

B00718721

MED526

PRODUCTION LOG

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ABOUT MED526

THE INTRODUCTION TO THIS MODULE ON THE MODULE GUIDE READS:

“THIS MODULE OFFERS STUDENTS THE OPPORTUNITY TO DEVELOP CRITICALLY INFORMED GROUP PRODUCTION PROJECTS UNDER THE GUIDANCE OF ADRIAN HICKEY. STUDENTS WORK IN GROUPS IN ON OR MORE OF THE FOLLOWING MEDIA: PHOTOGRAPHY, VIDEO, MOTION GRAPHICS, COMPUTER GAMES, WEB, AUDIO, AND INTERACTIVE INSTALLATION. STUDENTS UNDERTAKING THIS MODULE SHOULD AIM TO DEMONSTRATE CRITICAL AND PRACTICAL COMMAND OF THE CHOSEN MEDIUM BY APPLYING APPROPRIATE CONCEPTS AND TECHNIQUES TO CLIENT PROJECT WORK OF CHOOSING. THIS AND THEIR INDIVIDUAL CONTRIBUTION TO THE GROUP WORK IS SHOWN THROUGH SUBMISSION OF BOTH A PRODUCTION IN A CHOSEN MEDIUM AND WRITTEN COMPONENT – A PRODUCTION LOG.”

CHOOSING OUR PROJECT

AFTER WE HAD FORMED INTO OUR GROUPS OUR FIRST THING TO DO WAS CHOOSE OUR PROJECT. WE WERE GIVEN OUT A SHEET WITH A LIST OF 12 PROJECTS ON IT WHICH WE GOT TO CHOOSE FROM. IN OUR GROUP, WE HAD A LOOK THROUGH THE PROJECTS GIVEN AND DECIDED THAT THE **CARERS NI** PROJECT WOULD SUIT US BEST AS IT INVOLVED PHOTOGRAPHY, VIDEO AND MOTION GRAPHICS WHICH ARE THREE PARTS OF OUR COURSE THAT WE ARE QUITE STRONG IN BETWEEN THE THREE OF US. THE SCOPE OF THE PROJECT WAS:

“CAPTURE VIDEO FOOTAGE OF PEOPLE’S EXPERIENCE OF WHAT IT IS LIKE TO BE A CARER. INCORPORATE PHRASES THAT SAY ‘I’M A MUM BUT I’M ALSO A CARER’ , ‘I’M A COMPANY DIRECTOR, BUT I’M ALSO A CARER.’ VIDEO TO BE USED AS A SOCIAL MEDIA CAMPAIGN INCORPORATING MOTION GRAPHIC ELEMENTS TOO. CAPTURE PHOTOGRAPHS OF PARTICIPANTS. SHORT, SNAPPY, POWERFUL.”



PRODUCTION SCHEDULE

WEEK	2	3	4-5	6	7	8-9	10-11
TASK	SCOPING THE PROJECT MEETING THE CLIENT	PROJECT PROPOSAL	SIMILAR AGENCIES RESEARCH	PAPER PROTOTYPE MEET WITH CLIENT (WEEK 6)	WORKING PROTOTYPE	EDITING	DESIGN ADJUSTMENTS
AIM	DEVELOP A PROJECT BRIEF FROM THE INFORMATION GATHERED AT THE MEETING	FINALISE BRIEF	LOOK AT SIMILAR ORGANISATIONS AND RESEARCH IN DETAIL WHAT WORKS FINALISE WHAT STATISTICS AND DATA WILL BE USED IN OUR MOTION GRAPHIC START MOTION GRAPHIC	BUILD MOCK-UPS PRESENT STORYBOARD AND MOCKUP DESIGNS TO CLIENT	BEGIN FILMING PROCESS	BY THE END OF WEEK 8 HAVE THE VIDEO AND MOTION GRAPHIC EDITED AND READY TO SHOW CLIENT	MEETING WITH CLIENT GET FEEDBACK FROM THE CLIENT
ACTION	KELSEY - RESEARCH THE CLIENT NIAMH - RESEARCH THE AUDIENCE LISA - BEGIN BRIEF WRITE UP EVERYONE - RESEARCH STATISTICS FOR MOTION GRAPHIC	EVERYONE - REVIEW BRIEF TO BE ABLE TO PRESENT TO CLIENT	EVERYONE - CREATE A DETAILED ANALYSIS OF 3 OTHER SIMILAR AGENCIES EACH EVERYONE - PLAN STORYBOARD FOR MOTION GRAPHIC	NIAMH - CREATE STORYBOARDS OF VIDEO AND MOTION INFOGRAPHIC KELSEY - RISK ASSESSMENTS LISA - WRITE SCRIPT EVERYONE - ATTEND CLIENT MEETING AND PRESENT IDEAS.	EVERYONE - TAKE OUT AC90 CAMERA KIT EVERYONE- CAPTURE FOOTAGE OF CARERS	NIAMH - EDIT THE FOOTAGE CAPTURED LISA AND KELSEY - START MOTION GRAPHIC	EVERYONE - Go BACK AND WORK ON THE PROJECT TO MEET THE CLIENTS EXPECTATIONS

RESEARCHING CARERS NI

BEFORE WE START WORKING ON THE PROJECT ITSELF, OUR OWN INDIVIDUAL RESEARCH ON CARERS NI IS REQUIRED SO WE CAN HAVE THE BEST UNDERSTANDING OF THE COMPANY BEFORE WE START OUR WORK FOR THEM. WE WILL BE MEETING WITH OUR CLIENT ON THE 5TH OCTOBER TO DISCUSS IN DETAIL WHAT THE COMPANY WANTS US TO DO, HOWEVER BEFORE WE HAVE THIS MEETING WE WANT TO ENSURE WE HAVE BACKGROUND KNOWLEDGE TO SHOW TO OUR CLIENT THAT WE ARE FULLY COMMITTED TO THIS WORK.

I VISITED THE CARERS WEBSITE WHERE THEY HAVE A SECTION 'ABOUT US' WHICH INCLUDES SECTIONS:

- WHY WE'RE HERE
- WHAT WE DO
- WHO WE ARE

THESE SECTIONS HELPED ME GAIN A WIDE RANGE OF KNOWLEDGE ABOUT THE COMPANY AND ALSO STATISTICS ABOUT CARERS IN NI AND THE UK.

"ACROSS THE UK TODAY 6.5 MILLION PEOPLE ARE CARERS, SUPPORTING A LOVED ONE WHO IS OLDER, DISABLED OR SERIOUSLY ILL."

WHAT DO CARERS NI DO?

- RUN AN INFORMATION SERVICE FOR CARERS AND PROFESSIONALS, DEALING WITH A RANGE OF ISSUES SUCH AS CARERS' BENEFITS, COMMUNITY CARE AND SERVICES FOR CARERS.
- OFFER A WIDE RANGE OF LEAFLETS AND BOOKLETS AND A REGULAR NEWSLETTER FOR CARERS, MEMBERS AND PROFESSIONALS.
- THEY ALSO OFFER CARERS THE CHANCE TO MEET WITH OTHER CARERS, SHARE EXPERIENCES AND REDUCE THE FEELING OF ISOLATION THAT CARERS OFTEN FEEL THROUGH LOCAL BRANCHES AND GROUPS.
- THEY PROVIDE REGULAR SCHEDULED AND TAILORED TRAINING TO BOTH CARERS AND THE PROFESSIONALS WHO WORK WITH THEM.

MEETING OUR CLIENT

WE MET OUR CLIENT FROM CARERS NI IN THE TOWER BLOCK OF ULSTER UNIVERSITY IN COLERAINE. IN THIS MEETING, OUR CLIENT EXPLAINED TO US IN GREAT DETAIL EVERYTHING WHICH SHE WANTED FROM US WHICH WE TOOK NOTES ON. THIS MEETING WAS A HUGE HELP TO US AS A GROUP. DURING THIS MEETING OUR CLIENT SPOKE ABOUT HOW THE AIM FOR THIS PROJECT WAS FOR PEOPLE TO IDENTIFY THEMSELVES AS CARERS AS MANY PEOPLE DON'T ACTUALLY REALISE THEY ARE A CARER AS THEY HAVE OTHER JOBS OR COMMITMENTS AND TO REALISE THEY ARE OPEN TO THE SUPPORT THAT CARERS NI PROVIDE.

WE SPOKE ABOUT HOW, WHERE AND WHAT WE WOULD FILM. OUR CLIENT INFORMED US THAT THEY HAVE SUPPORT

GROUP MEETINGS QUITE REGULARLY AND WE WOULD BE WELCOME TO COME ALONG TO THEM AND CAPTURE SOME OF THE FOOTAGE REQUIRED FOR THE VIDEO. THIS MADE MYSELF, NIAMH AND KELSEY START TO THINK ABOUT THE KIND OF EQUIPMENT WE WOULD NEED TO BOOK OUT AND WE WANTED TO DO THIS AS EARLY AS POSSIBLE TO ENSURE WE WOULD HAVE THE EQUIPMENT FOR THE SPECIFIC DATE THAT THE SUPPORT GROUP WAS ON.

OUR CLIENT HAD EXPLAINED THAT SHE WANTED THE VIDEO DONE FOR SOCIAL MEDIA USE AND THAT THEY NEEDED THEIR FACEBOOK UPDATED. THEREFORE, WE ARE GOING TO ALSO CAPTURE PHOTOGRAPHS OF THE CARERS WHILE WE ARE FILMING AND THIS WILL ALLOW US TO MAKE POSTERS AND IMAGES FOR SOCIAL MEDIA

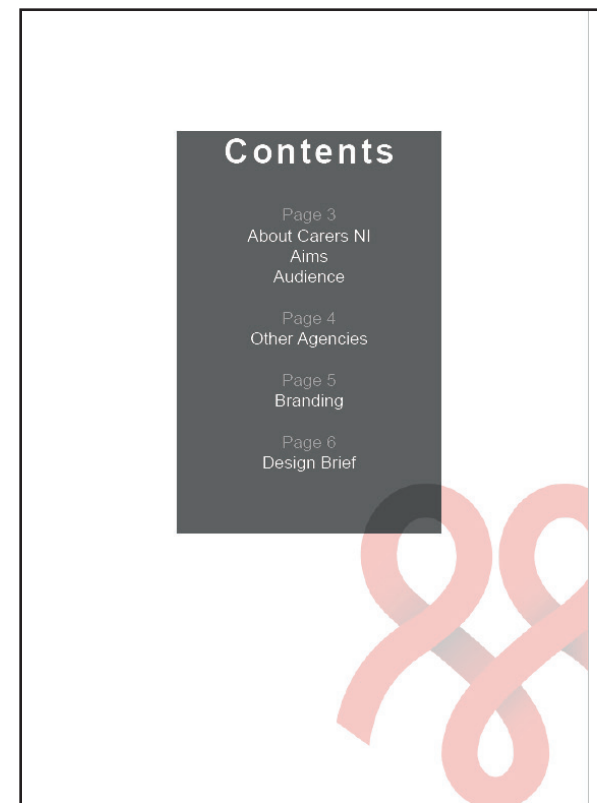
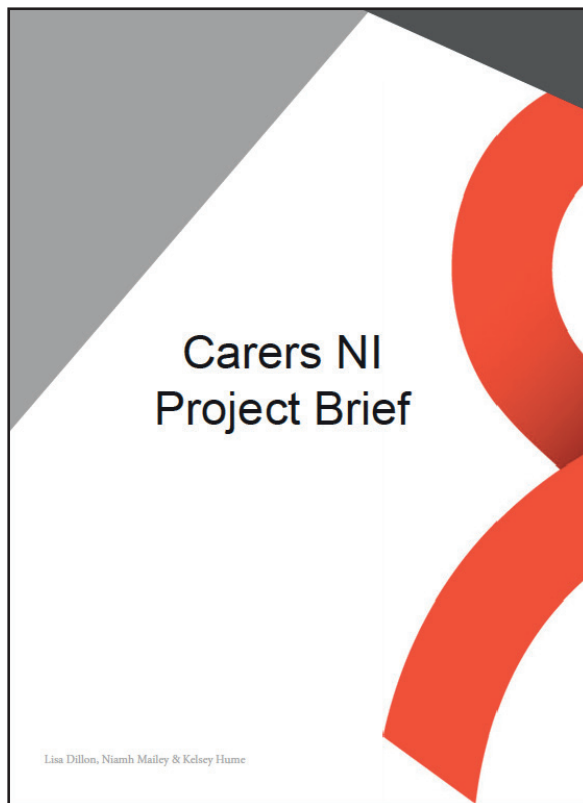
USE AND THEY COULD ALSO BE USED FOR BILLBOARDS ETC.

OUR CLIENT ALSO DISCUSSED THE BRAND GUIDELINES WITH US AND AFTER THE MEETING SHE FORWARDED THE DOCUMENTS TO US IN AN EMAIL. SHE EXPLAINED HOW SHE WISHED FOR THE LOGO TO BE USED WHICH WAS INCLUDED IN THE GUIDELINES AS WELL AS THEIR RED RIBBON THEME WHICH IS USED THROUGHOUT THEIR WEBSITES AND SOCIAL MEDIA PLATFORMS.

AFTER THIS MEETING, OUR NEXT STEP IN THIS PRODUCTION WAS TO DESIGN A BRIEF AND SEND IT ON TO LESLIE AND SEE IF THERE WERE ANY ADJUSTMENTS SHE WANTED MADE TO IT BEFORE WE WOULD START MAKING THE ACTUAL PROJECT.

DESIGNING OUR BRIEF

WE TOOK ALL THE INFORMATION FROM THE PROJECT OUTLINE AND THE NOTES WE TOOK AT THE MEETING AND BUILT UP A BRIEF WHICH CAN BE SEEN BELOW. WE SENT THE BRIEF TO OUR CLIENT WHICH SHE THEN SENT BACK TO US WITH TWO SMALL AMENDS OF SPELLING MISTAKES WHICH WE FIXED RIGHT AWAY.



DESIGNING OUR 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.



DESIGNING OUR BRIEF

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.

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

70%

20%

5%

5%

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 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.

Now that our brief has been finalised and we have a set plan of what we have to do, we have each took one section of the project each and are going to mock up storyboards. I have been assigned to do the video storyboards, while Niamh has the motion graphic and Kelsey has the posters. I am going to talk through each design I have come up with throughout the process before I had a finalised storyboard that I would present to the client.

Using Basecamp

When we were put into our groups we were spoke to about setting up our own 'Basecamp.' I had never heard of Basecamp before but I was intrigued to know more about it. I was thinking what was Basecamp, how will we use it as a group? Basically, Basecamp is a hugely popular project management tool used by many web agencies to help them manage projects and communicate with each other and their clients.

My group and I then set up our Basecamp account and Adrian and Clare were also added as members so they could see our work progress and also gave us a way to communicate better with them.

Carers NI

Voice of the Carer



Add/remove people

The good thing about Basecamp is that everything is digital and it's not as easy for pieces of work to go missing or you would forget to do something as you can set a 'to-do list' and Basecamp will send you reminders when it needs to be done. As a group, we got together and made a to-do list:

8/8 completed

To Do

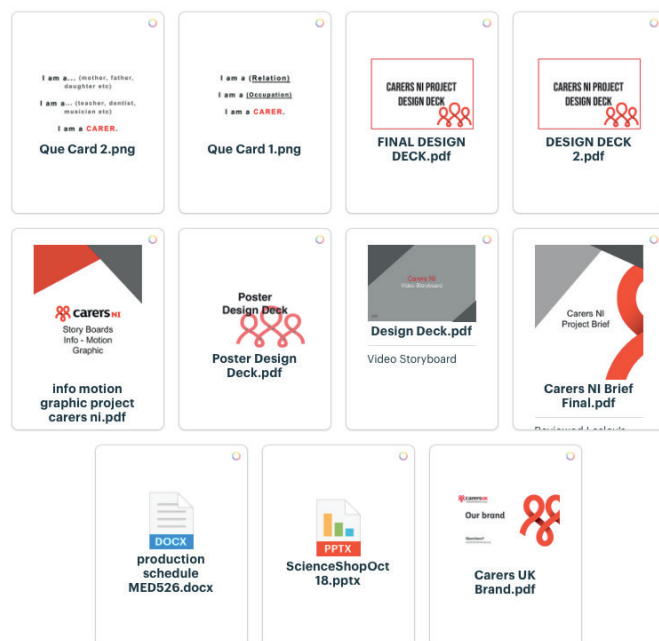
Add a to-do

- ✓ Start Poster Design Mon, Dec 3, 2018 niamhmailey@yahoo.co.uk Lisa D. KH Kelsey H.
- ✓ Send Production Log Thu, Dec 20, 2018 niamhmailey@yahoo.co.uk Lisa D. KH Kelsey H.
- ✓ Start Motion Graphic niamhmailey@yahoo.co.uk Lisa D. KH Kelsey H.
- ✓ Begin Video Editing Mon, Dec 3, 2018 niamhmailey@yahoo.co.uk Lisa D. KH Kelsey H.
- ✓ Film at Summit Thu, Nov 29, 2018 niamhmailey@yahoo.co.uk Lisa D. KH 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 list was very helpful to us as we were able to see who had completed what work and no one was doing the same thing by accident.

USING BASECAMP

BASECAMP WAS A VERY EASY WAY FOR US TO UPLOAD OUR WORK AND GET QUICK FEEDBACK ON IT AS ADRIAN WAS ABLE TO GET A NOTIFICATION WHEN WE NEEDED ANYTHING CHECKED BEFORE SENDING IT TO OUR CLIENT AND HIMSELF AND CLARE WERE ALSO ABLE TO UPLOAD FILES WHICH WE MAY HAVE NEEDED. BELOW ARE THE FILES WHICH ARE IN OUR BASECAMP OR THE FIVE OF US TO ACCESS AND THEY ARE EASILY ABLE TO DOWNLOAD.



BASECAMP ALSO HAS A 'MESSAGE BOARD' SECTION WHERE ALL THE MEMBERS IN THE GROUP CAN HAVE DISCUSSIONS AND EVERY MEMBER CAN SEE THEM. WE MADE USE OF THIS ELEMENT AS SEEN BELOW.

+ New message

Message Board



SORRY PITCH POSTPONED

Claire Mulrone • Nov 13, 2018 — Lesley is ill and won't be able to attend tomorrow. I have however been able to get a new meeting for next Tuesday 20th at 11.00am

6



Pitch

Claire Mulrone • Nov 12, 2018 — Don't forget to have your pitch printed before you come. Claire



pitch meeting Wednesday 14th November at 2.00- 3.30pm 58 Howard St, Belfast BT1 6PJ

Claire Mulrone • Nov 12, 2018 — Hi Claire That's fine with me. I've booked the conference room on 2nd floor. See you then. Lesley Lesley Johnston Advice and



Green Screen

Kelsey Hume • Oct 18, 2018 — Adrian, can you remember to ask Alan about a green screen we can take with us when filming? Thanks

4



lesley.johnston@carersni.org

Claire Mulrone • Oct 9, 2018 — sorry its not in her email signature



From Client

Claire Mulrone • Oct 9, 2018 — Please email Lesley and thank her for this email and include all team members. This will open up direct communication with Lesley.



Project Title

Claire Mulrone • Oct 1, 2018 — 10. Carers NI Capture video footage of people's experience of what it is like to be carer. Incorporate phrases that say 'I'm a mum

FIRST DESIGN DECK



OVERVIEW

THIS DESIGN IS QUITE BASIC IN ITS FONTS AND COLOURS, HOWEVER I THINK IT IS AN AFFECTIVE WAY OF GETTING THE MESSAGE ACROSS THAT WE HAVE BEEN ASKED WHICH IS TO IDENTIFY CARERS AND MAKE PEOPLE AWARE THAT MIGHT NOT REALISE THEY ARE A CARER. THE TEXT WILL APPEAR ONE BY ONE AS THE CARER SAYS EACH WORD.

WE HAVE BEEN ASKED TO MAKE THE VIDEO SHORT AND SNAPPY WHICH IS WHAT I HAVE TRIED WITH THIS DESIGN. THIS DESIGN SHOWS WHAT ONLY ONE CARER WILL SAY, HOWEVER THE DESIGN WILL BE CONSISTENT THROUGHOUT THE VIDEO. IDEALLY, EACH CARER SHOULD BE ON-SCREEN FOR APPROXIMATELY 5 SECONDS EACH, HOWEVER I WILL HAVE A BETTER IDEA OF THIS ONCE WE HAVE THE FOOTAGE OF THE CARERS.

COLOUR

MY COLOUR CHOICE FOR MY FIRST DESIGN WAS DUE TO THE BRAND GUIDELINES OF CARERS NI. CARERS NI CONSISTS OF FOUR MAIN COLOURS WHICH ARE WHITE, RED, BLACK AND GREY. I TESTED OUT HOW THE VIDEO WOULD LOOK IF I USED BLACK AND WHITE FOR THE BACKGROUND AND USED RED, GREY AND BLACK FOR THE TEXT.

I USED BLACK AND GREY FOR THE TEXT WHICH DESCRIBES THE CARERS OTHER ROLES AND USED RED TO HIGHLIGHT THE WORD 'CARER' AS IT EMPHASISES THE MESSAGE WE ARE TRYING TO DELIVER.

FONT

IN THE BRAND GUIDELINES FOR CARERS NI, IT IS SHOWN THAT THEY USE THREE FONTS WHICH ARE FS ME, HELVETICA AND ARIAL.

FOR THIS DESIGN, I KEPT IT TO ONE FONT WHICH WAS ARIAL. THIS FONT IS QUITE PLAIN HOWEVER I THINK IT SUITS THE MESSAGE WE ARE TRYING TO GET ACROSS AS IT DOESN'T DISTRACT THE VIEWERS. I CHANGED THE TEXT 'CARER' TO BOLD AS IT ONCE AGAIN DRAWS MORE ATTENTION TO THE FACT WE ARE WANTING TO IDENTIFY CARERS.



OVERVIEW

AGAIN, THIS DESIGN IS QUITE BASIC AND MINIMALISTIC, HOWEVER I HAVE STUCK WITHIN THE BRAND GUIDELINES USING THE FONTS AND COLOURS DISCUSSED IN THE DOCUMENTS WHICH WERE SENT TO US BY OUR CLIENT.

COLOUR

FOR THIS DESIGN, I CHANGED THE BACKGROUND TO BLACK AND WHITE AND THEN PUT A RED COLOUR OVERLAY ON IT. I DID THIS AS I WANTED TO ADD A BIT MORE COLOUR TO THIS DESIGN AS THE FIRST MAY COME ACROSS AS BEING QUITE DULL.

FOR THE TEXT I USED JUST A WHITE FONT TO KEEP IT SIMPLE YET AFFECTIVE. I USED A BOLD EFFECT ON THE 'CARER' TEXT AGAIN AS I STILL WANT TO EMPHASISE THE MESSAGE OF IDENTIFYING CARERS. ALSO, ON THE LAST PAGE I HIGHLIGHTED THE CONTACT NUMBER BY CHANGING THE COLOUR TO BLACK AND PUTTING IT IN BOLD.

FONT

FOR THIS DESIGN I HAVE CHANGED THE FONT TO HELVETICA WHICH WAS ANOTHER FONT USED IN THE BRAND GUIDELINES. I USED A SMALLER FONT SIZE IN THIS DESIGN AS I THINK IT LOOKS MORE CLEAN.



OVERVIEW

I DEVELOPED THIS IDEA FROM THE PREVIOUS DESIGN I MADE. I LIKED THE FADED COLOUR AND THE FONT SO I TRIED TO KEEP THE SAME IDEA FOR THIS DESIGN.

COLOUR

I HAVE USED ALL THE COLOURS IN THE BRAND GUIDELINES INCLUDING RED, GREY, WHITE AND BLACK. I USED COLOUR OVERLAYS TO CREATE A 2 COLOURED BACKGROUND WHERE THE CARER WILL BE IN GREY WHILE THE WRITING WILL BE AGAINST A RED BACKGROUND. SIMILARLY, I USED WHITE FOR THE FONT AS IT IS IN THE BRAND GUIDELINES AND IT WAS ALSO THE BEST MATCH FOR THE RED BACKGROUND.

FONT

I USED HELVETICA AGAIN FOR THIS DESIGN AS I PREFERRED THIS TO ARIAL. I FEEL AS THOUGH THIS FONT IS EASIER ON THE EYE AND LOOKS SLIGHTLY MORE PROFESSIONAL TO THE VIEWERS.

THIS TIME I DECIDED NOT TO PUT THE WORD 'CARER' IN BOLD AND JUST MADE THE WORD LARGER WHICH STILL MAKES IT STAND OUT.

OVERVIEW

I CREATED A FEW DIFFERENT IDEAS BY CHANGING THE OPACITY OF DIFFEERENT LAYERS AND CHANGING THE STYLE OF THE FONT. I HAVE CREATED THESE STYLES TO EXPERIEMNT WHAT I COULD DO WITH USING TWO COLOURS AS MY BACKGROUND.



I CREATED A NEW LAYER AFTER THE BACKGROUND IMAGE WHICH I USED A SOLID COLOUR OF RED AND KEPT THE OPACITY AT 100%. I FEEL THIS DESIGN CAN LOOK A BIT HARSH AS THERE IS SUCH A CONTRAST BETWEEN THE BACKGROUND IMAGE AND THE SOLID RED COLOUR.



I CHANGED THE OPACITY OF THE RED BACKGROUND FOR THIS DESIGN AND I THINK IT LOOKS BETTER THAN BEFORE AS IT BLENDS BETTER WITH THE IMAGE.



FOR THIS DESIGN, I CHANGED THE BACKGROUND IMAGE TO BLACK AND WHITE, CREATED A NEW LAY AND CREATED A COLOUR OVERLAY OF RED. I THEN CREATED A NEW LAYER AND USED A SOLID RED COLOUR TO MAKE A RECTANGLE WHICH CONTAINS THE TEXT.



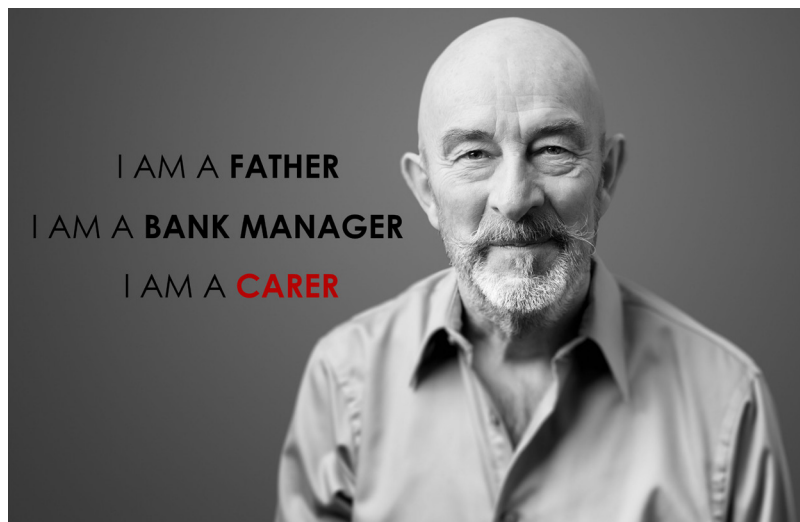
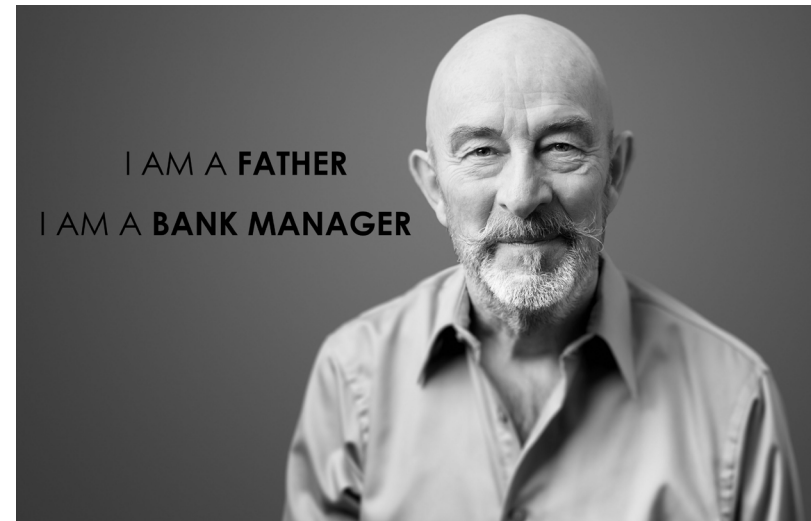
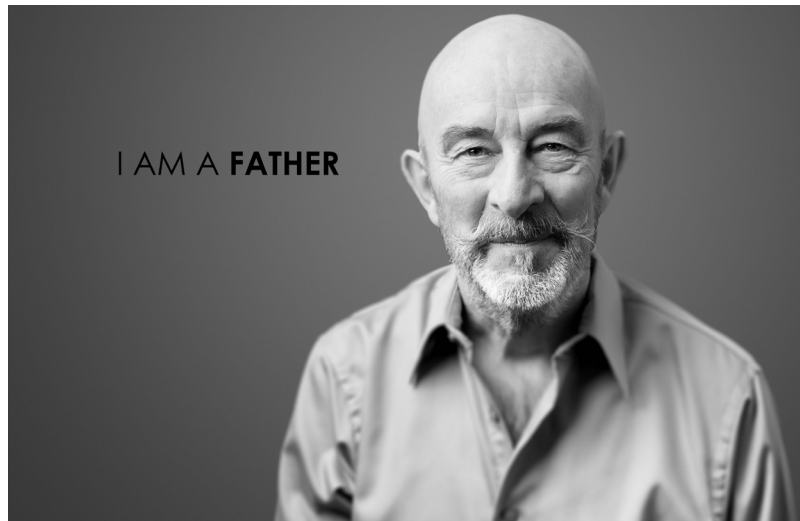
I HAVE CHANGED THE BACKGROUND IMAGE TO BLACK AND WHITE AND CREATED A NEW LAYER AND CHANGED THE BACKGROUND OPACITY TO 25%.



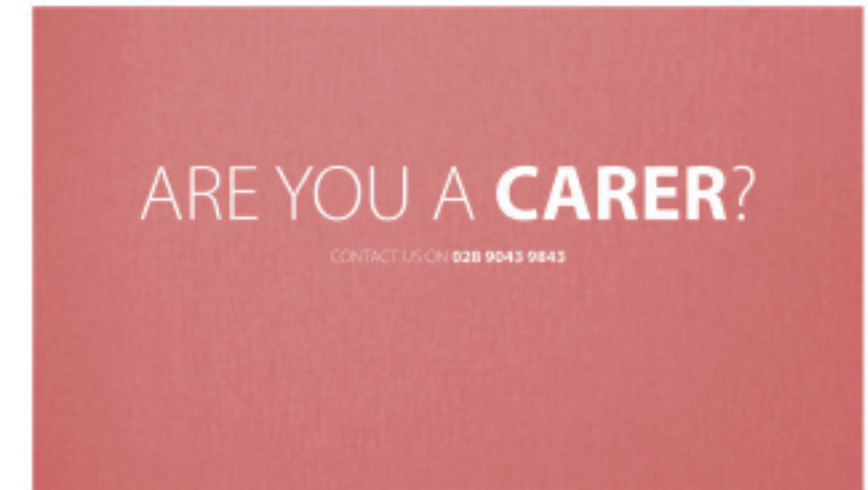
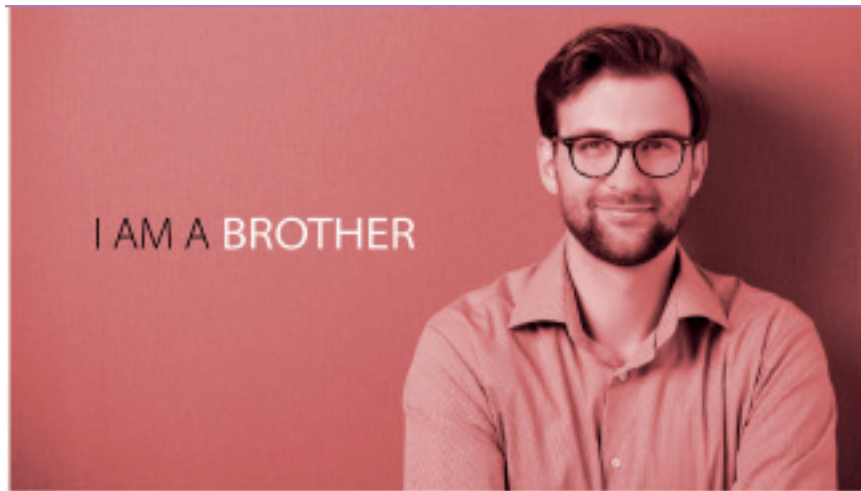
OVERVIEW

IN THE MEETING WITH OUR CLIENT, WE LOOKED AT HOW CARERS NI MAKE THE USE OF RIBBONS IN THEIR DESIGNS, THEREFORE I HAVE MADE A DESIGN WHICH INCLUDES A RIBBON. WHEN IT COMES TO ACTUALLY EDITING THE VIDEO, THE RIBBON WOULD BE ABLE TO FLOW IN SO IT IS HARD TO IMAGINE THIS WITH A STILL IMAGE. AGAIN, I HAVE STUCK WITH THE BRAND GUIDELINES USING RED, WHITE AND GREY FOR THE MAIN COLOURS IN THIS DESIGN. I HAVE USED THE FONT HELVETICA FOR THIS IDEA.

SECOND DESIGN DECK



FOR THIS DESIGN I PUT THE WHOLE SCREEN IN BLACK AND WHITE AND USED BLACK WRITING AND PUT THE MAIN WORDS IN BOLD. I PUT THE WORD CARER IN RED TO MAKE IT STAND OUT MORE THAN ANY OTHER WORD ON SCREEN.



I USED A COLOUR OVERLAY TO CREATE THIS DESIGN WHERE I USED THE COLOUR RED AS THE BACKGROUND. THIS IS SIMILAR TO THE DESIGN BEFORE HOWEVER I CHANGED THE COLOUR OF THE FONT TO BLACK AND WHITE INSTEAD OF BLACK AND RED. I CAN'T SEE THIS BEING MY CHOSEN DESIGN FOR THE VIDEO AS IT DOESN'T LOOK VERY PROFESSIONAL.



MY NEXT DESIGN I USED A GREY/NAVY BACKGROUND. I ALSO CHANGED THE TEXT IN THIS DESIGN BY USING LARGER AND BOLDER TEXT.

THIRD DESIGN DECK

FROM GETTING FEEDBACK ON OUR FIRST DESIGN DECKS, WE HAVE MADE AN UPDATED VERSION. WE ARE GETTING FEEDBACK FROM ADRIAN AND CLARE TO ENSURE OUR STORYBOARDS ARE UP TO STANDARD BEFORE WE PITCH THEM TO OUR CLIENT. THE FEEDBACK WHICH I WAS GIVEN WAS TO KEEP THE STYLE CONSISTENT THROUGHOUT ALL THE DESIGNS AND NOT JUST MY VIDEO. SO FOR EXAMPLE, IN OUR FIRST DESIGN DECK, MYSELF AND KELSEY USED DIFFERENT FONTS FOR THE POSTER AND VIDEO SO THE STYLE WASN'T CONSISTENT. I WAS ALSO ADVISED TO TRY AND PLAY ABOUT WITH COLOURS OUTSIDE OF THE BRAND GUIDELINES FOR CARERS NI.



THIS IS THE FIRST DESIGN I CREATED FOR THE SECOND DESIGN DECK. AS YOU CAN SEE, I USED THE SAME FONT AS KELSEY DID IN HER POSTER TO THE LEFT. I AM USING THE SAME IDEA IN THIS DESIGN AS MY PREVIOUS ONES BY HAVING THE WORDS COME ON SCREEN AS THE CARER SAYS EACH WORD. I USED A RED BACKGROUND FOR THIS DESIGN BUT I DARKENED THE RED SO IT WASN'T EXACTLY THE RED ON THE GUIDELINES.



FOR THIS DESIGN, ALL I CHANGED WAS THE BACKGROUND TO GREEN. I DON'T PARTICULARLY LIKE THIS DESIGN AS I THINK IT HAS NO RELEVANCE TO CARERS NI BUT I WANTED TO TAKE ADRIANS FEEDBACK SO THAT'S WHY I INCLUDED THIS DESIGN IN THE DESIGN DECK.



ONCE AGAIN, ALL I CHANGED HERE WAS THE BACKGROUND TO BLACK. I WASN'T SURE ABOUT THE LOOK OF THIS DESIGN AS ITS QUITE DULL AND DARK HOWEVER I THINK IT WOULD END UP LOOKING WELL AS A FINISHED EDIT OF A VIDEO.

PITCHING To OUR CLIENT

ONCE ADRIAN AND CLARE CONFIRMED THAT OUR DESIGN DECKS WERE UP TO STANDARD, WE HAD TO PRINT THEM OFF AND PITCH THEM TO OUR CLIENT. THIS WAS THE DESIGN DECK WHICH WE HAD SETTLED ON.

ORIGINALLY, OUR PITCH WAS SET FOR THE 14TH NOVEMBER FROM 2.00 – 3.30PM AT 58 HOWARD ST, BELFAST. HOWEVER, THE DAY BEFORE THE PITCH, CLARE WROTE A MESSAGE INTO BASECAMP TO INFORM US THAT THE PITCH WILL BE POSTPONED

HOWEVER, AFTER THE MINOR SETBACK WE TRAVELLED TO BELFAST ON THE 20TH NOVEMBER WITH OUR DESIGN DECK AND PITCHED IT TO OUR CLIENT. THIS WAS QUITE NERVE RACKING AS WE WEREN'T SURE OUR CLIENT WOULD LIKE OUR DESIGNS AT ALL. AS WE SHOWED OUR DESIGNS TO OUR CLIENT, SHE SEEMED TO REALLY LIKE THEM AND GAVE SHE WAS ABLE TO GIVE US ADJUSTMENTS TO MAKE. WITH MY DESIGNS FOR THE VIDEO, OUR CLIENT WANTED ME TO USE THE EXACT RED THAT IS ON THEIR BRAND GUIDELINES AS THE BACKGROUND. AS WE USED A FONT CALLED 'MERMAID' SHE WAS UNSURE WHETHER WE WOULD BE ABLE TO USE IT OR NOT AS THE BRAND GUIDELINES SHOW THAT THEY ONLY USE THREE FONTS WHICH ARE HS ME, ARIAL OR HELVETICA. AS A GROUP, WE DIDN'T REALLY LIKE THE LOOK OF THESE FONTS ON OUR DESIGNS BUT WE HAD TO MEET THE CLIENTS NEEDS. OUR CLIENT THEN GOT BACK TO US THROUGH E-MAIL TO NOTIFY US THAT WE HAD TO USE A FONT FROM THE GUIDELINES WHICH WE WERE COMPLETELY FINE WITH DOING IF THAT'S WHAT OUR CLIENT WANTED.

SORRY PITCH POSTPONED



Claire Mulrone

Nov 13, 2018 · Notified 4 people

Lesley is ill and won't be able to attend tomorrow. I have however been able to get a new meeting for next Tuesday 20th at 11.00am same place as before.

This is out side my control, I know you'll be disappointed.
You can now enjoy the BBC Digital event and the Belfast Media Festival in full.

Claire

FINAL DESIGN DECK



AFTER OUR PITCH, WE MADE ONE FINAL DESIGN DECK WHERE WE TOOK ON BOARD OUR CLIENTS FEEDBACK. SINCE OUR CLIENT LIKED THE RED THE MOST, SHE WANTED TO SEE IT AS A SOLID RED COLOUR THAT WAS ON THE BRAND GUIDELINES SO THAT IS WHAT THIS DESIGN IS FOR. I ALSO USED THE FONT 'ARIAL' AS THAT IS THE FONT WHICH SHE WANTED TO BE USED IN THE FINAL PROJECT.



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<https://www.carersuk.org/northernireland>

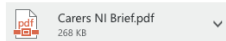
OUR CLIENT ALSO LIKED THE DARK DESIGN HOWEVER SHE PREFERRED THE RED. I WANTED TO DRAW UP A DESIGN WHICH SHOWED OUR CLIENT WHAT THE VIDEO COULD LOOK LIKE WITH THE DARK GREY COLOUR THAT IS ON THEIR BRAND GUIDELINES.

COMMUNICATION WITH CLIENT

ALTHOUGH WE WERE USING BASECAMP AS OUR FORM OF COMMUNICATION, OUR CLIENT WASN'T A MEMBER IN THIS THEREFORE WE COMMUNICATED WITH HER THROUGH E-MAIL.

 Niamh Mailey <niamhmailey@yahoo.co.uk>
Thu 11/10/2018, 14:24
lesleyjohnston@carersni.org; Hickey, Adrian; Mulrone, Claire; Lisa Dillon; Kelsey Hume

Inbox



Download Save to OneDrive - Ulster University

Hi Lesley,

Thanks for sending over all the documents, they were very helpful.

Has there been any updates in the support group dates, that we may be able to come film?

Also we have attached the project brief to this email, we hope this meets your expectations.

Kind Regards
Niamh, Lisa and Kelsey

 Lesley Johnston <lesleyjohnston@carersni.org>
Thu 11/10/2018, 14:26
Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; +2 more

Inbox

Hi all

Thanks for this. Haven't had a chance to look at in detail but what I've seen looks impressive!

I'll chat to Lyn on Monday about getting you out to some of her groups and get back to you asap.

Best,

Lesley

 Kelsey Hume
Thu 18/10/2018, 09:32
Lesley Johnston <lesleyjohnston@carersni.org>; Niamh Mailey <niamhmailey@yahoo.co.uk>; +3 more

Inbox

Hi Lesley,

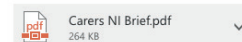
Sorry we missed your last email about the support group meetings, let us know if you have any more coming up and we will make sure we make it.

Also, have you had a chance to review our brief yet? and if so let us know on any changes you might like made

Regards,
Kelsey, Niamh & Lisa

 Lesley Johnston <lesleyjohnston@carersni.org>
Thu 18/10/2018, 09:39
Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; Lisa Dillon; Kelsey Hume

Inbox



Download Save to OneDrive - Ulster University

Hi all

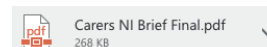
No worries, I'll speak to Lyn again on Monday about the next dates.

Brief attached with only 2 amends! It looks great – thanks for the hard work so far.

L

 Kelsey Hume
Thu 18/10/2018, 12:04
Lesley Johnston <lesleyjohnston@carersni.org>; Niamh Mailey <niamhmailey@yahoo.co.uk>; +3 more

Inbox




Download Save to OneDrive - Ulster University

Hi Lesley,

Thanks for getting back to us. We have fixed the corrections on the brief attached. Hope to hear from you soon about possible dates so we can get out filming soon.

Regards,
Kelsey, Niamh & Lisa

COMMUNICATION WITH CLIENT


 **Lesley Johnston** <lesley.johnston@carersni.org>
Thu 18/10/2018, 12:16
Kelsey Hume; Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; Lisa Dill: ✕

Inbox

Brilliant – ta muchly.

Be in touch about the groups.

L

 **Lesley Johnston** <lesley.johnston@carersni.org>
Tue 23/10/2018, 10:31
Kelsey Hume; Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; Lisa Dill: ✕


Inbox

Lyn has confirmed that you can come to the Antrim group on 7th 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 or phone her on 07793937070.

Any questions, drop me an email.

Lesley

 **Kelsey Hume**
Mon 22/10/2018, 15:36
Lesley Johnston <lesley.johnston@carersni.org>; Niamh Mailey <niamhmailey@yahoo.co.uk>; +3 more ✕

Inbox

Hi Lesley,
Any more updates on group meetings dates?
Thanks,
Kelsey, Niamh & Lisa


Get [Outlook for iOS](#)

...

 **Kelsey Hume**
Tue 23/10/2018, 10:57
Lesley Johnston <lesley.johnston@carersni.org>; Niamh Mailey <niamhmailey@yahoo.co.uk>; +3 more ✕

Inbox

That's great Lesley, we'll be there.
Thanks,
Kelsey, Niamh & Lisa


 **Lesley Johnston** <lesley.johnston@carersni.org>
Tue 23/10/2018, 09:20
Kelsey Hume; Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; Lisa Dill: ✕

Inbox

Lyn's Antrim group is at 1.30pm on Wednesday 7th. I'm just checking with her that it's OK for you all to attend and I'll get back to you asap.

L

...

 **Lesley Johnston** <lesley.johnston@carersni.org>
Tue 23/10/2018, 13:13
Kelsey Hume; Niamh Mailey <niamhmailey@yahoo.co.uk>; Hickey, Adrian; Mulrone, Claire; Lisa Dill: ✕

Inbox

No probs. Can you just let me know how many of you will be there so I can pass the info to Lyn?

Ta.

EQUIPMENT

PANASONIC'S AG-AC90A



PANASONIC'S AG-AC90A AVCCAM COMBINES THE HIGH IMAGE QUALITY, ADVANCED FUNCTIONS AND EASY OPERATION THAT PROFESSIONALS DEMAND IN A STYLISH, EASY-TO-HANDLE DESIGN. THE 12X OPTICAL ZOOM LENS STARTS FROM A WIDE ANGLE 29.8MM (35MM EQUIVALENT) TO 383.7MM. THE CAMERA FEATURES A HIGH SPEED F1.5, BI (BACK-ILLUMINATED SENSOR) TYPE 3MOS IMAGE SENSORS PROVIDING FULL-HD RESOLUTION. IN ADDITION TO HIGH-QUALITY PROFESSIONAL PS/PH MODE (1920 x 1080) RECORDING, THE AG-AC90A SUPPORTS PM MODE (1280 x 720) AND LOW-BIT-RATE CS MODE (720 x 576) FOR DELIVERY OVER A NETWORK.

RADIO MIC KIT



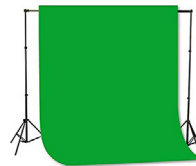
THESE PROVIDE STABLE, INTERFERENCE FREE AUDIO IN PORTABLE, COMPACT AND LOW COST PACKAGE. THIS SYSTEM IS A PERFECT FIT FOR DSLR VIDEOGRAPHY, FIELD RECORDING AND INTERVIEWS, BROADCAST TV, ENG, PROVIDING DEPENDABLE AUDIO BROADCASTING AND RECORDING. THE SYSTEM INCLUDES A CAMERA-MOUNTABLE, WIRELESS RECEIVER, WIRELESS BODY-PACK TRANSMITTER AND CLIP-ON LAVALIER MIC.

TRIPOD



A TRIPOD IS A PORTABLE THREE-LEGGED FRAME OR STAND, USED AS A PLATFORM FOR SUPPORTING THE WEIGHT AND MAINTAINING THE STABILITY OF SOME OTHER OBJECT. A TRIPOD PROVIDES STABILITY AGAINST DOWNWARD FORCES AND HORIZONTAL FORCES AND MOVEMENTS ABOUT HORIZONTAL AXES.

GREEN SCREEN



WE USED A GREEN SCREEN IN ORDER TO BE ABLE TO REMOVE THE BACKGROUND AND CHANGE THE COLOUR TO RED AS THAT IS WHAT THE CLIENT WANTS. THE GREEN SCREEN IS AN INTEGRAL PART OF THE SPECIAL EFFECTS PROCESS KNOWN AS CHROMAKEY.

BOOM MIC



A BOOM IS AN EXTENDABLE AND ADJUSTABLE ARM WHICH A MICROPHONE CAN BE MOUNTED ON. BOOM MICS ARE USED PRIMARILY IN FILM PURPOSES, WHERE THE MICROPHONE SHOULD BE POSITIONED CLOSE TO THE AUDIO SOURCE WITHOUT APPEARING IN THE FRAME OF THE SHOT.

THREE POINT LIGHTING



THREE-POINT LIGHTING IS A STANDARD METHOD USED IN VISUAL MEDIA SUCH AS THEATRE, VIDEO, FILM, STILL PHOTOGRAPHY AND COMPUTER-GENERATED IMAGERY. BY USING THREE SEPARATE POSITIONS, THE PHOTOGRAPHER CAN ILLUMINATE THE SHOT'S SUBJECT (SUCH AS A PERSON) HOWEVER DESIRED, WHILE ALSO CONTROLLING (OR ELIMINATING ENTIRELY) THE SHADING AND SHADOWS PRODUCED BY DIRECT LIGHTING.

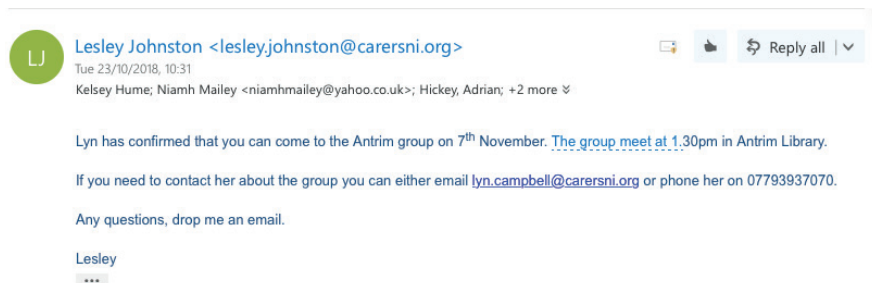


WE TOOK OUT THE EQUIPMENT FROM OUR UNIVERSITY THE DAY BEFORE WE WERE SETTING OUT TO FILM TO ENSURE WE HAD EVERYTHING WE NEEDED AND WOULDN'T BE TURNING UP ON THE DAY TO FILM WITH ANYTHING MISSING.

FILMING

FIRST DAY OF FILMING

CARERS NI HOLD SUPPORT GROUPS WHICH OUR CLIENT INVITED US ALONG TO SO WE COULD CAPTURE FOOTAGE OF SOME CARERS WHO AGREE TO BE FILMED. WE HAD RECEIVED AN E-MAIL FROM OUR CLIENT TO CONFIRM THAT WE COULD ATTEND A MEETING ON THE 7TH OF NOVEMBER TO FILM.



MY GROUP AND I TRAVELLED TO ANTRIM ON THE GIVEN DATE AND WE ARRIVED ABOUT 45 MINUTES BEFORE THE MEETING STARTED IN ORDER TO SET UP OUR EQUIPMENT AS WE WANTED EVERYTHING TO BE PERFECT. THE ROOM WHICH WE WERE FILMING IN WAS VERY BIG AND SPACIOUS HOWEVER THEY WERE UNABLE TO GIVE US ANOTHER ROOM THEREFORE WE HAD TO FILM IN THE SAME ROOM AS THE MEETING WAS TAKING PLACE WHICH DIDN'T HELP WITH THE SOUND BUT WE TRIED AS BEST WE COULD.

WE THOUGHT WE HAD EVERYTHING SORTED FOR THE FIRST DAY OF FILMING, HOWEVER WHEN WE WERE AT THE MEETING, WE HAD NOTICED WE FORGOT CONSENT FORMS WHICH WERE A MUST AS WE COULDN'T FILM THE CARERS WITHOUT HAVING PROOF THAT WE HAD THEIR CONSENT. HOWEVER, WE TOOK A SHORT VIDEO BEFORE FILMING EACH CARER OF THEM SAYING THEIR NAME AND THAT THEY CONSENT TO BEING FILMED FOR CARERS NI.

SETTING UP

SETTING UP THE EQUIPMENT CAN SOMETIME TAKE A BIT OF TIME CONSIDERING WANTING TO HAVE EVERYTHING EXACTLY THE WAY IT SHOULD BE TO GET THE BEST FOOTAGE POSSIBLE. IT HELPED QUITE A BIT HAVING THREE OF US SETTING THINGS UP AS IT SPED UP THE PROCESS.

THE FIRST THING WE SET UP WAS THE GREEN SCREEN AS IT WAS VERY LARGE AND WE WEREN'T THAT FAMILIAR WITH IT. WE ACTUALLY GOT THE GREEN SCREEN SET UP IN ABOUT 10 MINUTES WHICH WAS A RELIEF AS WE THOUGHT IT MIGHT HAVE TAKEN US A LOT LONGER HOWEVER WE GOT IT UP NO PROBLEM BY FOLLOWING THE INSTRUCTIONS AND GOT TOGETHER AS A TEAM.

WE THEN SET UP THE CAMERA AND TRIPOD, WHICH ONLY TOOK US 5 MINUTES AS WE HAVE BEEN DOING THIS SINCE OUR FIRST YEAR OF UNIVERSITY AND WERE VERY FAMILIAR WITH THE SETTINGS ON THE CAMERA AND HOW TO SET IT UP.

SETTING UP THE MICS IS ALSO QUITE A SIMPLE TASK FOR US AS AGAIN, WE HAVE BEEN DOING THIS SINCE THE START OF OUR COURSE SO WE WERE ABLE TO DO THIS WITH NO PROBLEMS.

SETTING UP THE THREE POINT LIGHTING WAS A BIT MORE DIFFICULT. NIAMH STOOD IN-FRONT OF THE GREEN SCREEN AND KELSEY STOOD BEHIND THE CAMERA WHILE I MOVED THE LIGHTS AROUND TO TRY AND GET THE CORRECT LIGHTING WHILE KELSEY WAS TRYING TO HELP GUIDE ME FROM WHAT SHE WAS SEEING ON THE CAMERA.

WHEN IT CAME TO FILMING THE CARERS, WE HAD TO ASK THE REST OF THE GROUP TO BE QUIET HOWEVER SINCE THERE WERE SO MANY PEOPLE IN THE ONE ROOM WHILE WE FILMED MADE THE FOOTAGE HAVE SOME UNWANTED BACKGROUND NOISE.

FILMING

DUE TO AN ILLNESS I WASN'T ABLE TO ATTEND THE CARERS NI SUMMIT ON THE 30TH OF NOVEMBER WHERE WE WERE TO ATTEND IN ORDER TO FILM MORE CARERS FOR OUR VIDEO PIECE. I WAS DISAPPOINTED TO LET MY GROUP AND CLIENT DOWN HOWEVER THEY WERE ABLE TO STILL ATTEND AND CAPTURE MORE FOOTAGE WHICH I WAS THANKFUL FOR. HOWEVER, COMING UP TO THIS SUMMIT WE SPOKE AS A GROUP ON HOW WE COULD BETTER THE FILMING DUE TO THE MISTAKES WHICH WERE MADE FROM OUR FIRST DAY OF FILMING SUCH AS THE LIGHTING, AUDIO AND THE CONSENT FORMS.

WE ALSO NOTICED THAT ON THE FIRST DAY OF FILMING, THE CARERS SEEMED TO GET QUITE NERVOUS BEING IN-FRONT OF A CAMERA WHICH IS UNDERSTANDABLE BUT THEY SOMETIMES FORGOT WHAT THEY WERE SAYING SO WE HAD TO RE-TAKE THEM NUMEROUS TIMES. TO HELP FIX THIS PROBLEM WAS QUITE EASY AS WE DREW UP QUE CARDS FOR THE CARERS TO READ IF THEY ARE FINDING THEMSELVES FORGETTING THEIR LINES.

AFTER OUR FIRST DAY OF FILMING, WE TOOK THE FOOTAGE AND WATCHED ALL THE VIDEOS BACK OF THE CARERS. WE NOTICED QUITE A FEW THINGS WHICH MIGHT HAVE BEEN A PROBLEM WHEN IT CAME TO EDITING THE VIDEO SUCH AS THE BACKGROUND NOISE, AND AS IT WAS ME WHO WAS ASSIGNED THE ROLE OF EDITING THE VIDEO AND SOUND I WAS QUITE NERVOUS ABOUT THAT. ALSO, SOME OF THE WOMEN'S HAIR DIDN'T BLEND WELL WITH THE GREEN SCREEN AND PART OF THAT WAS TO DO WITH THE WAY WE HAD POSITIONED OUR LIGHTING, BUT THAT WAS ANOTHER THING I WOULD HAVE TO TAKE CARE OF WHEN I STARTED TO EDIT THE FOOTAGE.

AFTER FORGETTING THE CONSENT FORMS THE FIRST TIME, WE MADE IT A PRIORITY TO MAKE UP CONSENT FORMS AND HAVE THEM PRINTED BEFORE THE SUMMIT.

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

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

I am a CARER.

EDITING

AS WE CAPTURED FOOTAGE ON THE 7TH OF NOVEMBER, I BEGAN EDITING THAT AS SOON AS WE WERE DONE AS WE WEREN'T DUE TO FILM AGAIN UNTIL THE 30TH OF NOVEMBER WHICH GAVE ME A LOT OF TIME TO PLAY ABOUT WITH THE FOOTAGE THAT WE HAD AND GET A FEEL FOR WHAT I'M DOING SO THAT WHEN IT CAME TO GETTING THE REST OF THE FOOTAGE ON THE 30TH I WOULD KNOW EXACTLY WHAT I'M DOING WHEN EDITING THE FOOTAGE.

THE TWO SOFTWARE WHICH I USED FOR THIS EDITING PROCESS WERE:



ADOBE AFTER EFFECTS
(VIDEO)

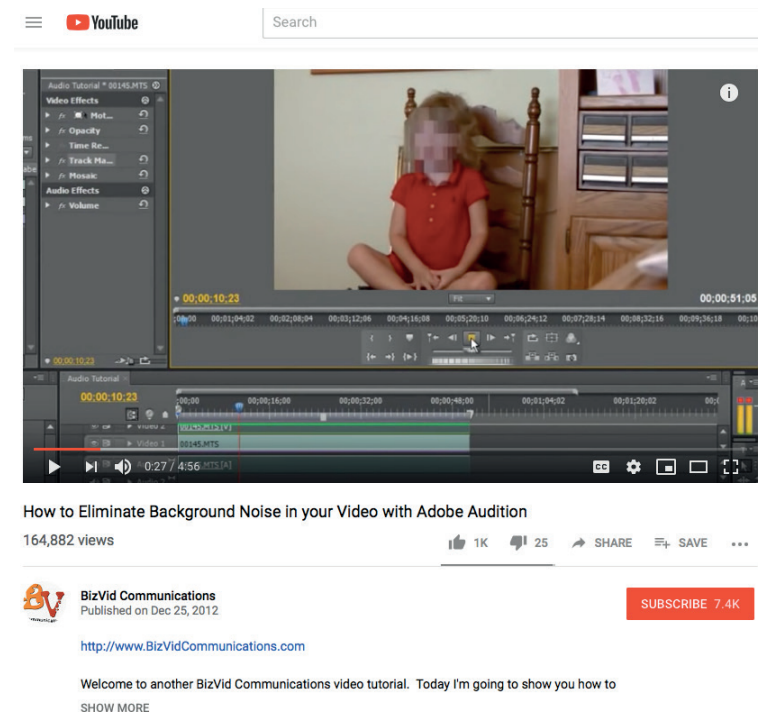
ADOBE AFTER EFFECTS IS A DIGITAL VISUAL EFFECTS, MOTION GRAPHICS, AND COMPOSITING APPLICATION DEVELOPED BY ADOBE SYSTEMS AND USED IN THE POST-PRODUCTION PROCESS OF FILM MAKING AND TELEVISION PRODUCTION.



ADOBE AUDITION
(AUDIO)

ADOBE AUDITION IS A DIGITAL AUDIO WORKSTATION FROM ADOBE SYSTEMS FEATURING BOTH A MULTI-TRACK, NON-DESTRUCTIVE MIX/EDIT ENVIRONMENT AND A DESTRUCTIVE-APPROACH WAVEFORM EDITING VIEW.

THE FIRST THING I HAD TO DO WAS LOOK UP HOW TO EDIT AUDIO USING AUDITION AS THE SOUND WE CAPTURED ISN'T SUITABLE TO PUT IN THE VIDEO. I HAVE NEVER USED THIS SOFTWARE BEFORE SO I FOUND A REALLY EASY TO FOLLOW TUTORIAL ON YOUTUBE:



I TOOK EACH VIDEO CLIP WE HAD AND PUT THEM INTO AUDITION, WHERE I TRIED MY BEST TO EDIT OUT THE BACKGROUND NOISE. I THEN SAVED THESE AS .MP3 AND PUT THEM INTO AFTER EFFECTS SEPARATE FROM THE VIDEO CLIP.

EDITING THE GREEN SCREEN



how to edit green screen in after effects

how to edit green screen in after effects

Remove

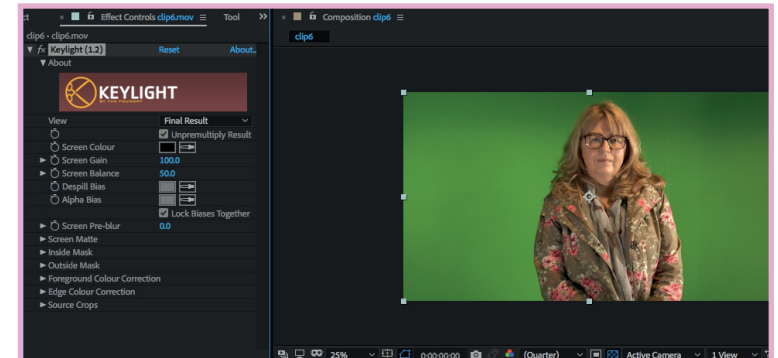
Steps: Adobe After Effects

1. Create a new composition in After Effects by dragging your video clip into the 'Composition' icon (you can send any footage you have in CS6 or CC to After Effects via a dynamic link)
2. Under 'Effects & Presets' search for the term 'keylight' and apply to your video clip by double clicking it
3. Now click the 'Screen Color' eye dropper tool and click on the green screen section of your image
4. Now switch the view from 'Final Result' to 'Screen Matte'
5. Scroll down to the 'Screen Matte' section and open the menu.
6. Tweak the 'Clip Black' and 'Clip White' settings until the background is completely black and the foreground subject is completely white. Keep the 'Clip White' and 'Clip Black' settings as far away from each other as you can without introducing spotting
7. Switch the view back to 'Final Result' and you will see a much cleaner key!
8. You can also adjust the 'Screen Shrink/Grow' settings which should remove some of the rougher edges.

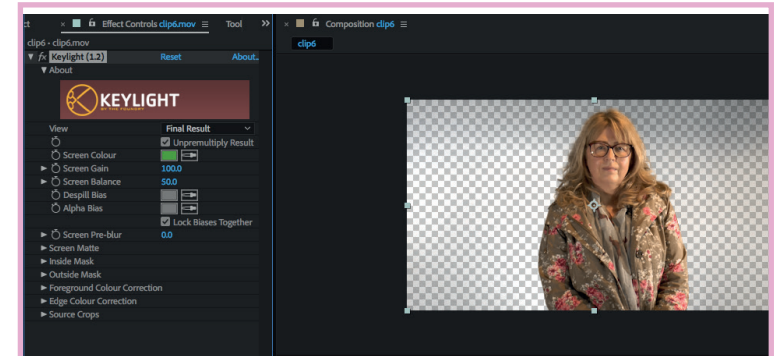
FIGURING OUT HOW TO EDIT THE GREEN SCREEN WAS QUITE DIFFICULT AS I HAD NEVER DONE IT BEFORE. I WAS LOOKING AT DIFFERENT TUTORIALS AND STEPS AND THEN TRYING TO FOLLOW WHAT THEY WERE DOING BUT AT THE BEGINNING I COULDN'T SEEM TO GET IT RIGHT.

THE FIRST METHOD I TRIED WAS THE STEPS TO THE LEFT. THIS SEEMED TO BE THE MOST COMMON METHOD.

STEP 2

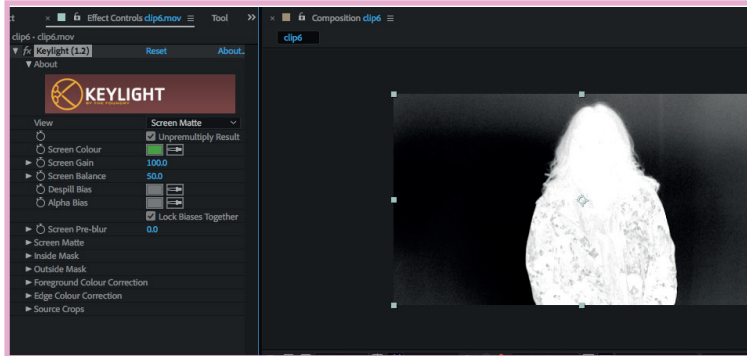


STEP 3



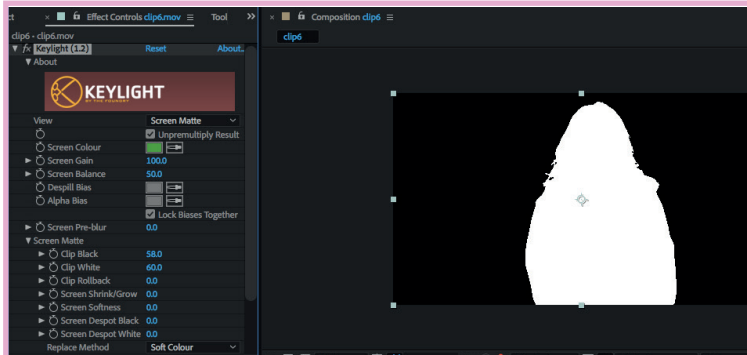
EDITING THE GREEN SCREEN

STEP 4

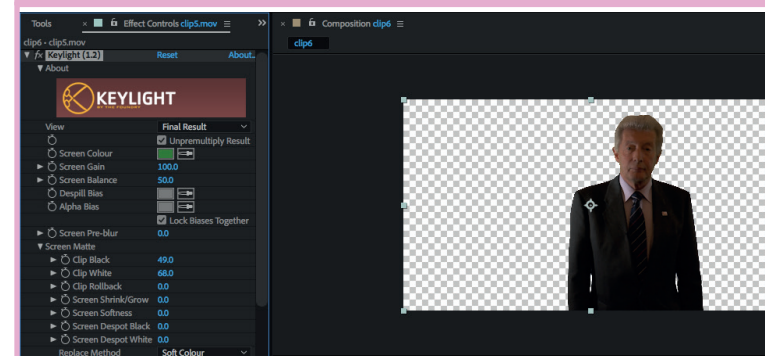
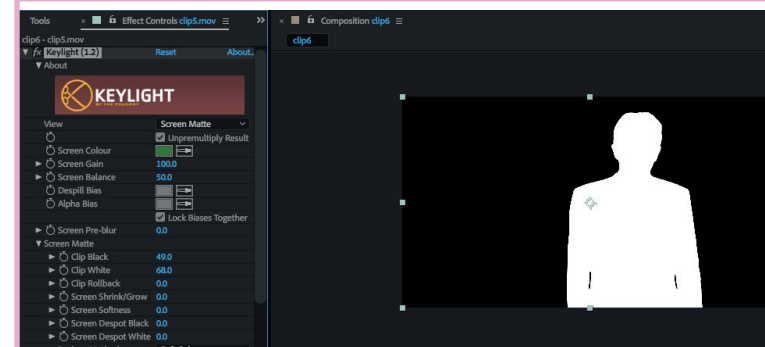
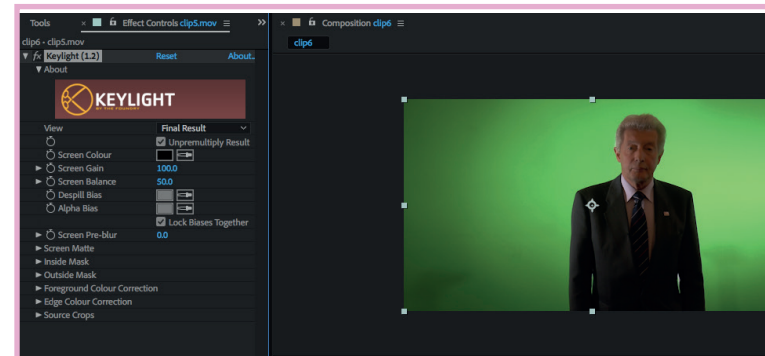
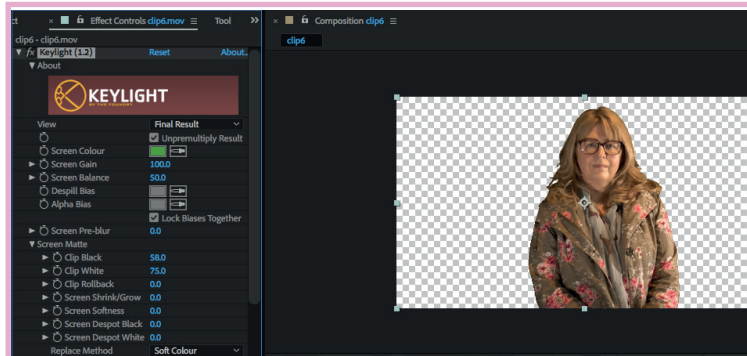


I USED THIS METHOD FOR ALL THE VIDEO CLIPS SO HERE IS AN EXAMPLE OF ANOTHER.

STEP 5&6

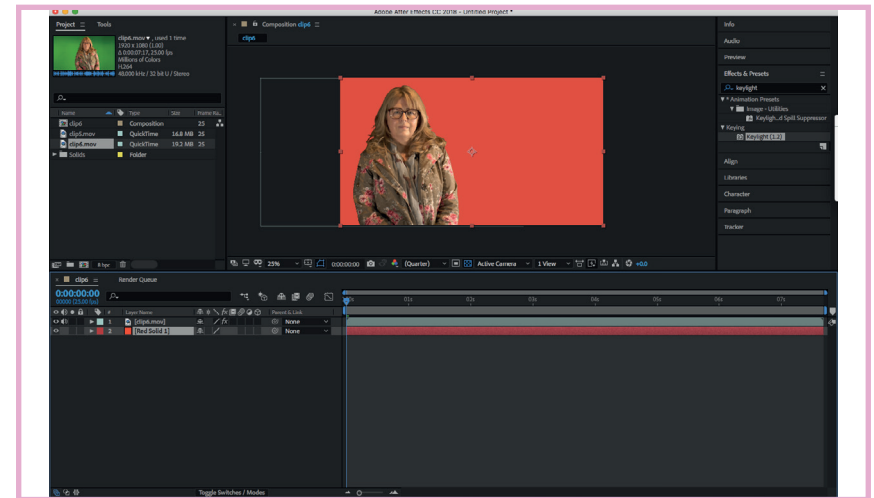
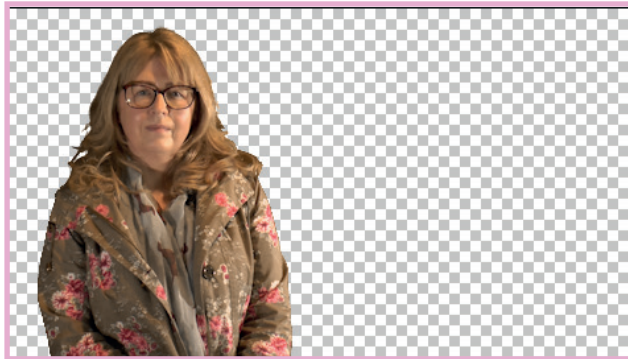


STEP 8

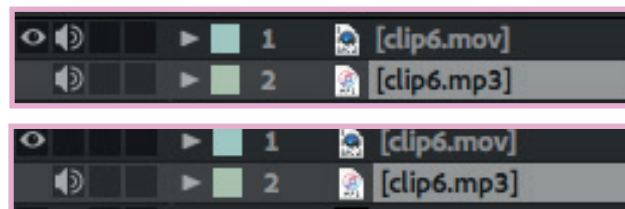


EDITING THE FOOTAGE

ONCE I MASTERED HOW TO EDIT AWAY THE GREEN SCREEN, THE NEXT THING I HAD TO DO WAS INSERT THE RED BACKGROUND. I DONE THIS BY ADDING A NEW SOLID LAYER AND CHANGING IT TO RED (#ED1C24) AS SEEN IN THE BRAND GUIDELINES. I ALSO MOVED THE FOOTAGE OF THE CARER TO THE LEFT OF THE SCREEN AS WE ARE USING THE RULE OF THIRDS TO POSITION THINGS ON SCREEN. TO ENSURE THE CARER COULD BE SEEN, I HAVE TO KEEP THE RED SOLID LAYER BELOW THE FOOTAGE.



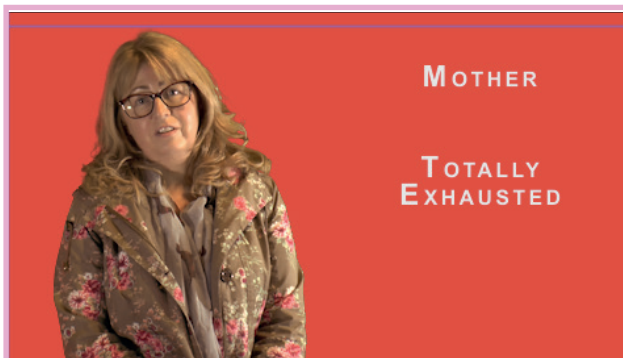
THE NEXT STEP FOR ME TO DO IS ADD IN THE AUDIO WHICH I EXTRACTED IN ADOBE AUDITION. AS YOU CAN SEE BELOW, I TURNED THE AUDIO IN THE .MOV LAYER OFF AS THE ONLY AUDIO THAT SHOULD BE HEARD IS THE EDITED ONE WHICH IS THE .MP3. THIS WILL BE WHAT I DO FOR EACH OF THE CLIPS.



ADDING TEXT

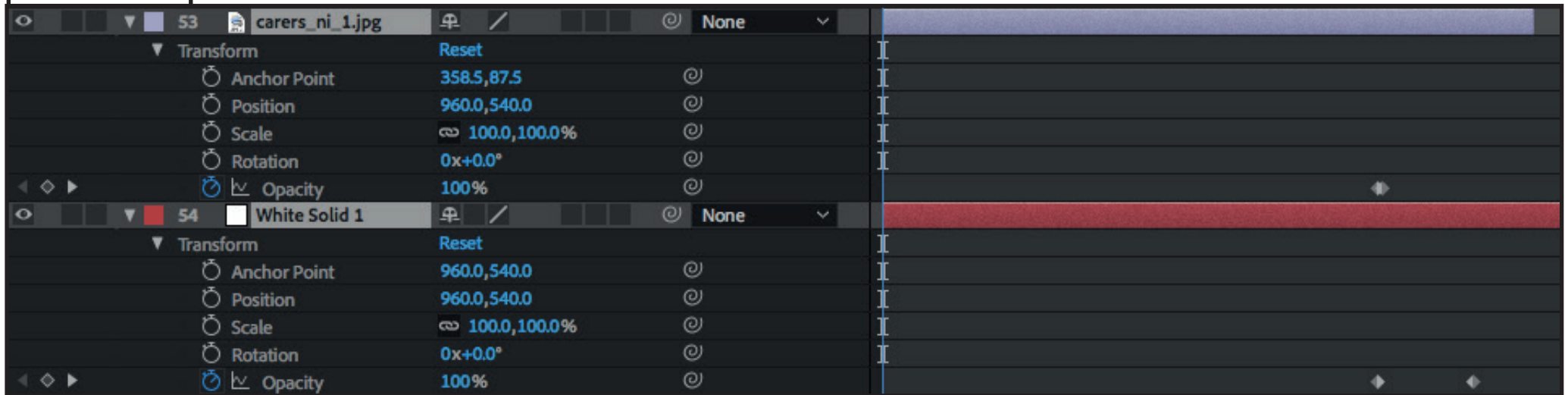
MY NEXT STEP ONCE I HAD THE CARER IN THE RIGHT POSITION ON SCREEN AGAINST THE BACKGROUND WAS TO ADD THE TEXT. I AM GOING TO HAVE THE TEXT COME ON SCREEN AS THE CARER SAYS THE WORD. BELOW SHOWS THE TIMELINE WHERE I HAVE SET THE TEXT TO COME ON AND YOU CAN SEE THEY COME ON ONE AFTER ANOTHER. FOR THE FONT I HAVE USED 'ARIAL' AS THAT IS THE FONT WHICH THE CLIENT WANTED AS IT IS IN THE BRAND GUIDELINES. I THOUGHT THE FONT WAS QUITE BORING TO LOOK AT SO I CHANGED THE TRACKING TO 159 AND PUT IT IN BOLD AT SIZE 90PX. I PUT THE WORD CARER TO SIZE 156PX. I DID THE SAME FOR EVERY CLIP TO MAKE IT CONSISTENT

15	clip6.mov								None	
16	T CARER 3								None	
17	T Exhausted								None	
18	T Totally								None	
19	T Mother								None	
20	clip6.mp3								None	



EDITING TITLE PAGE

TITLE PAGE



ONCE I HAD PUT ALL THE CLIPS TOGETHER, I HAD TO CREATE A TITLE AND CONTACT PAGE. TO DO THE TITLE PAGE, I CREATED A WHITE SOLID, AND THEN PUT THE CARERS NI LOGO OVER THE TOP OF IT AND CENTRED IT. ALTHOUGH OUR CLIENT WANTED OUR BACKGROUND TO BE RED, I USED WHITE FOR THE BEGINNING AS THE LOGO HAS RED IN IT SO IT WOULDN'T HAVE LOOKED RIGHT AGAINST THE RED BACKGROUND.

I USED THE OPACITY TO LEVELS TO CREATE A FADING OUT EFFECT TO GIVE THE VIDEO A MORE SMOOTH FINISH AS OPPOSED TO CUTTING TO DIFFERENT IMAGES SHARPLY.

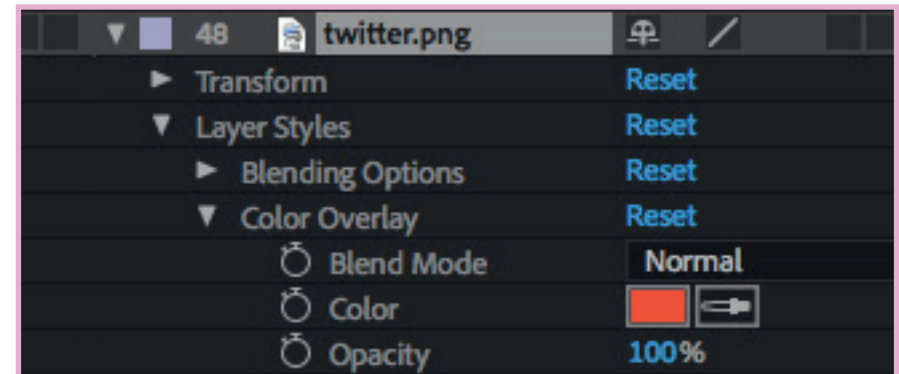
EDITING CONTACT PAGE



I INCLUDED CARERS NI LOGO IN THIS SECTION AS THE BACKGROUND IS WHITE AND THE LOGO LOOKS RIGHT AGAINST IT. IT ALSO KEEPS THE CONSISTENCY AS I USED THE LOGO AT THE BEGINNING OF THE VIDEO AGAINST THE WHITE BACKGROUND.

TO KEEP THE STYLE OF THE VIDEO CONSISTENT, I HAD TO USE RED, WHITE AND BLACK AS MY MAIN COLOURS. OUR CLIENT WANTED CARERS NI E-MAIL ADDRESS, PHONE NUMBER, FACEBOOK AND TWITTER ON THE CONTACT PAGE SO THAT'S WHAT I INCLUDED.

I FOUND LOGOS FOR EACH CONTACT ELEMENT AND USED THE EFFECTS AND PRESETS TO SET A COLOUR OVERLAY ON THEM. THEY WERE ALL ORIGINALLY BLACK BUT I CHANGED THEM TO THE SAME COLOUR AS THE BACKGROUND.

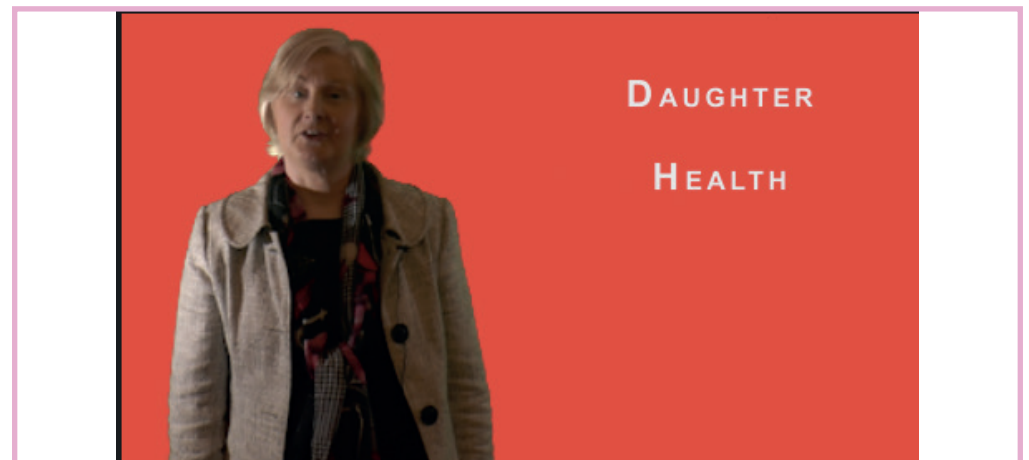
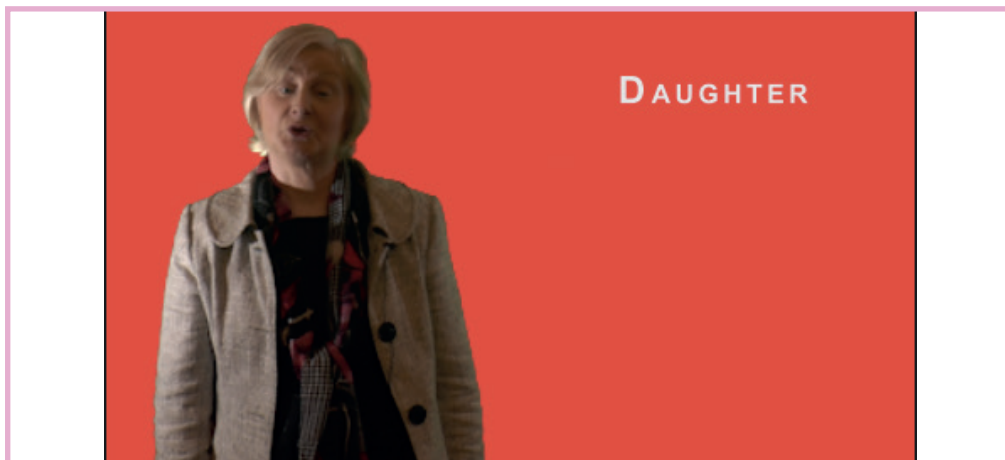
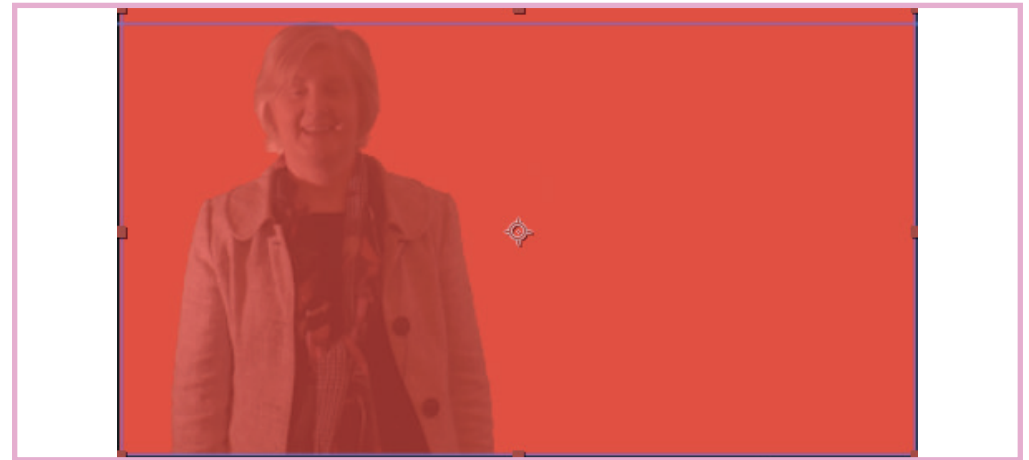
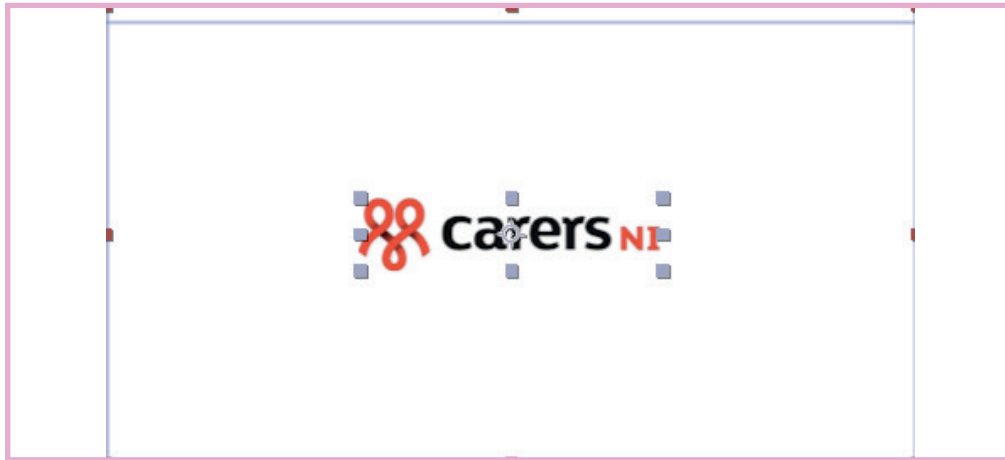


ADDING MUSIC

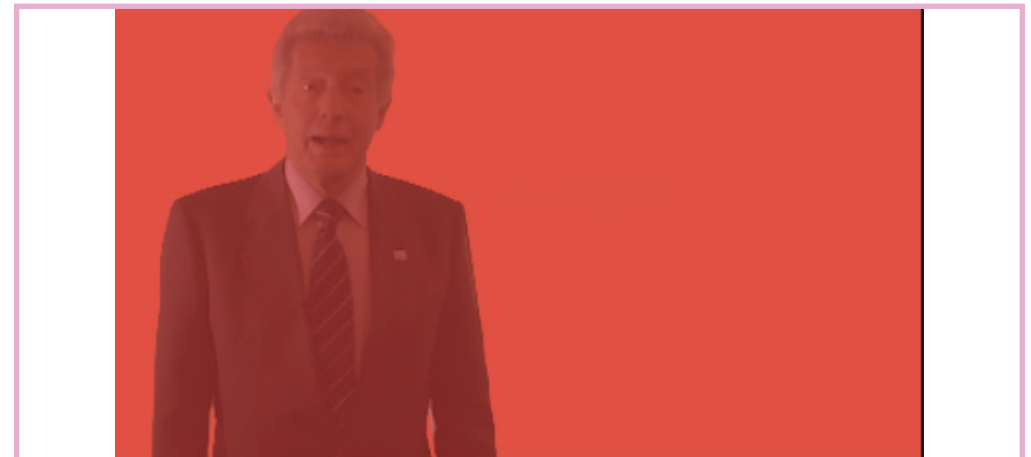
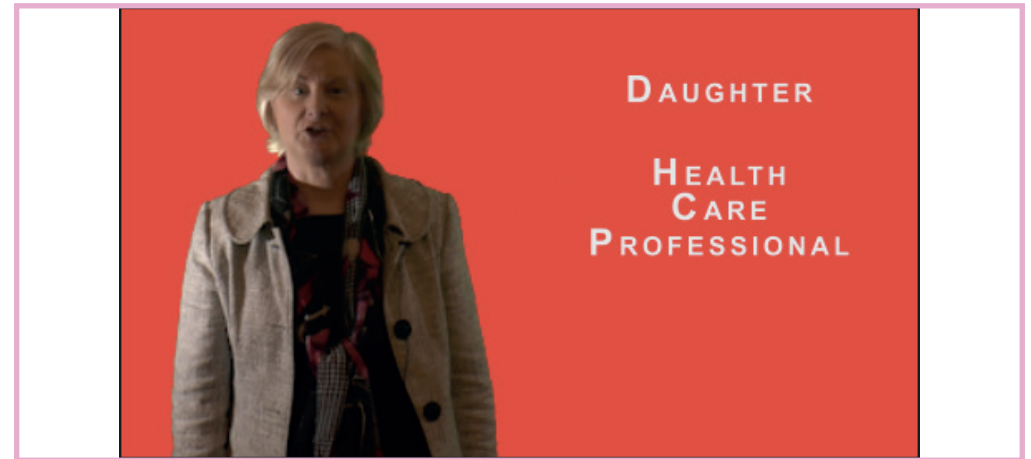
I WANTED TO ADD SOME BACKGROUND MUSIC TO THE VIDEO AS I DIDN'T THINK IT SOUNDED RIGHT WITH JUST THE CARERS SPEAKING. I USED THE SONG 'TENDERNESS' WHICH I GOT FROM A ROYALTY FREE WEBSITE, BENSOUND.COM.

THE FINAL VIDEO

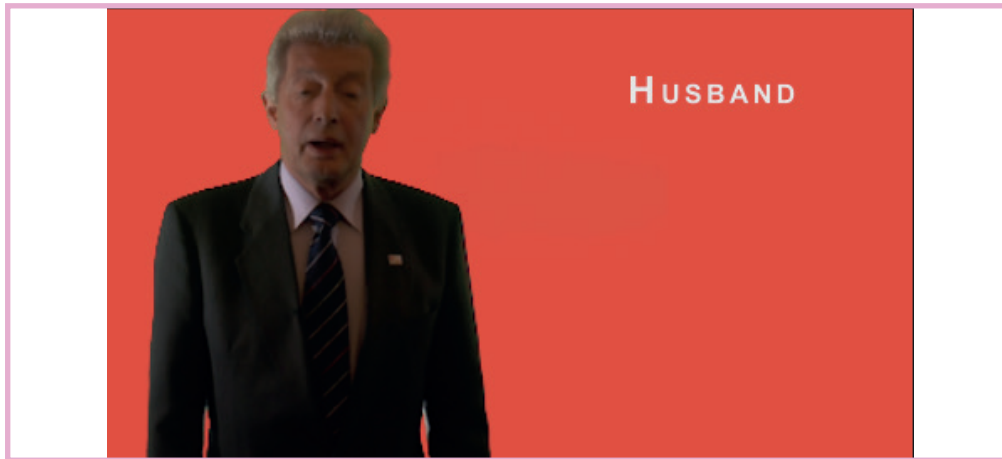
THE FINAL VIDEO EDIT CAN BE SEEN IN THE SCREENSHOTS BELOW.



THE FINAL VIDEO



THE FINAL VIDEO



THE FINAL VIDEO



THE FINAL VIDEO



MOTHER

TOTALLY



MOTHER

TOTALLY
EXHAUSTED

CARER



MOTHER

TOTALLY
EXHAUSTED



MOTHER

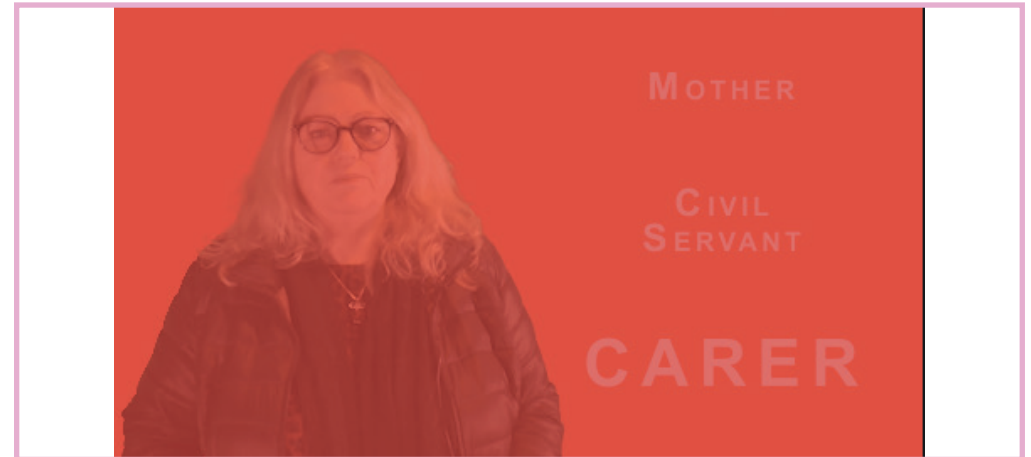
TOTALLY
EXHAUSTED

CARER

THE FINAL VIDEO



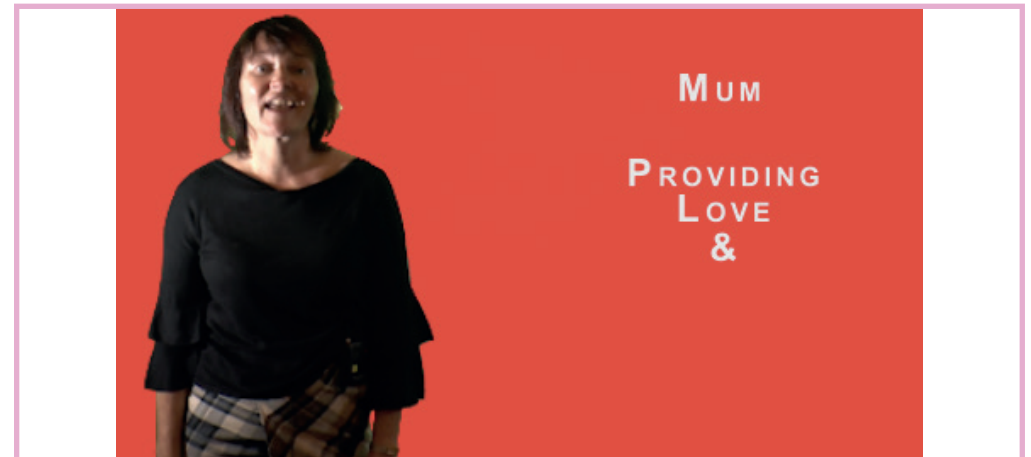
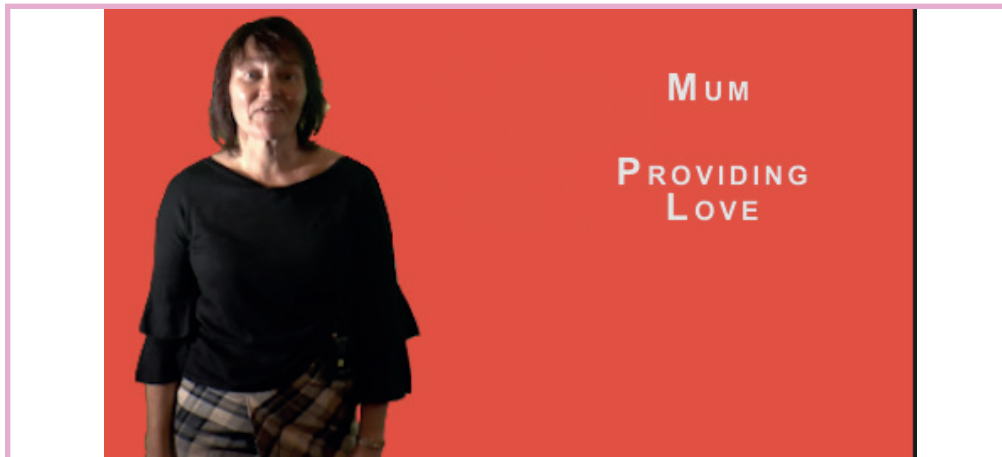
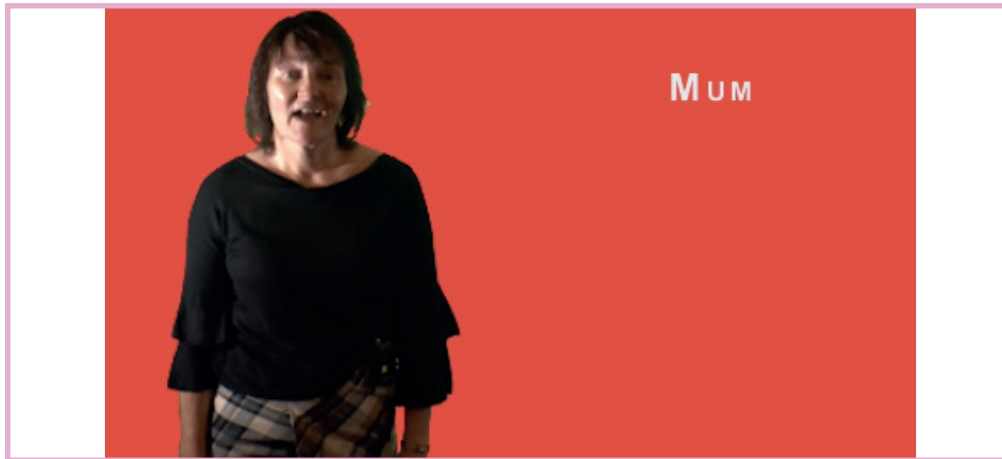
THE FINAL VIDEO



THE FINAL VIDEO



THE FINAL VIDEO



THE FINAL VIDEO



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SUMMARY

OVERALL, I REALLY ENJOYED WORKING ON THIS MODULE AS WE ACTUALLY GOT TO PRODUCE WORK FOR A REAL CLIENT AND ATTEND MEETINGS. IT GAVE ME A BETTER IDEA OF HOW THINGS WILL BE WHEN I GRADUATE AND I HOPEFULLY HAVE TO PRODUCE WORK FOR MORE CLIENTS.

