



**BE  
YOU**

**PRODUCTION  
LOG**

**ALEX MCQUITTY**



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# INTRODUCTION

**The MED526 Interactivity For Social Enterprise Module is based on a creative group project produced for a community partner in collaboration with the Science Shop. This project can contain; photography, video, motion graphics, computer gaming, web, audio, interactive installation and radio.**

**For our group project we worked with The Female Sports Forum, this organisation is based upon five governing bodies joining forces to increase opportunities for females to participate in sport and physical activity. The aim of the forum is to raise the profile of female sport and create a better sporting experience for all women and girls at any level of ability across Northern Ireland.**

**For this project the organisation wanted an entire re-brand, this includes; a new name, website, logo, brand, stationary, merchandise, promotional materials and promotional video. This production log follows my journey of this project from the beginning in detail including the research and design processes that brought me to the finished products.**





# PEOPLE



**JENNY  
LINDSAY**



**ALEX  
MCQUITTY**



**BETHANY  
MCMORDIE**

# RESEARCH

**Before we did any work on designing for our pitch to the client we had to research other organisations in the same field as Female Sports Forum, each of us in the team looked at various different websites and promotional materials from female sports charities around the world. We analysed the websites using benchmarking.**

**“Benchmarking tells you where your website stands in relation to other websites. It can shine the light on competitive advantages and show you the most effective ways to improve website performance.” – thegood.com**

**Below is what I wrote in my benchmarking document.**

**Female Sports Forum are seeking a revamped website for their organization and our team are going to complete this work to their specifications and needs. The first step before any work begins on the new website is Benchmarking, this is a technique that is used to compare percentage based rating based on its results in each category.**

**contrast features of similar websites in the same field. Through benchmarking I also compare features that should be apparent on the websites in order to provide optimum functionality, in this document I will compare Female Sports Forum’s current website to three other websites in the same field in order to give us a base that we can improve on, these websites are :**

- 1. Women’s Sports Foundation**
- 2. Women’s Sports Net**
- 3. Women Win**

**The table below reveals my findings in comparing these websites overall functionality and features. The green boxes represent one point for good practice. Each website also receives a percentage based rating based on its results in each category.**

Category	Feature	Women's Sports Foundation	Women's Sports Net	Women Win	Female Sports Forum
First Impression	Aesthetics	Uses 'Hero Background Video' to represent 'All women, All Sports.'	Uses 'Hero' image to advertise events and activities.	Parallax scroller full page 'Hero' image to advertise foundation achievements.	Uses 'Hero' image to represent active female.
	Identifiable Target Audience	On front page	On front page.	On front page.	On front page.
	Identifiable Chief Aim	On front page via parallax scroll.	On front page briefly, one click away about page.	Two clicks away.	On front page.
Look & Feel	Retina (HD Ready)	Most images are.	Images and logo are not.	Logo is but most images are not.	Most images are not and logo not consistent.
	Responsive	Yes	No	Yes	Yes
	Content in prime position	Background video slider, parallax	Image slider with widgets.	Image slider with 'one page' scrolling.	Image slider with 'one page' scrolling
	Body text font	Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top left	Top left	Top left	Top left (not consistent)
Technical	Content Management System	Wordpress	Wordpress	Custom	Wordpress
Analytics	Embedded	Google	None	Google	Google
Navigation	Primary menu format	Fully exposed click through.	Fully exposed	Click through & rollover.	Fully exposed click through.

Category	Feature	Women's Sports Foundation	Women's Sports Net	Women Win	Female Sports Forum
	Primary menu position	Top horizontal menu.	Top horizontal menu.	Top horizontal menu	Top horizontal menu
	Means of returning to top of page	None	None	None	None
	Sitemap	None	None	None	None
	Contact Us	Linked in top banner ( contact form on page	None	On 'About' Rollover (email listed)	Linked in footer ( contact form)
	No. of clicks to contact us	One	N/A	Two	One
Content	Promotional Videos / Photo Gallery	High quality videos on 'hero' banner. HQ photos throughout.	None, very little low quality images.	Photos only, most high quality.	Gallery page but can only access on homepage. A few videos are broken and aren't very well organized.
	Upcoming Events	None, About page explains general event types.	General news tab, no events page.	None	Broken link, but shows a long list which is hard to navigate
	Explanation of Organization	On homepage.	None	About us page.	On about page.
	Evidence of Outdated Content	No	Outdated images and videos.	No	Outdated events and images.

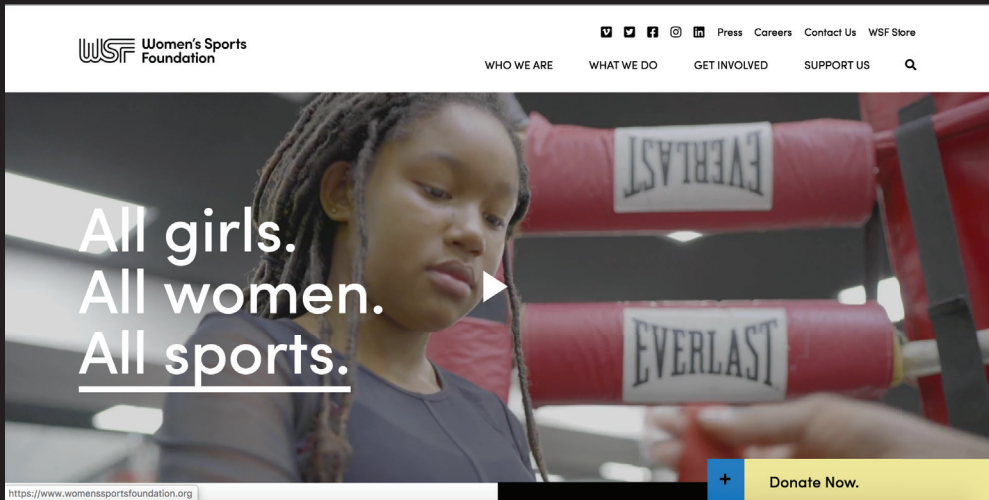
Category	Feature	Women's Sports Foundation	Women's Sports Net	Women Win	Female Sports Forum
	Social Media	All socials linked on homepage.	Only Twitter linked.	All socials linked on homepage.	All socials linked but Instagram link broken.
	Privacy Policy	Linked on footer but link broken.	Linked on footer and working.	None	None
	News	Only news is on press page.	Poor widget RSS feed on homepage.	On about tab under 'News'	Accessible from primary menu.
Search	Search	Yes, in top bar.	None	Yes in top bar.	None
	Type of Search Button	Search bar.	N/A	Search bar.	N/A
Functionality	Calendar	N/A	Broken Widget	N/A	Broken Link.
	Load Time	1.90s	5.37s	2.46s	1.84s
	Email Subscription	Yes, link to email form.	Yes, link to email form.	Yes, form in footer.	Yes, links to mailchimp.
Accessibility	How many font types?	4	6	3	6
	Clear & Accurate Headings	Yes, consistent	No, low quality and inconsistent.	Yes, room for improvement.	Yes but not consistent and navigation difficult.
	Are links visually distinct?	Yes but could be improved.	No	Average, nothing outstanding.	No, links are mismatched.
	Link Underlining	Yes	No	No	No

Category	Feature	Women's Sports Foundation	Women's Sports Net	Women Win	Female Sports Forum
Logo & Brand Design	Style	Contemporary and distinctive.	Outdated design and mismatched.	Contemporary and purpose served.	Not relevant to foundation, colours do not reflect brand.
Score		62%	18%	38%	24%

## Summary

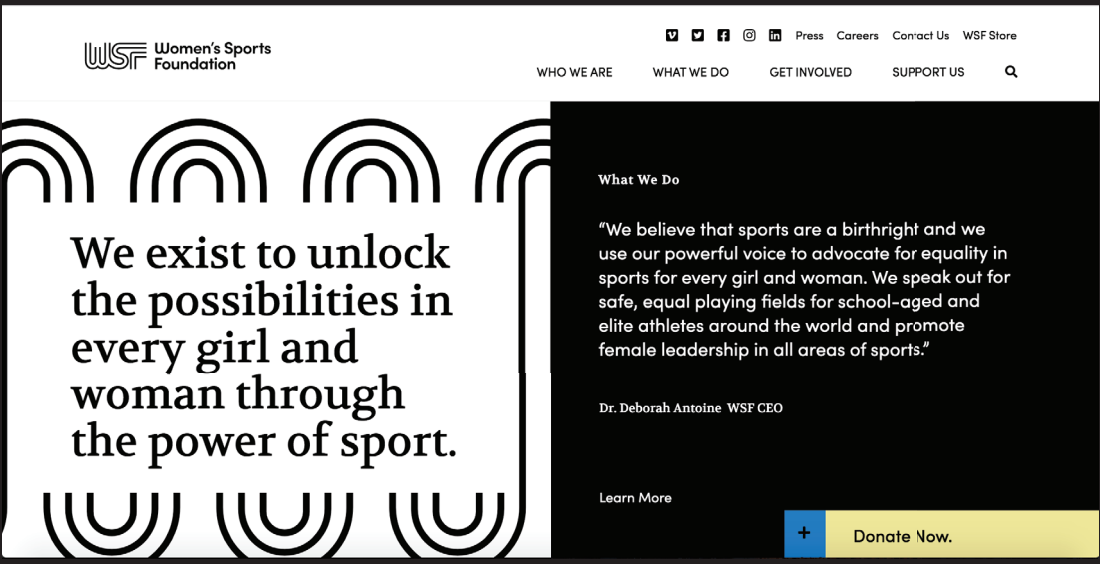
Throughout my scoring system in my benchmarking table I found the Women's Sport Foundation website to be the best in practice with an overall score of 62%, this score system was worked out by a mark out of 34 points available and worked out into a percentage.

The Women's Sport Foundation had a very contemporary feel to it overall which was very 'on brand' for a charitable sports foundation. The website was actually relaunched from when I first viewed the website last week and the difference from the last iteration is outstanding and has gave me a lot of inspiration for the female sports forum website on how to transform its appearance and navigation to be more contemporary.



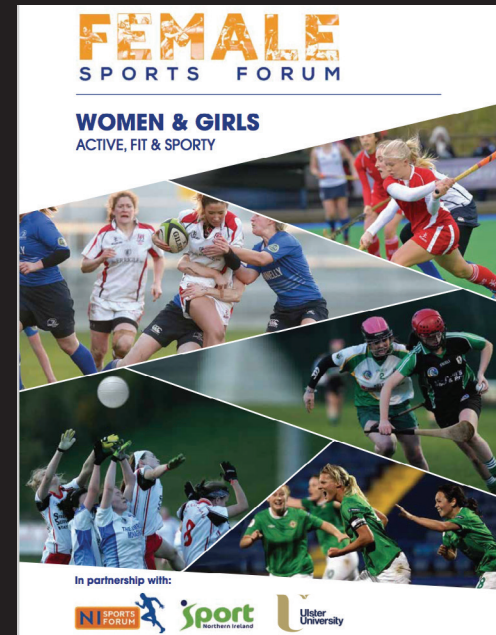
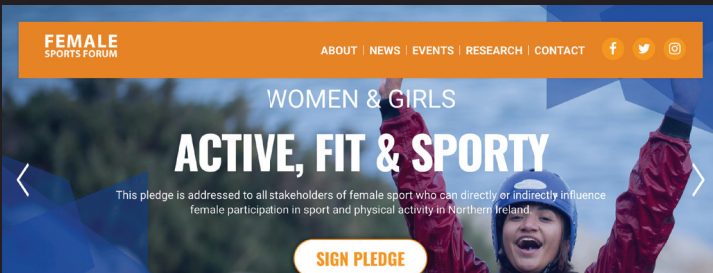
**Screen shots of womensportsfoundation.org which scored the highest in my benchmarking, its use of high quality video as its 'hero' image and flawless parallax one page design is definitely something that we want to incorporate on our website for female sports forum.**

**The website has a very clear message and branding throughout, it was recently updated and it is quite apparent throughout that this re-brand of the foundation including its site, logo and promotional materials was undertaken with attention to detail.**





# CURRENT BRAND





# ANALYSIS

**When analysing the current brand for Female Sports Forum the main problem that I noticed was inconsistency, when browsing the website I noticed three different versions of the logo which did not bare much resemblance to each other, this is a problem we need to fix as consistency is key to a good brand.**

**Another issue was with the name itself, the word 'forum' when searched online resulted in numerous betting or gambling related websites appearing.**

**The website also contains a lot of glitches and the information is hard to read and access with events that are outdated.**

**The brand message throughout is a bit clunky and confusing, a lot of the imagery is focused on sport but the taglines and written content is focused on all aspects of exercise and activity.**

**Some aspects of the branding appear to be well thought out for example, the "active female" award branding I found to be eye catching and engaging but unfortunately little errors such as wrong image sizes and resolutions let it down.**

**There is not enough video content readily available on the website, videos can be found on the site but they are more than three clicks away and I believe this could be improved by either putting them on the homepage or at least making it clear where videos live on the website.**

**Overall the current brand is in my opinion a bit clunky and leaves us with lots to improve on, the brand is clear in its message of supporting females in sport but I believe that it wants to be more than just that.**

# THE BRIEF

The aim of this project is to create a new identity for the Female Sports Forum. Together as a team, we need create a new name, strapline, logo, redevelop the website on WordPress, and create a showreel video. The organisation's current branding is mainly focused on sport, but they want to expand the brand to include all forms of fitness activity. They want a new identity which must be consistent and focused on active female participating in any fitness activity. The organisation want to change their colour scheme to a neutral colour scheme. At the meeting with The Female Sports Forum, they mentioned that we should choose a colour pallet that does not lead to unintended association with sectarian issues around flags in Northern Ireland.

The primary target audience is females from teenagers and up. Secondary target audience of men who work in the sports industry. And, individuals who wish to carry out a leadership/volunteer role, to allow them the opportunity to train and develop their skills and knowledge with this population. This will allow development of a workforce that is fit for purpose to deliver the participation opportunities.

Below are the project deliverables :

1. New visual identity
2. Fresh brand
3. New strapline
4. A redeveloped website
5. Showreel videos
6. Photographs
7. Any other marketing materials e.g. pop-up banners, posters, letterheads.

# THE BRIEF

When designing the website, we should consider a search system to allow the target audience to search for what they are looking for. When discussing the website with The Female Sports Forum, they wished to have a social media feed of Twitter, Facebook and Instagram on their homepage. They want to have a strong link between their website and their social media pages. In addition to ensure that when the project is completed, we must provide the organisation with a brand guideline document so they know what colour theme, typeface and design they can use when developing content in future. The central message of the website and promotional materials is to attract female in Northern Ireland to keep active and fit.

We carried out a benchmarking process on similar organizations to the Female Sports Forum. We found that Female Sports Foundation ([www.femalesportsfoundation.org](http://www.femalesportsfoundation.org)) had a very contemporary feel.

The website has given us a lot of inspiration for developing the Female Sports Forum website as it gives us an idea of how to transform its appearance and navigation to be more contemporary. The background video banner along with the message “All girls. All women. All Sports” along with matching branding throughout the website is very eye catching for the end user. The navigation of this website was very smooth and easy with parallax scrolling system which works well. Another website which inspired us was Fast and Female ([www.fastandfemale.com](http://www.fastandfemale.com)). It was consistent in vision of what we would like the new website to look like. The Women’s Sports Trust ([www.womenssportstrust.com](http://www.womenssportstrust.com)) has more interactivity with the community to build a connection through Social Media and the Website. The Women in Sport ([www.womeninsport.org](http://www.womeninsport.org)) website was another we liked as it had a great feature of using infographics which gives life to the reason why the organization exists. It also had a ‘Get Involved’ page which is an essential feature as it allows donations to be made online, to help fundraising.

# SCHEDULE

<b>WEEK</b>	<b>TASK</b>	<b>AIM</b>
1.	Selection of community project.	Select a community project.
2.	Researching similar organisations.	Benchmarking websites from similar organisations.
3.	Creating a brief for the community partner.	Create a brief for the community partner which fits the needs of the foundation.
4.	New Ideas	Design and create content for the design decks.
5.	Correct design deck.	Analyse and revise our concepts in our design decks.
6.	Pitch preparation.	Finalise the chosen design and develop a pitch deck for the pitch.
7.	Pitching the designs.	Pitch our designs to the community partner,
8.	Summarise pitch feedback.	Amend designs and send to community partner for approval
9.	Assign roles and start production.	Assign the roles to start production.
12.	Submission of the project.	Submit the project deliverable.

# SCHEDULE

## ACTION

## COMPLETE

Each group will have a community partner.

26/06/19

Each group member will benchmark three websites.

09/10/19

Have a brief that maps out the aims of the project and desired deliverables for the client.

11/10/19

Design new logos with taglines, with matching website mockups. Create stationary and merchandise ideas.

23/10/19

Go through revisions and produce final design deck.

28/10/19

Each pitch deck will have one finalized design from the design deck.

01/11/19

Evaluate the community partners decision.

07/11/19

Carry out their desired corrections for the production.

14/11/19

Work on your personal assigned role.

15/11/19

Deliverables uploaded to basecamp.

19/12/19

# CONCEPTS

With the brief completed and signed off by our community partner it is time for the group to individually create three separate re brand concepts.

The re brand concepts will include a new logo, merchandise, website mock up and stationery. The concepts may also include any other promotional materials that are relevant to the brief.

The following pages of the concepts section of this production log will follow the journey through creating my concepts and the thinking behind each one.

The Female Sports Forum want a new name for their organisation and each concept will have a different name and brand style.

I created each of these concepts on Adobe Photoshop however Adobe Illustrator was used for one concept.



# CONCEPTS

Let's Go Girls



# CONCEPTS

## Let's Go Girls

The concept for Let's Go Girls is a vibrant brand that encourages females across Northern Ireland to get involved with any sport or activity that they feel comfortable with.

Any exercise activity is good for you and all activity should be celebrated and encouraged and that is the thought behind this brand Let's Go Girls.

The driver of the brand design is the blue and pink gradient, as a designer I love gradients they are dynamic, effective and I believe they are versatile.

"The gradient trend is extremely versatile. It can be bold or subtle, the focal point of a design or a background element. And because they mix and blend different shades of color, gradients can create new color combinations that feel different and modern, lending a completely unique feel to designs." – 99designs.co.uk

My pink and blue gradient is used to signify the mixture of the stereotypical gender colours pink and blue. These colours have been used for marketing for years to signify gender but I wanted to mix the two and forget about stereotypes. The organisation stated they were not a fan of pink but also wanted to make it clear that males can get involved with female sport.

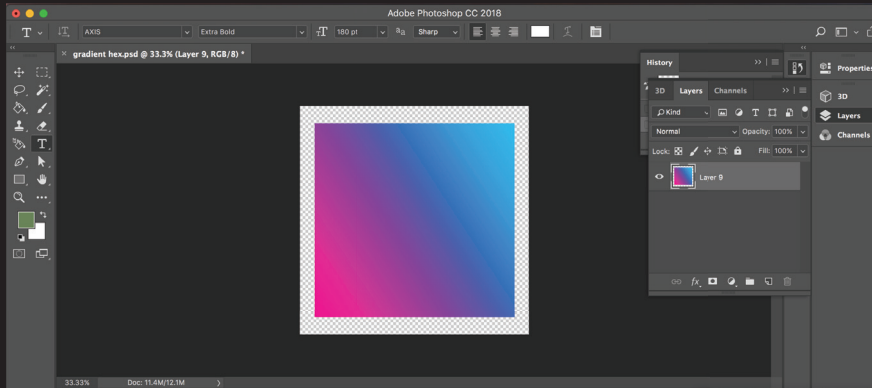
Mixing the two colours can create a new shade which makes you forget about each colour and look at the mix of both.



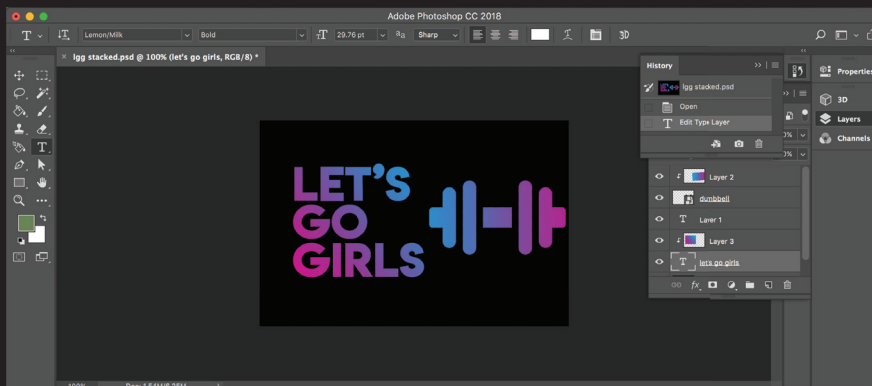


# CONCEPTS

## Let's Go Girls



The pink and blue gradient was created in photoshop using the gradient tool.



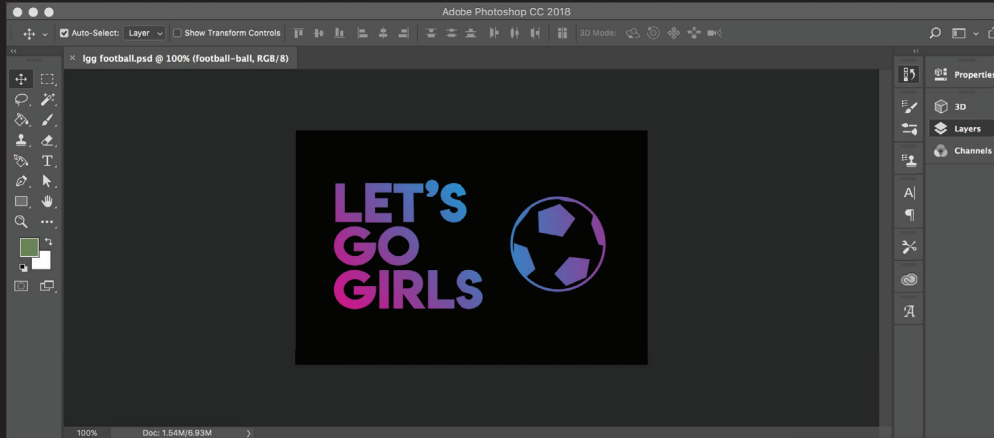
I used the font "Lemon/Milk" from [dafont.com](http://dafont.com) as the logo typeface which is the main focus of the logo, the motivational message.



A dumbbell is used in the main logo as this is a non sporting fitness activity, it was also used to signify a heartbeat.

# CONCEPTS

## Let's Go Girls



Each variation was created with the same template but replacing each icon with a different activity such as a football, running shoe etc.



After some feedback from Adrian Hickey & Claire Mulrone the logo needed to be cleaned up a bit. I fixed the alignment and boxed the logo for all further concept work.

# CONCEPTS

## Let's Go Girls



Above are the boxed versions of the concept logos that were created after initial feedback. This concept was developed the most as it was my personal favourite concept that I wanted to bring to pitch.

# CONCEPTS

## Let's Go Girls



Merchandise was created using templates from [freepik.com](https://www.freepik.com) with the logo being added on photoshop. Black was used for the merchandise to allow the colours to pop. I also believed these items are wearable.



# CONCEPTS

## Let's Go Girls

Colour was the most important factor in branding "Let's Go Girls" and I wanted to convey this in the concept materials. I decided to name each colour to try and make them a bit more exciting as colour palettes can be a bit boring and a bit alienating for those who are not familiar with design.

Brilliant Blue & Powerful Pink come together to create the Go Gradient which is the main branding device.

Colour flows throughout and gradients change depending on each logo.

A gif was created in after effects to demonstrate the effectiveness of the Go Gradient and how it could be used in the brand.



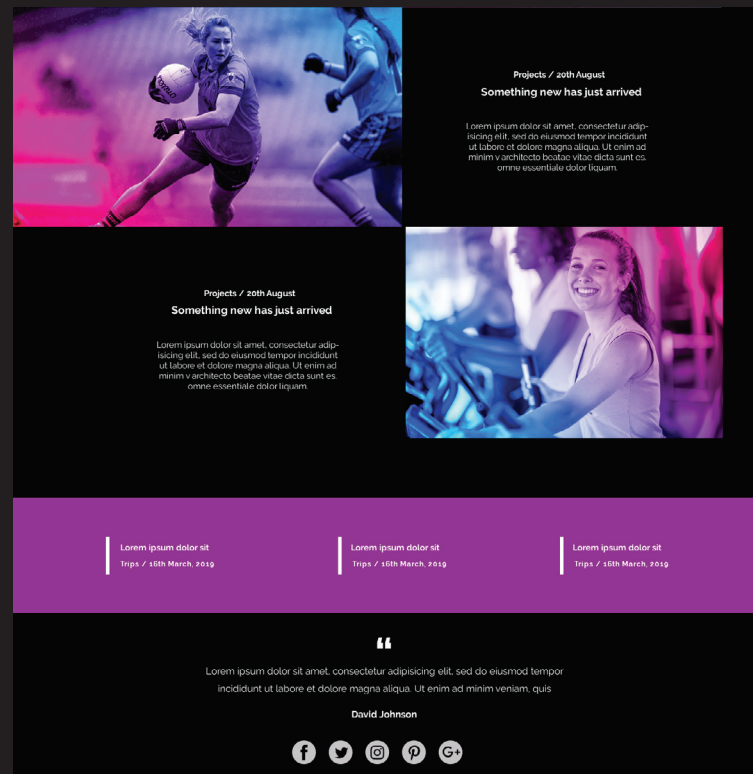
The colour palette for Let's Go Girls taken from my design deck.

# CONCEPTS

## Let's Go Girls



I created a website template on photoshop for Let's Go Girls using a wordpress PSD template from freepik.com, the photoshop template is based on a parallax website as based on my website research and benchmarking was the most effective for the end user.



# CONCEPTS

## Active Women NI

The Active Women NI concept was created as a simple to the point brand, stylised by its font and iconography.

The brand style is defined by its lines, the font is an outlined style and so are all the graphics. I wanted this to appear cartoon like and this was intended for the brand not to take itself too seriously.

The main icon featured in the logo is a running shoe which is used to drive the focus of the brand away from traditional sport. The shoe is used to open the brand to women who take part in all forms of exercise and every single activity requires you to wear a trainer.

The font used for this design is called blackout.

This brand was not chosen to be developed further but I have logged the process behind the designs.



ACTIVE WOMEN NI

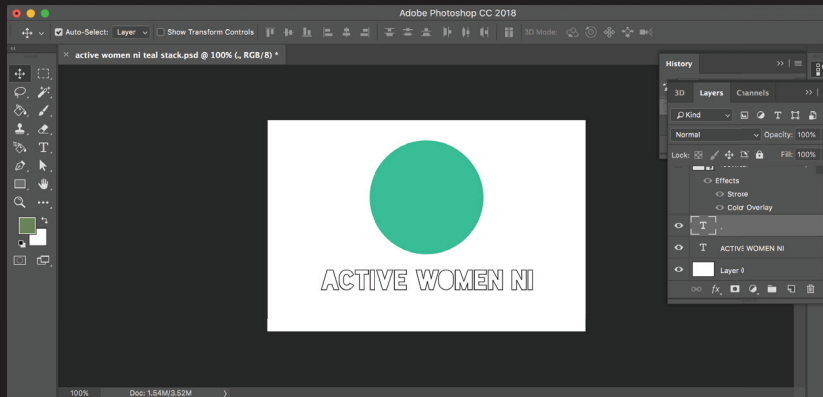


ACTIVE WOMEN NI

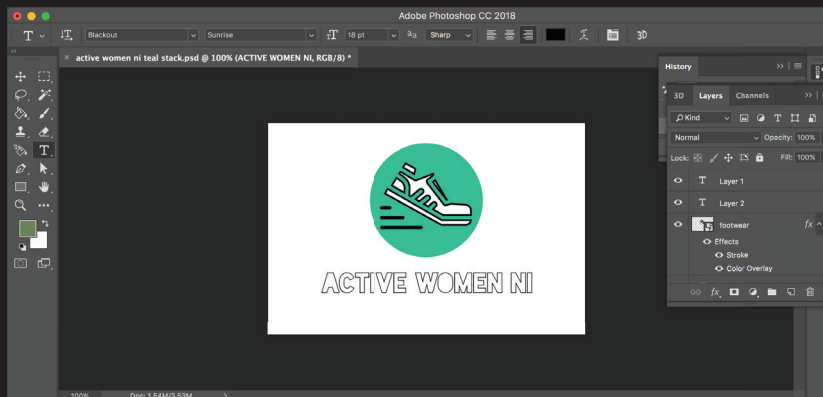


# CONCEPTS

## Active Women NI



The logo began with a simple full stop on photoshop to create the perfect circle. The blackout font was used due to its outline style. Teal was used as it is a neutral colour that can be adapted and used in any brand material.



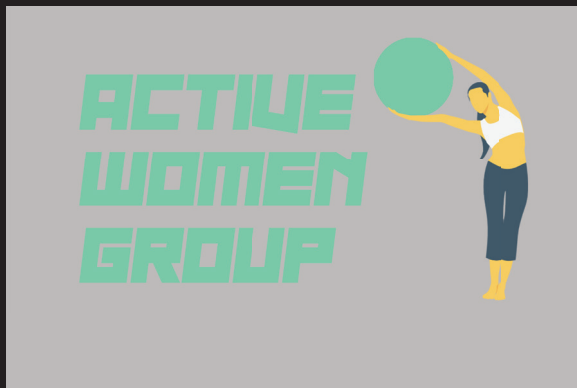
I added my outlined trainer and exaggerated the outline using the stroke effect as this made the shoe appear more cartoon like and created a consistency within the brand.



# CONCEPTS

## Active Women NI

This design was not used or developed any further when I was initially designing this concept it went through the most iterations of any of the developed concepts. I was making every effort to try and make this design to fit the brief for Female Sports Forum but sometimes in graphic design after much trial and error things just don't work out...



# CONCEPTS

## Active Women NI

Below are more variations of the active women concept. I moved across different names such as "Active Women Group" and "The Active Women".



# CONCEPTS

## Active Women NI

Merchandise was created using templates from [freepik.com](http://freepik.com) and [freepsd.com](http://freepsd.com), as you can see below I chose white for the t shirt and used an aluminium style bottle for this concept as this fit the logo and brand.



# CONCEPTS

## Active Women NI

The colours for Active Women NI were focused around neon pastels. The pastel colour palette trend has been extremely popular in fashion and design in the past two years. The neon colour trend in fashion especially has proven extremely popular with online clothing retailers such as Fashion Nova and ASOS, I wanted to combine these two trends to create the brand colours to appeal to women and especially young women.

As with my other concepts I decided to name my colours, I believe this makes the client excited about colour and easily links it to the brand message.

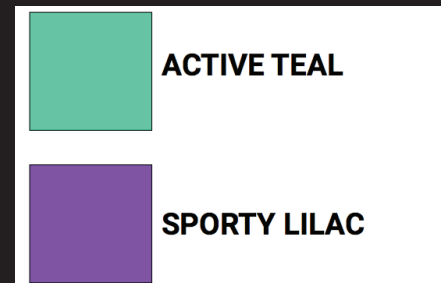
The Active Women NI brand does not take itself seriously it is youthful, dynamic and cartoon like, making fitness approachable to any woman in Northern Ireland.



Kim Kardashian pictured with her neon green dress and Mercedes G Class which was credited with reigniting the neon clothing trend.



Kylie Jenner pictured at the met gala in a pastel lilac outfit with matching wig, these images show the trends behind the colour scheme.



# CONCEPTS

## Active Women NI

I created a website template on photoshop for Active Women NI using a wordpress PSD template from freepik.com, the photoshop template is based on a parallax website as based on my website research and benchmarking was the most effective for the end user.



# CONCEPTS

## Females In It Together

The Females In It Together started when I was at a family gathering and they were watching sports on TV, as a fan of TV graphic design I started taking notes in my phone about the graphics that were appearing during the football match on BT Sport.

The graphics that appeared on BT Sport were very fast paced and seemed to always symbolise some sort of movement.

With this in mind I researched sports graphics and the concept for Females In It Together. The main element is the play button, the play is returning the brand to activity sport and activity with the lines added on top to symbolise movement. The brand appears as FIT relating to fitness.

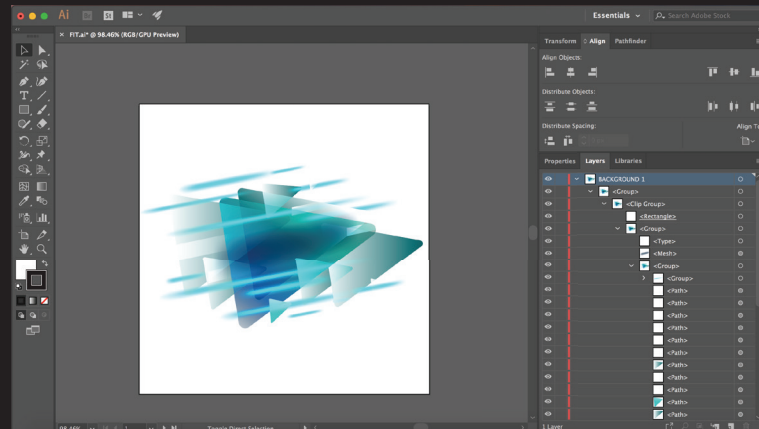
The font used on this design was Lemon Milk.



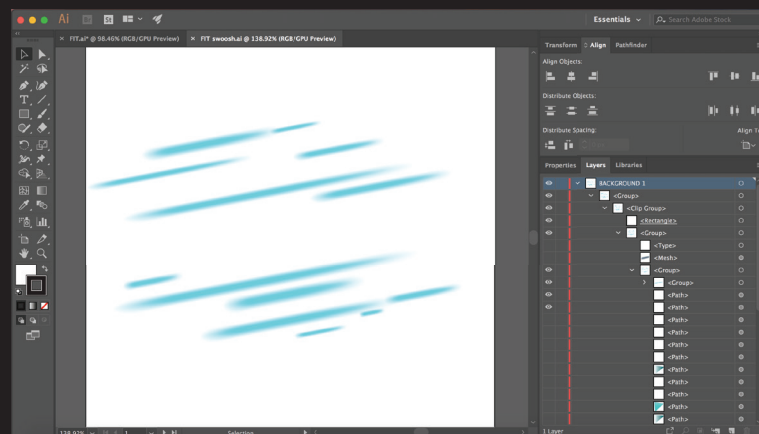
# CONCEPTS

## Females In It Together

**This design was produced using Adobe Illustrator, as I was not extremely familiar with the programme I watched a series of YouTube tutorials in order to try and create this logo.**



**The swoosh effect was produced on a separate layer and combined with the play buttons which were then changed in opacity and recoloured to create the purple fit logo.**





# CONCEPTS

## Females In It Together

The original FIT logo did not have a split in the I letter, this was a suggestion made after feedback from Adrian Hickey after viewing my concepts, this allowed the name to appear more clearly.

This page contains the original design as well another version of the split I that I ditched as it looked like a semi colon.





# CONCEPTS

## Females In It Together

Merchandise was created using templates from [freepik.com](http://freepik.com) and [freepsd.com](http://freepsd.com), as you can see below I chose black for the T shirt and black for the bottle as this looked the best with the vibrant colours of the logo, this merchandise was my favourite out of all the concepts as I believe it is very wearable.



# CONCEPTS

## Females In It Together

I created a website template on illustrator for Females In It Together using a wordpress PSD template from freepik.com, the illustrator template is based on a one page website as I wanted this site to focus on imagery as the user would scroll.



# CONCEPTS

## Stationery

For all the concepts we each created some stationery mock ups, these were important to create as they create the vision for an important medium that each company uses every day. Branded Stationery is important to get right, I used a template from my teammate Bethany McMordie and created my designs on photoshop.



# CONCEPTS

## Stationery



# CONCEPTS

## Stationery



# PITCH

**On 7th November 2019 our team pitched each of our best ideas to Female Sports Forum at the Ulster University Belfast campus. This pitch was one of the most important parts of the process as the concept and design that we would be working until the end of the project would be signed off.**

**After feedback I decided to choose Let's Go Girls as my concept to bring to pitch it was the brand that I was personally the most passionate about and could visualise being the new brand for Female Sports Forum.**

**In preparation for the pitch I refined my concept in the design deck and created notes on the brand that I could pitch to the two representatives from FSF.**

**Myself and Jenny pitched our concepts supervised by Claire Mulrone and Bethany pitched her concept via a pre recorded video.**

**After our pitches we were asked to leave the room as the organisation had a private discussion. When we re entered the room the two representatives informed us that they did not want to choose any of our ideas as full concepts but rather combine the ideas of Bethany and myself.**

**This was not the ideal scenario we had hoped as we had spent weeks designing our concepts. They also informed us that they did not wish to choose any of the names we had pitched as they were not a fan of word "girl" or "women" being in the brand name.**

**Claire Mulrone supervised the discussion and we came to the conclusion that we were going to move forward using my gradient colour scheme combined with Bethany's "Go On Girl" design concept but using the name "Lets Go".**



# PITCH

After the pitch Claire Mulrone received an email that Emma from FSF had decided on a new name for the organisation "Be You". As a team we were pleased with the new name as it was much better than "Let's Go", with this news in mind we got straight to work.

During the pitch Emma stated that she loved my gradient colours and that I had fit the brief perfectly colour wise. She also stated that she liked Bethany's beehive logo concept which represents the community of the Female Sports Forum.

As a team we worked together to combine my colour scheme files with Bethany's brand in photoshop to create Be You.



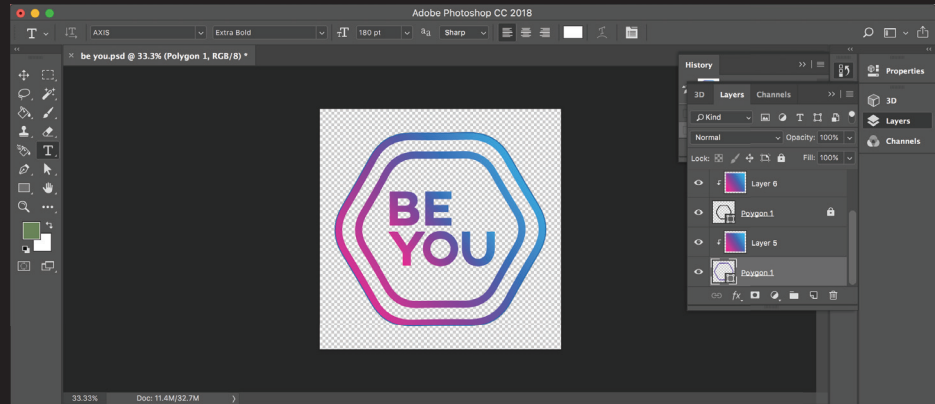
+



# BE YOU

**As a team we created the brand new Be You logo in one day, this was a challenge but we needed to get a final signed off design and we collaborated using the elements from our concepts using photoshop to create the new logo.**

**The font used for the logo is AXIS and my gradient is used through a clipping mask.**



**The gradient is used throughout the brand using three separate gradient files that can be used for colour where appropriate.**

**This hexagon filled with the gradient colour is just one example of a branding device that is used on various materials.**





# BE YOU



**JENNY  
LINDSAY**



**ALEX  
MCQUITTY**



**BETHANY  
MCMORDIE**

**During a team meeting we decided to divide the production roles by what fit our strengths.**

- Video Production
- Domain & Hosting
- Website

- Video Production
- Video Editing
- GIFs
- Icons
- Stationery Kit

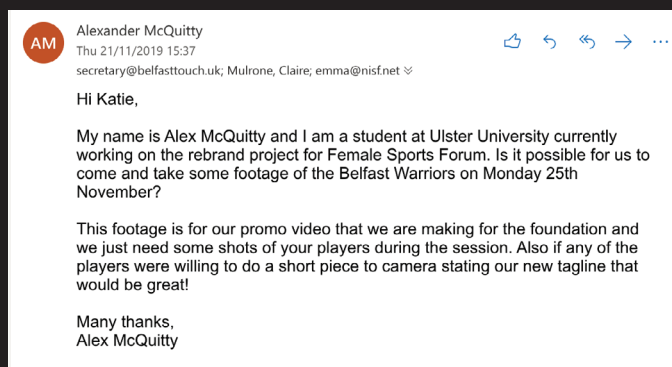
- Video Production
- Logos
- Merchandising
- Ezine Templates
- Brand Guidelines

# BE YOU

**My biggest piece of production for this project was producing a showreel video. The aim of the video is to show women across NI that they can be active no matter what the activity. The video features participants of different ages participating in sports and also regular activities such as housework and walking.**



**The client provided a list of participants that were willing to feature in the video but this proved to be a bigger challenge than expected. Many participants did not reply to emails or had a limited schedule which clashed with other participants or during class times with other modules.**



# BE YOU

**We managed to complete an extremely effective shoot day at the Ulster University Jordanstown campus. This shoot worked so well as many females were playing different sports on the same day and in one night we managed to capture footage from netball, hockey and GAA which proved extremely efficient.**



**Another shoot day took place in Belfast where I shot a family member walking a dog in a city street, this shoot was vital to the showreel as it shows that not simple tasks such as dog walking count as activity that anyone can get involved in to keep fit.**



# BE YOU

**This is another screen shot from the UU shoot day which proved to be the most successful and effective, this is from the GAA shoot.**



**This is from the hockey shoot which was shoot just an hour after the GAA shoot, this was a long shoot day but very helpful as we were limited with the footage we were able to capture.**





# BE YOU

**Due to the limited response from participants and scheduling issues we did not manage to capture as much footage as we hoped. I decided to license some stock footage from videoblocks that was relevant to the showreel.**

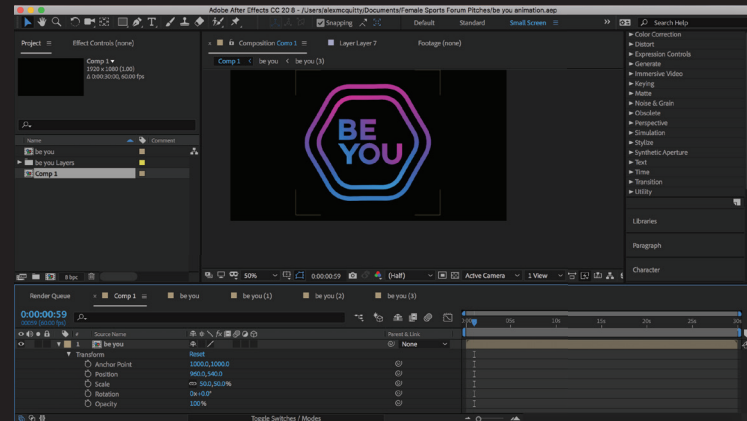


**I was also able to use some footage that the client had already captured, this was helpful to the process as I was able to add more the showreel.**

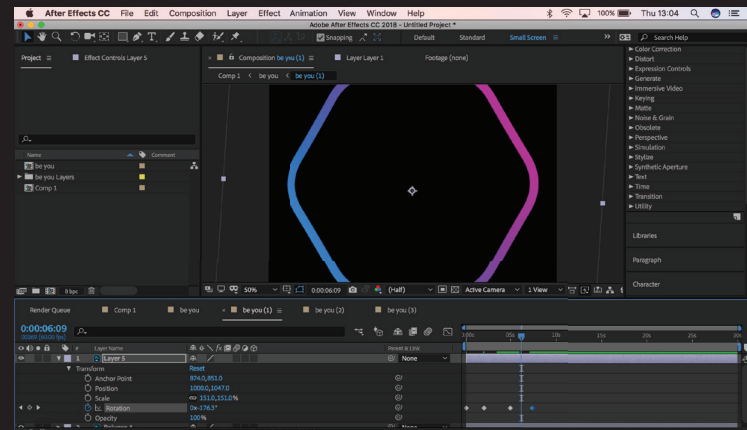


# BE YOU

Another main part of my production work was creating motion graphics for the brand and the showreel video. This started with the Be You logo which animates on screen layer by layer with a moving gradient. This was created in after effects.

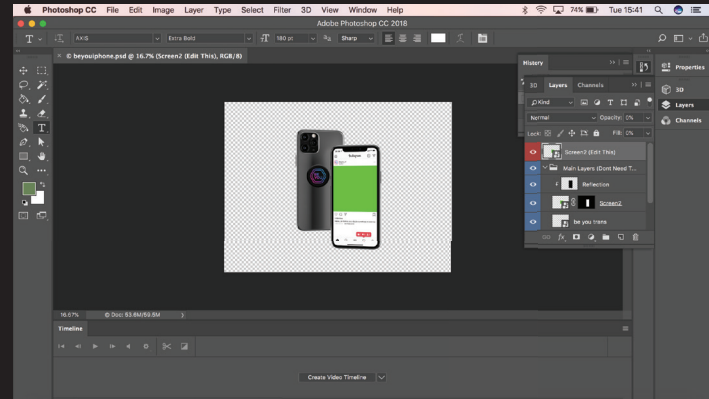


Each Hexagon was animated individually using carefully timed keyframe movements. As the layers from the logo were imported from photoshop I was able to rotate the gradient using keyframe rotation creating the moving colours in the animation.

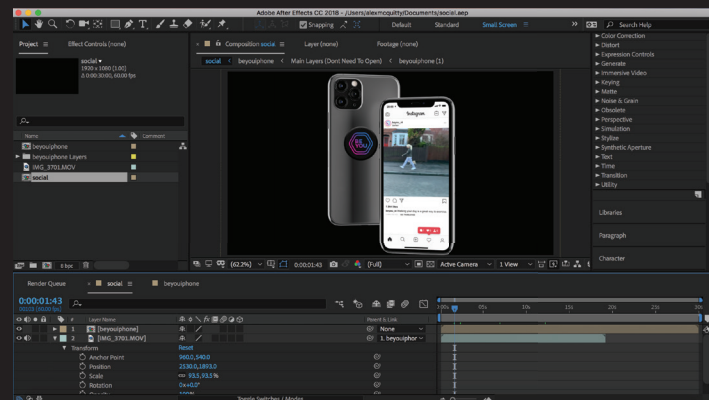


# BE YOU

The next graphic that I created was a social media transition for the showreel video, this was created to highlight Be You's social media presence. It started with a iPhone PSD that I photoshopped an instagram layout onto the screen.

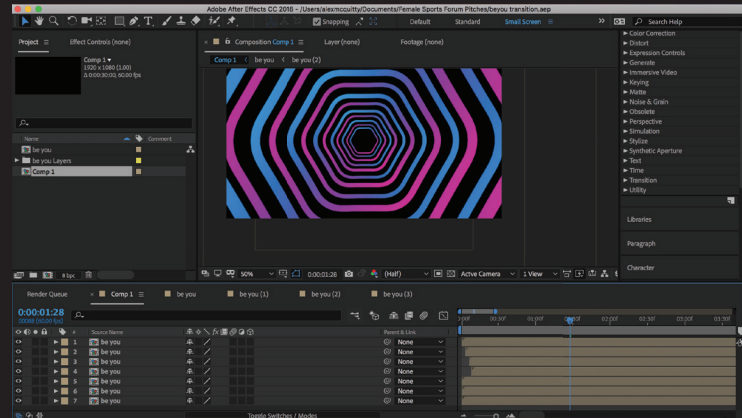


I used chroma key to superimpose the dog walking video into the instagram video to appear as if the video is on the Be You page, this then transitions to the rest of the video. This was created on after effects.

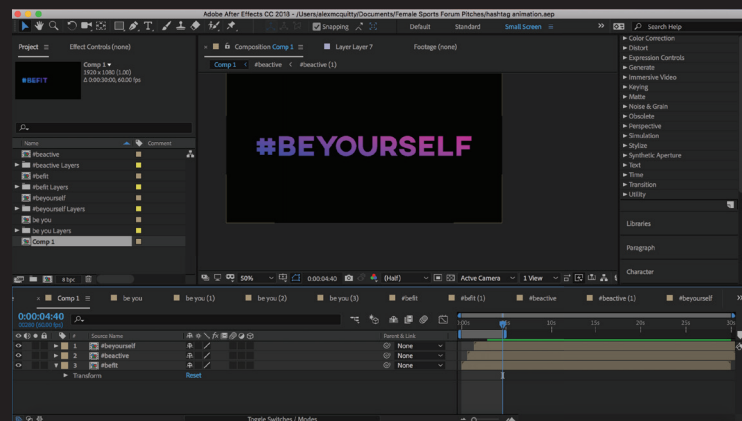


# BE YOU

The next motion graphics I created were transitions for the showreel video. This was created simply by duplicating the outlines from the hexagon, then timing the keyframes to zoom into the screen creating the tunnel transition effect. This was created on after effects.



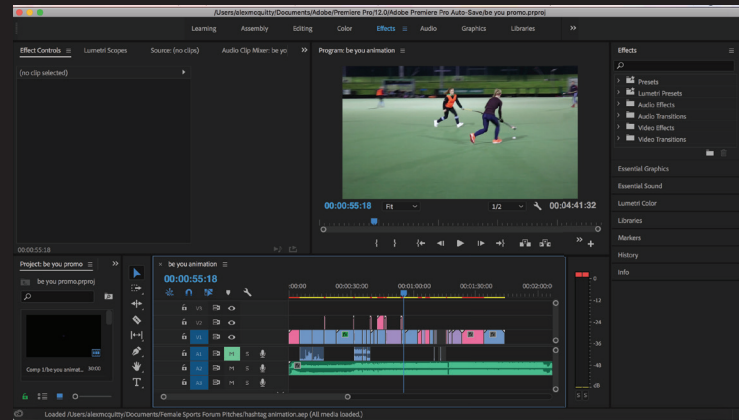
The last piece of motion graphics to be created was the hashtag animation which was also used as a gif on the website. This was created using the same technique as previous, rotating gradients using keyframes.



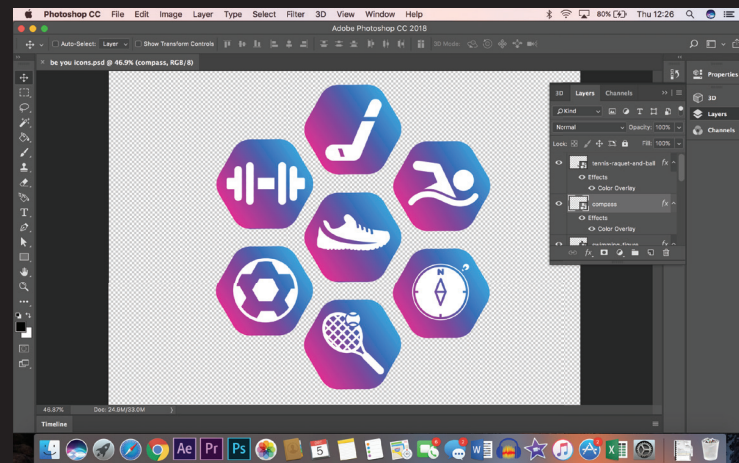


# BE YOU

The showreel video was edited on premiere pro, it used the footage I filmed, footage from videoblocks and pre existing footage from the foundation combined with my motion graphics and royalty free music from YouTube creator music library.



Another production material I created were icons to be used wherever the brand sees fit, these were created on photoshop using the gradient hexagons combined with some iconography licensed from flaticon.com



# BE YOU

The last production deliverable to be submitted was the vinyl boards, these are to be displayed at the final exhibition. Each of us submitted a concept for the first vinyl board and this is my submission that was completed with indesign.



#BEFIT  
#BEACTIVE  
#BEYOURSELF

## JOIN THE COMMUNITY



@BEYOU\_NI  
FB.COM/BEYOUNI  
BEYOUNI.ORG



# BE YOU



# BE YOU



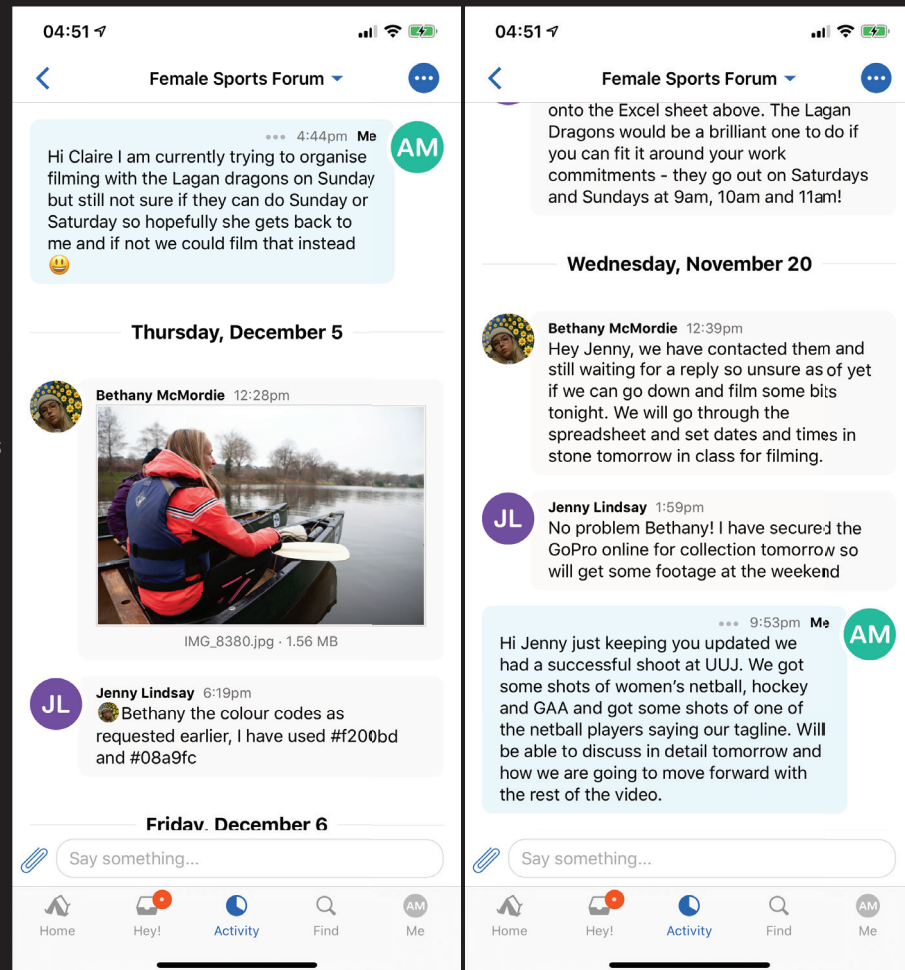


# BE YOU



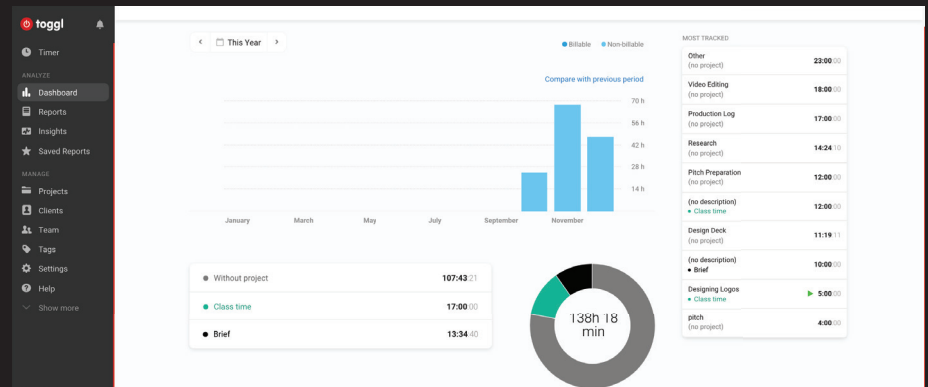
# BE YOU

Throughout the project we communicated through Basecamp, this allowed us to submit and download each others files, communicate with our project managers and creative directors from Ulster University. We also set to do lists for the production and communicated on the campfire feature regularly.



# BE YOU

Throughout the project we took a note of all the time spent on the project via toggl. This allows us to account for our each of our time individually spent on producing the production deliverables.



# BE YOU



**The final piece of production I completed was our headshot edits for the vinyl boards. We had our photos shot by a photographer at Ulster University. These were shot in front of a green screen background and I used chroma key editing in Photoshop to change the background to fit our project for the vinyl boards.**



# BE YOU



**JENNY  
LINDSAY**



**ALEX  
MCQUITTY**



**BETHANY  
MCMORDIE**

# BE YOU

**Many thanks to ;**

**Adrian Hickey**

**Claire Mulrone**

**Jenny Lindsay**

**Bethany McMordie**

**Lagan Dragons**

**Female Sports Forum**

**Catherine McCrea**

**Videoblocks**

**YouTube Creator Music**

**Freepik**

**FreePSD**