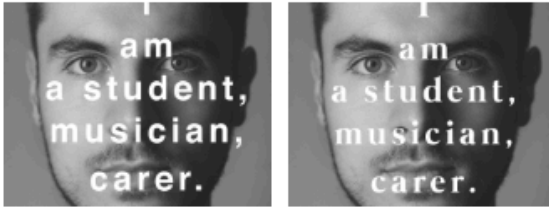
Regards,

Kelsey, Niamh & Lisa

...



Kelsey Hume  
Thu 22/11/2018, 10:31



2 attachments (12 MB) Download all Save all to OneDrive - Ulster University

Hi **Lesley**,

I've attached two example posters. one of them uses helvetica and the other uses the font we decided to use. I'm not sure that helvetica is as eye catching and appealing in print as other fonts. But it is up to you to decide before we send you the final design deck.

Thanks,

Kelsey, Niamh & Lisa



**Lesley Johnston** <lesley.johnston@carersni.org>

Thu 22/11/2018, 10:49



They both look great but I'm afraid we're going to have to stick with Helvetica.

L



These were just a few of our email interactions with Lesley. After the client meeting we wrote to thank her for her feedback and send over a few designs about which were discussed at the meeting. I feel like our communication with Lesley was good and we always kept in contact with her, especially with any questions we had.



# Design Deck 4





carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland

Due to Lesley's requests we changed the fonts to arial. At first I didn't like this change, but we had to keep to what the client wants and what they think sticks to the companies brand guidelines.



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland



carers NI

www.carersuk.org/northernireland

These were the black & white versions of the designs.



# Filming

# Pre Production

Before we began filming we had to decide on what equipment we needed. We definitely needed a screen of some sort for the background, lights, a camera kit and a DSLR camera, as well as microphones.

We filled out risk assessments that included all the

equipment needed and the safety precautions we would need to be aware of when using the equipment. We also had to draw up consent forms to get the carers to sign so we could film them. We drew up our own one but Lesley said to use an official Carers NI one.

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

Equipment Collection Room 1045 off the Atrium Faculty of Arts building  
 From Mervyn McKay  
 Email: 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): Kelsey Hume, Lisa Johnston, Niara Mailey  
 Course and Title: Interactive media - Adrian Hickey  
 Production Title: Covers NI video  
 Date of return: 8/11/18 Time: \_\_\_\_\_

Time of collection: 9/11/18  
 Equipment: AG10 Camera kit, Audio mix, Lighting kit, Tripod, Microphones

Storage: Describe how equipment will be securely stored, especially overnight  
in my house

Location: Antium Library  
 Has a full release been earned out? YES NO (circle) IF NO, please give reasons.

Location contact: Antium Library  
 Location address: TD Millway Street, BT41 4AH  
 Location phone no: 028 9442 4942

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 9442 4000

Nearest Hospital: Antium Area Hospital  
 Phone no: \_\_\_\_\_

Give a detailed description of the location and environment, for example -  
Antium Library conference room  
Empty room with a table + chairs

Describe in detail what and who you will be recording, for example -  
Carers NI video of Carers telling us about themselves

football match from stands, or  
 vox pop interviews on alcohol abuse.

**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		L	M	H
Transport / Travel / Traffic:	<u>could be late to filming</u>			<u>leave enough time to get to filming location</u>			
Weather:	<u>rain could damage equipment</u>						
Temperature:	<u>equipment</u>						
Terrain:	<u>could damage equipment</u>						
Working at heights:	<u>could fall or drop equipment</u>						
Working in / near water:	<u>water could damage equipment</u>			<u>Can all members of the cast &amp; crew swim?</u>			
Working alone:	<u>equipment could get lost/damaged</u>			<u>never film alone</u>			
Glass / Sharp Objects:	<u>breakable items</u>						
Fire:	<u>could damage equipment</u>			<u>be aware of all the fire exits</u>			
Wildlife / Pets:	<u>could knock over equipment</u>						
Children / Public:	<u>could knock over or steal equipment</u>			<u>keep an eye on equipment</u>			
Falling Objects:	<u>could hurt people or damage equipment</u>						
Theft / Violence:	<u>equipment could get stolen</u>			<u>keep an eye on equipment</u>			
Cables / Electricity:	<u>could trip over cables</u>			<u>tape down cables</u>			
Lighting:	<u>could lose equipment</u>			<u>keep an eye on equipment</u>			
Ladders / Steps:	<u>could trip</u>						
Use of (imitation) weapons:	<u>could get hurt</u>						
Other: specify							

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

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



Carers UK  
 20 Great Dover Street  
 London SE1 4LX  
 T: 020 7378 4999  
 www.carersuk.org



## Carers UK model release form

Carers UK uses photographs, video footage or audio recordings of carers and the people they care for, to help get across our messages about carers.

These may be used in many different ways by Carers UK, such as in our magazine, information booklets & leaflets, on our website and social media channels and funding applications.

We also seek to work with the media to ensure carers' stories reach as wide an audience as possible. Often these stories rely on photographs to illustrate them, so it's really helpful for us to have a stock of images we can draw on.

Please tick the boxes below to indicate your consent for us to use the materials in the following ways for the next two years.

- I/We consent for my/our photographs/video/audio taken of me/us to be used by Carers UK on the Carers UK website.
- I/We consent for my/our photographs/video/audio taken of me/us to be used by Carers UK on Carers UK's social media channels.
- I/We consent for my/our photographs/video/audio taken of me/us to be used by Carers UK in Carers UK print material.
- I/We consent for these photographs to be used by Carers UK media team to accompany stories in newspapers, magazines and other third-party publications.

Signed \_\_\_\_\_

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

Date: \_\_\_\_\_

If at any point you want to withdraw consent please email us at [comms@carersuk.org](mailto:comms@carersuk.org) or contact us on 0207 378 4980

## Ulster University

### Video Consent Form

The University videographers are here to document Carers NI, taking photographs and video footage of the carers for use in publications and on the Carers NI 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 Video Consent Form, please contact Lesley Johnston:  
 Carers NI: T: 028 9043 9843. E: [Lesley.johnston@carersni.org](mailto:Lesley.johnston@carersni.org)

Date: 30/11/18

Event: Carers NI Summit

Location: Tullyglass Hotel Ballymena

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

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

Official Use Only

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

ulster.ac.uk



This is how we set up our equipment on both days of filming. It was important to get the lights in the right position. As you can see from the second picture we have rearranged the lights as we found in editing from the first day of filming the light positioning left a green glow around the carers. By moving the light to

behind the carers this would hopefully remove any of that glow.



### **Antrim Library - 7th November**

This was our first day of filming the carers. We travelled to Antrim Library where a carers meeting was taking place. We arrived early to get our equipment set up and run over with Lyn what we were planning on filming and if she was able to brief the carers she knew would be willing to get filmed. We got about six willing carers to film in the end. We briefed them on what they had to say, but found that most of the carers we were filming didn't have another job or hobby to talk about. Their only job was caring, and that was pretty fair- it is a full time job. However, this meant that we weren't getting enough diversity between our video clips. We went back to Coleraine and showed Claire and Adrian who agreed that the footage we got wasn't all great but some of the clips were usable. We also told Lesley at the client pitch and emailed her the clips so she could have a look at them, and she also agreed that we should get more footage of more diverse carers. Luckily we had another day of filming planned at the annual Carers NI summit in Ballymena.

### **Carers Summit -30th November**

Before this day of filming we kept in close contact with Lesley to see what time we should arrive, if she could organise a room for us to film in and if she could have organised who she wants to be filmed. We wanted to be more organised ourselves so we made up a prompt card that those being filmed could read from if they got stuck, as we found from our last day of filming that the carers got slightly tongue tied and couldn't remember what they were going to say. The filming went well on this day we got about 8 carers filmed, all of which were of different genders, ages and had interesting past times or jobs along with their caring duties. They all spoke confidently in front of the camera and Lesley seemed happy with our footage. As well as the pictures captured to be used with the posters. We were pretty confident that we got enough footage to start our editing process.

**I am a... (mother, father,  
daughter etc)**

**I am a... (teacher, dentist,  
musician etc)**

**I am a **CARER.****



# Post Production

We began our post production shortly after filming. Lisa began working on the video, Niamh began on the motion graphic and I began on the posters. We all stayed together when we worked so that we could ask each other opinions and questions on what we were making. Each of our team members opinion is important and valid as we want to create something the best it can be. We also sought after the opinions of Claire and Adrian especially before sending to Lesley for a final opinion. Lesley's opinion was the one to follow in the end. Adrian suggested with the posters we

change the wording from: 'I am a mother, I am a teacher, I am a carer.' to read like: 'I'm a mother, I'm a teacher and I'm a CARER.' Below is an example of one of the posters I made, I had to make 12 different versions of these each with a different carer we filmed. We are now in the final stages of post production, which includes polishing up our designs, sending them to Lesley for approval and sending the final product away. Overall I am happy with how we have worked in a team, the work we have produced and the level of commitment we have put towards this project.





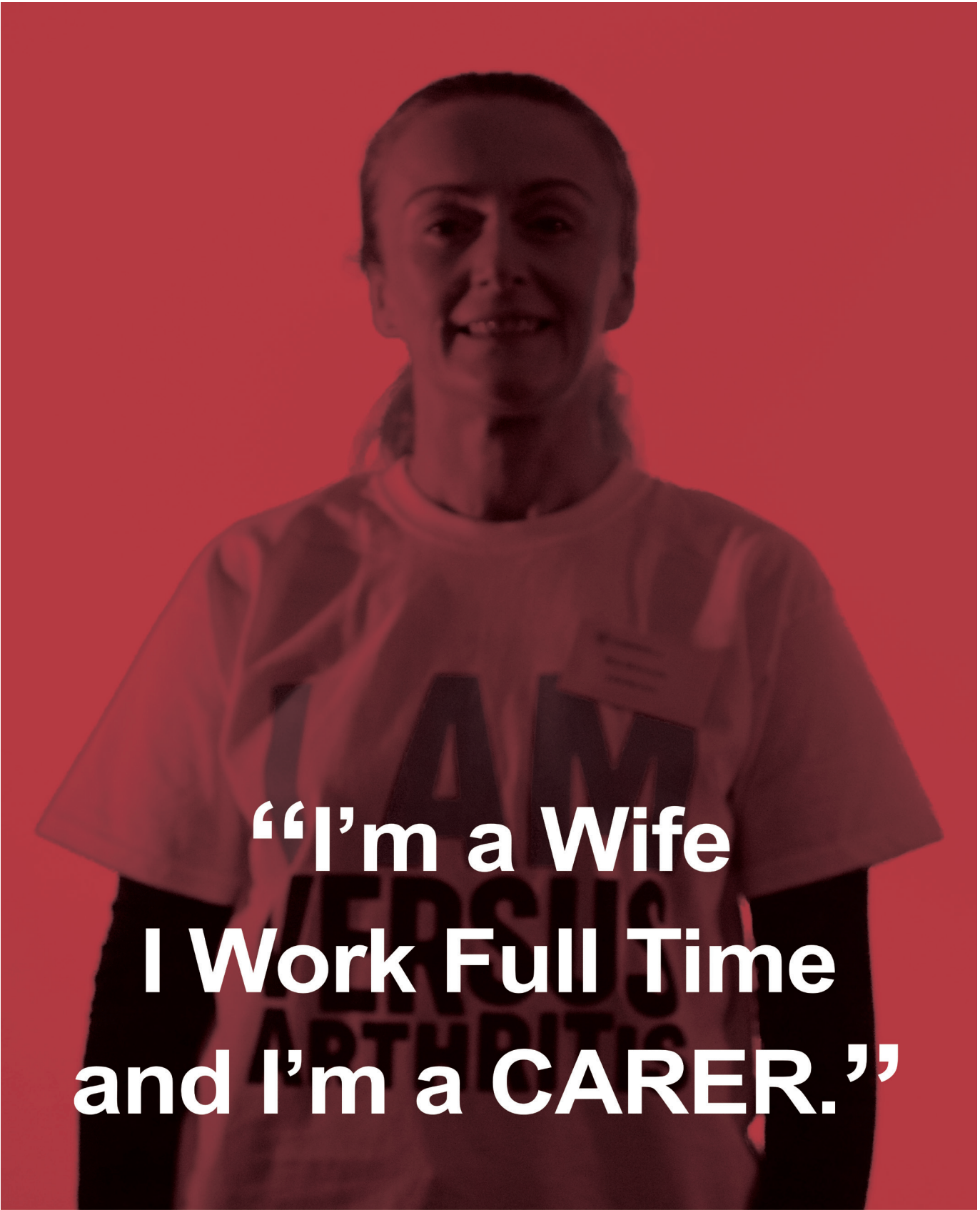
**“I’m a Mother  
I’m Totally Exhausted  
and I’m a CARER.”**




**“I’m a Great Grandmother  
I’m a Craftsperson  
and I’m a CARER.”**



**“I’m a Mother  
I’m a Civil Servant  
and I’m a CARER.”**



**“I’m a Wife  
I Work Full Time  
and I’m a CARER.”**



**“I’m a Mother  
I’m a Brownie Leader  
and I’m a CARER.”**





**“I’m a Mother  
I’m a Tai Chi Instructor  
and I’m a CARER.”**



**“I’m a Husband  
I’m a Dog Walker  
and I’m a CARER.”**



# Timesheets

# TIMESHEET

## University of Ulster

**Name Group**

**Member:**

Kelsey Hume

**Month/Year:**

October 2018

**Project Title:**

Carers NI

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	4 <sup>th</sup> October	First meeting as a group Discuss Ideas Create Production Schedule	4 hrs			4 hrs
Friday	5 <sup>th</sup> October	Meeting with Lesley Discuss Ideas and Branding	1 hr			1 hr
Monday						
Tuesday	9 <sup>th</sup> October	Draw up Client Brief	2 hrs			2 hrs
Wednesday						
Thursday	11 <sup>th</sup> October	Present brief to Adrian and Claire Start thinking of ideas for design decks	4 hrs			4 hrs
Friday						
Monday	15 <sup>th</sup> October	Began design deck	2 hrs			2 hrs
Tuesday						
Wednesday	17 <sup>th</sup> October	Finished first design deck Presented Design Deck to Adrian and Claire	1 hr			1 hr
Thursday	18 <sup>th</sup> October	Started thinking about corrections	4 hrs	Looked at Under consideration website for inspiration	2 hrs	6 hrs
Friday						
Monday						
Tuesday	23 <sup>rd</sup> October	Started working on updated design deck Production Log	4 hrs			4 hrs
Wednesday						
Thursday	25 <sup>th</sup> October	Presented updated design deck to Adrian and Claire	4 hrs			4 hrs
Friday						
Monday						
Tuesday	30 <sup>th</sup> October	Production Log	1 hr			1 hr

Wednesday					
Thursday					
Friday					

**Total Hours Design &  
Build**

29

**Total Meetings  
& Research**

# TIMESHEET

## University of Ulster

**Name Group Member:**

Kelsey Hume

**Month/Year:**

November 2018

**Project Title:**

Carers NI

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	5 <sup>th</sup> November	Began working on updated design deck	2 hrs			2 hrs
Tuesday						
Wednesday	7 <sup>th</sup> November	First day filming in Antrim Library	4 hrs			4 hrs
Thursday	8 <sup>th</sup> November	Presented design deck to Adrian and Claire	4 hrs			4 hrs
Friday						
Monday						
Tuesday	13 <sup>th</sup> November	Production Log Corrections to design deck	2 hrs			2 hrs
Wednesday						
Thursday	15 <sup>th</sup> November	Presented design deck to Adrian and Claire Discussed ideas for client meeting	4 hrs			4 hrs
Friday						
Monday	19 <sup>th</sup> November	Production Log	1 hrs			1 hrs
Tuesday	20 <sup>th</sup> November	Client meeting with Lesley in Belfast	1 hr			
Wednesday						
Thursday	22 <sup>nd</sup> November	Presented Design Deck to Adrian and Claire Started thinking about corrections and what Lesley suggested	4 hrs			4 hrs
Friday						
Monday						
Tuesday	27 <sup>th</sup> November	Create final design deck Production Log Risk Assements	4 hrs			4 hrs
Wednesday						
Thursday	29 <sup>th</sup> November	Practice set up for filming Talk to Adrian about poster designs	4 hrs			4 hrs
Friday	30 <sup>th</sup> November	Filming @ Carers NI Summit, Ballymena	4 hrs			4 hrs

Monday						
Tuesday						
Wednesday						
Thursday						
Friday						

**Total Hours Design & Build**

36

**Total Meetings & Research**

# TIMESHEET

**University of Ulster**

**Name Group**

**Member:**

Kelsey Hume

**Month/Year:**

December 2018

**Project Title:**

Carers NI

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	3 <sup>rd</sup> December	Export all content from firing on to hardrive	1 hr			1 hr
Tuesday						
Wednesday						
Thursday	6 <sup>th</sup> December	Begin looking at images Start editing process Production Log	4 hrs			4 hrs
Friday						
Monday						
Tuesday	11 <sup>th</sup> December	Production Log	2 hrs			2 hrs
Wednesday						
Thursday	13 <sup>h</sup> December	Finish first batch of poster designs	2 hrs			2 hrs
Friday						
Monday						
Tuesday	18 <sup>th</sup> December	Finish Production Log	3 hrs			3 hrs
Wednesday						
Thursday	20 <sup>th</sup> December	Editing posters	3 hrs			3 hrs
Friday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						

**Total Hours Design & Build**

15

**Total Meetings & Research**

Signature Group Member: \_\_\_\_\_




# Project Management

# Carers NI

Voice of the Carer







Add/remove people

### Campfire




Chat casually with the group, ask random questions, and share stuff without ceremony.


### Message Board

-  **SORRY PITCH POSTPONED**  
Lesley is ill and won't be able 6
-  **Pitch**  
Don't forget to have your pitch
-  **pitch meeting Wednesday 14th November at 2.00-**
-  **Green Screen**  
Adrian, can you remember 4
-  **lesley.johnston@carersni.org**  
sorry its not in her email

### To-dos


To Do 

### Schedule





Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.

### Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

### Docs & Files

<b>Final Outputs Folder</b>	 Carers NI video.mp4
 Ulster University video...	<b>MOTION GRAPHIC LOGO...</b> ****g*** Hi Adrian, Lauren noticed a


























[Change tools \(add Email Forwards\)](#)



8/8 completed

## To Do

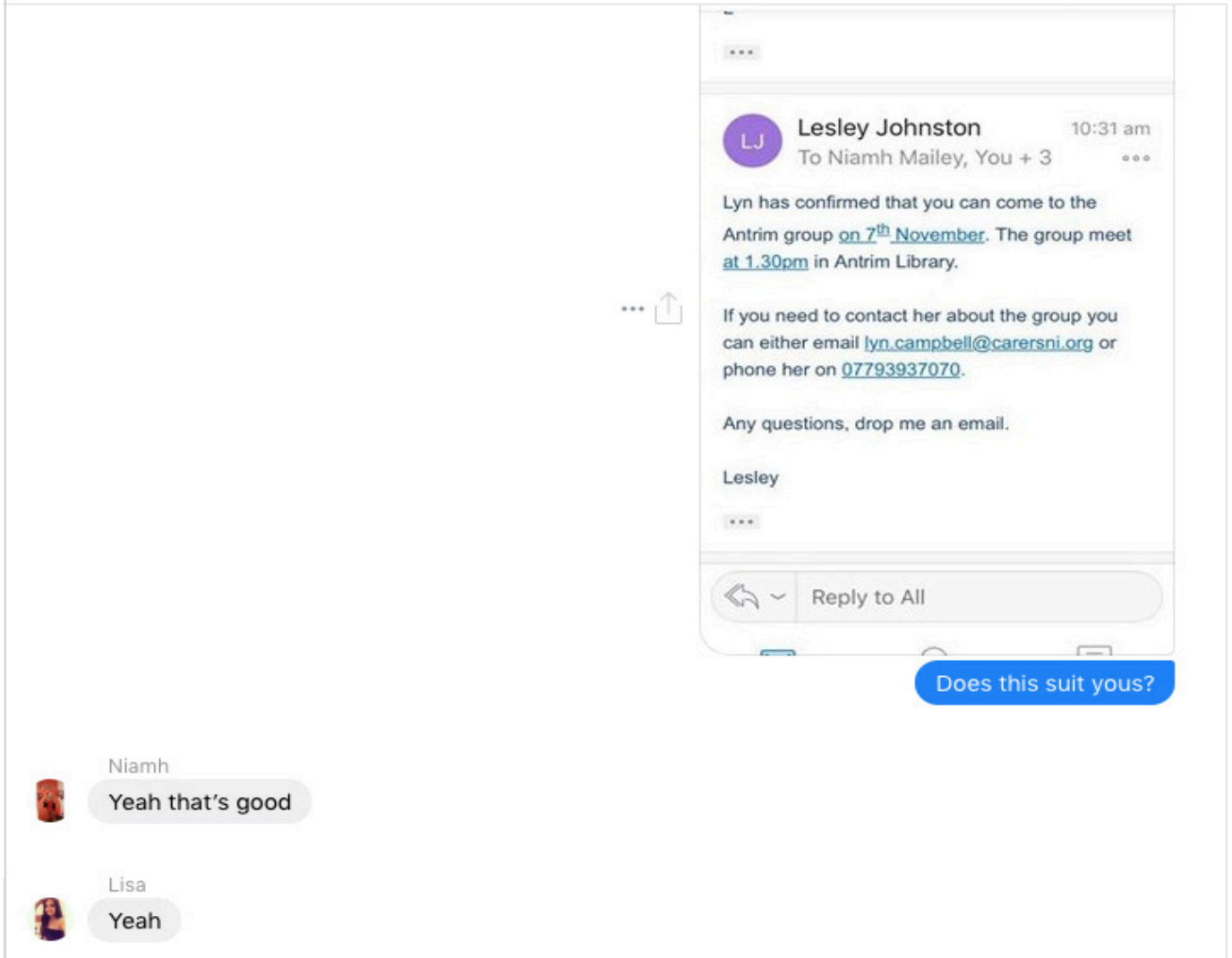
Add a to-do

- Start Poster Design  Mon, Dec 3, 2018  niamhmailey@yahoo.co.uk  Lisa D.  Kelsey H.
- Send Production Log  Thu, Dec 20, 2018  niamhmailey@yahoo.co.uk  Lisa D.  Kelsey H.
- Start Motion Graphic  niamhmailey@yahoo.co.uk  Lisa D.  Kelsey H.
- Begin Video Editing  Mon, Dec 3, 2018  niamhmailey@yahoo.co.uk  Lisa D.  Kelsey H.
- Film at Summit  Thu, Nov 29, 2018  niamhmailey@yahoo.co.uk  Lisa D.  Kelsey H.
- Design Deck for Motion Graphic  Thu, Oct 25, 2018  niamhmailey@yahoo.co.uk
- Design Deck for Video  Thu, Oct 25, 2018  Lisa D.
- Design Deck for Poster  Thu, Oct 25, 2018  Kelsey H.

This is our basecamp that we used to upload work files and communicate with Adrian and Claire. We created to -do lists for each other to keep us all on track with our work load.



## Niamh Mailey, Lisa Dillon



...

**Lesley Johnston** 10:31 am  
To Niamh Mailey, You + 3

Lyn has confirmed that you can come to the Antrim group on 7<sup>th</sup> November. The group meet at 1.30pm in Antrim Library.

If you need to contact her about the group you can either email [lyn.campbell@carersni.org](mailto:lyn.campbell@carersni.org) or phone her on [07793937070](tel:07793937070).

Any questions, drop me an email.

Lesley

...

Reply to All

Does this suit you?

Niamh  
Yeah that's good

Lisa  
Yeah

We also had a groupchat that we used to communicate with each other to organise how we got to our meetings and when we should go to uni to have our group meetings and continue our work.



# Conclusion

Overall, I believe this project to be a success and something we as a group have all enjoyed working on. It gave us a lot of insight of what it will be like once we graduate and have to work with actual clients in the workplace, such as meeting their needs and pushing past our own creative style to suit their needs.

This was one of the limitations I was faced with in this project, as someone who likes to design in their own style it was hard to come to terms with what the client wanted in terms of design sometimes. This was especially true with the font used in my posters that Lesley said we must use as it fell within their branding guidelines and no other font would be acceptable.

It taught me a lot about working with a team and organising my time correctly, as we were not just disappointing our lecturers if we were late or forgot something, or did it wrong. We were disappointing real life clients who relied on us and were expecting great things from our work.

We hope that Lesley is happy with what we have created.

