



Belfast Giants Production Log



Ryan Pendelton

B00687191

MED 526 - Interactivity for Social Enterprise

# Contents

---

## Section 1 - Brief Document

- Page 6 Introduction
- Page 10 Production Schedule
- Page 16 Client Meeting
- Page 18 Brief Document

## Section 2 - The Pitch Document

- Page 38 Family Video
- Page 40 Storyboards
- Page 48 Existing Content Used
- Page 50 The Pitch
- Page 51 Production Preparation
- Page 57 Mid-Project Reflection

## Section 3 - Production

- Page 60 Filming Phase 1
- Page 62 Communicating with Team
- Page 63 Issues with Equipment
- Page 64 Filming Phase 2
- Page 66 File Management
- Page 67 Editing Phase 1
- Page 74 Issues with Post-Production
- Page 76 Editing Phase 2
- Page 81 Final Product

## Section 4 - Project Reflection

- Page 87 Project Management
- Page 88 Final Project
- Page 90 Bibliography



SPECIAL T...  
OWNER OF THE...  
FAST GIA...

fona  
CAB

fona  
CAB

AL TA...  
ER OF THE...  
T GIA...

333 333

AB

S  
Stena Line

S  
na Line

S  
Stena L

KUKRI

KUKRI

StenaLine

THE SSE A

AL TA  
OF THE  
GL

for  
CA

ine

Harry  
Corry  
INTERIORS

www.harrycorry.co

JBC

Stein L



# The Team

---



Lauren Sharine

Creative Designer  
Animator & Editor  
Photographer  
Videography  
Project Manager



Ryan Pendleton

Creative Director  
Production Manager  
Videography  
Photographer  
Editor



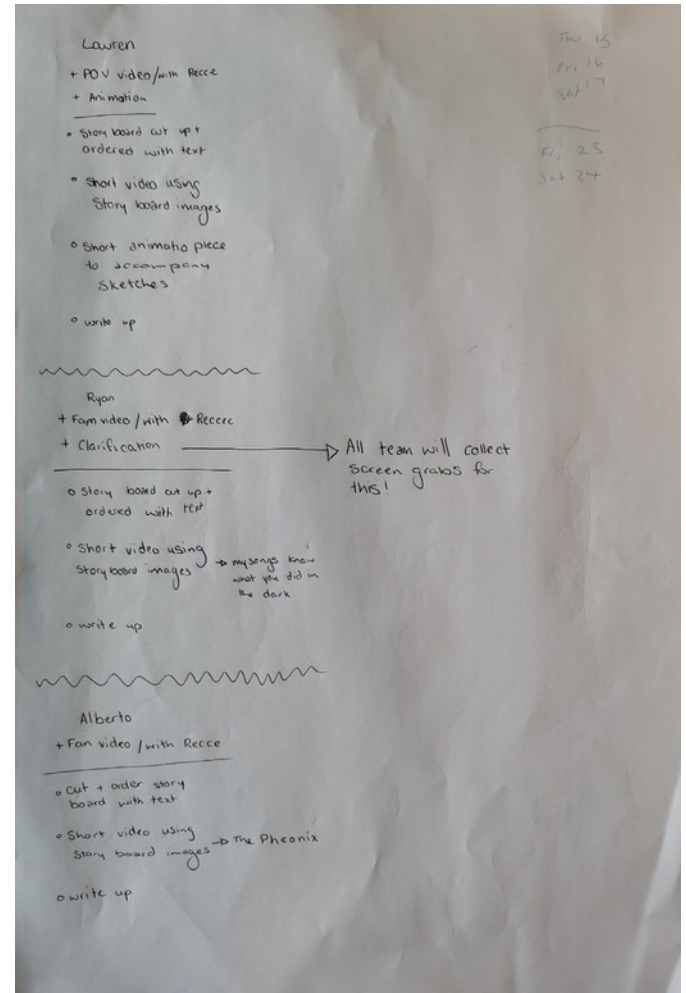
Alberto Borreguero

Creative Director  
Videography  
Photographer  
Editor

# The Team- Choosing Tasks

In our group, we sat down and discussed what tasks were best suited amongst the three of us, as Lauren is incredibly proficient in graphic design we decided she would be ideal for producing any graphics, motion graphics, storyboards for pre-production and animations that might enhance the project. Alberto and myself are both proficient in the filming aspects of the project, therefore we decided to take a video each, Alberto is in charge of filming and editing the fan-focused video, leaving me to film and edit the family orientated video.

Although we allocated the tasks out, we decided that if somebody is further on in their work that they would try to help the others, thus making the workload less stressful for everyone and building a good working relationship between us all as a result.





# The Project

---

The project was outlined as such:

Develop a series of short videos that can be used by the giants to encourage the general public to attend games and become part of the giants machine. Targeting disabled fans, families, young people and fanatical fans.

This outline was then shortened down to the creation of two videos focusing on two key target audiences, families and the fanatical fans.

# Client Background

---

The Belfast Giants are an ice hockey team from Belfast, Northern Ireland that compete in the Elite Ice Hockey League. Home games are played at the 9,000-capacity SSE Arena Belfast. They have a dedicated 'Boomerang Corner' which sits a large group of fans who generate noise and start most of the chants. The Giants had originated in 2000 and played their first match against Ayr on 1 December.

The Belfast Giants also hosts the Friendship Four Tournament to celebrate the Boston/Belfast Sister city agreement. It creates opportunities to unite communities, providing cultural ties between America and Northern Ireland by inviting four college teams to compete in the final stages of the tournament in Belfast whilst engaging with the community particularly local school and so potential fans.

Training Arena: Dundonald International Ice Bowl

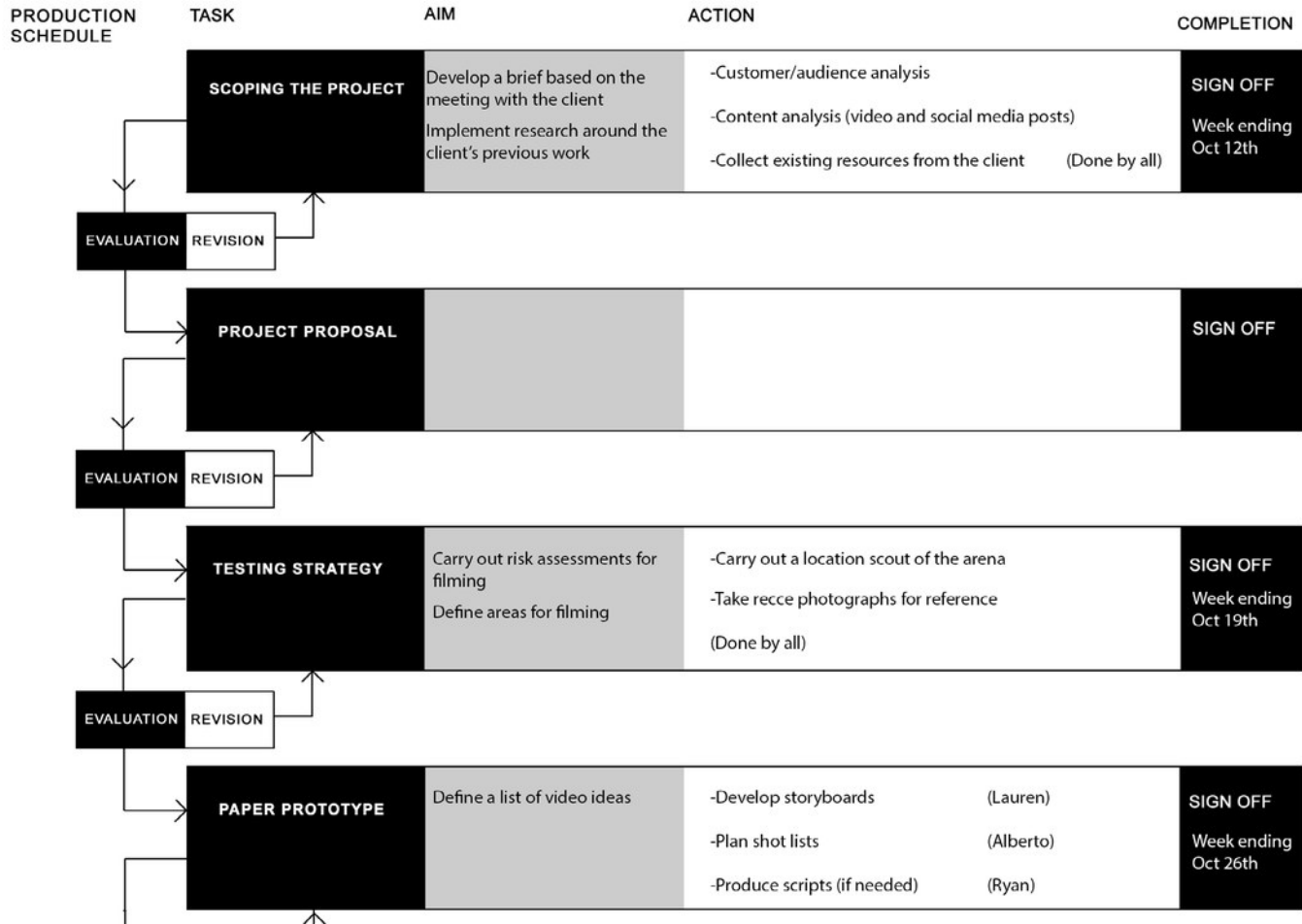
Uniform Colours: White, Red, Teal, Black

Mascot: Finn McCool

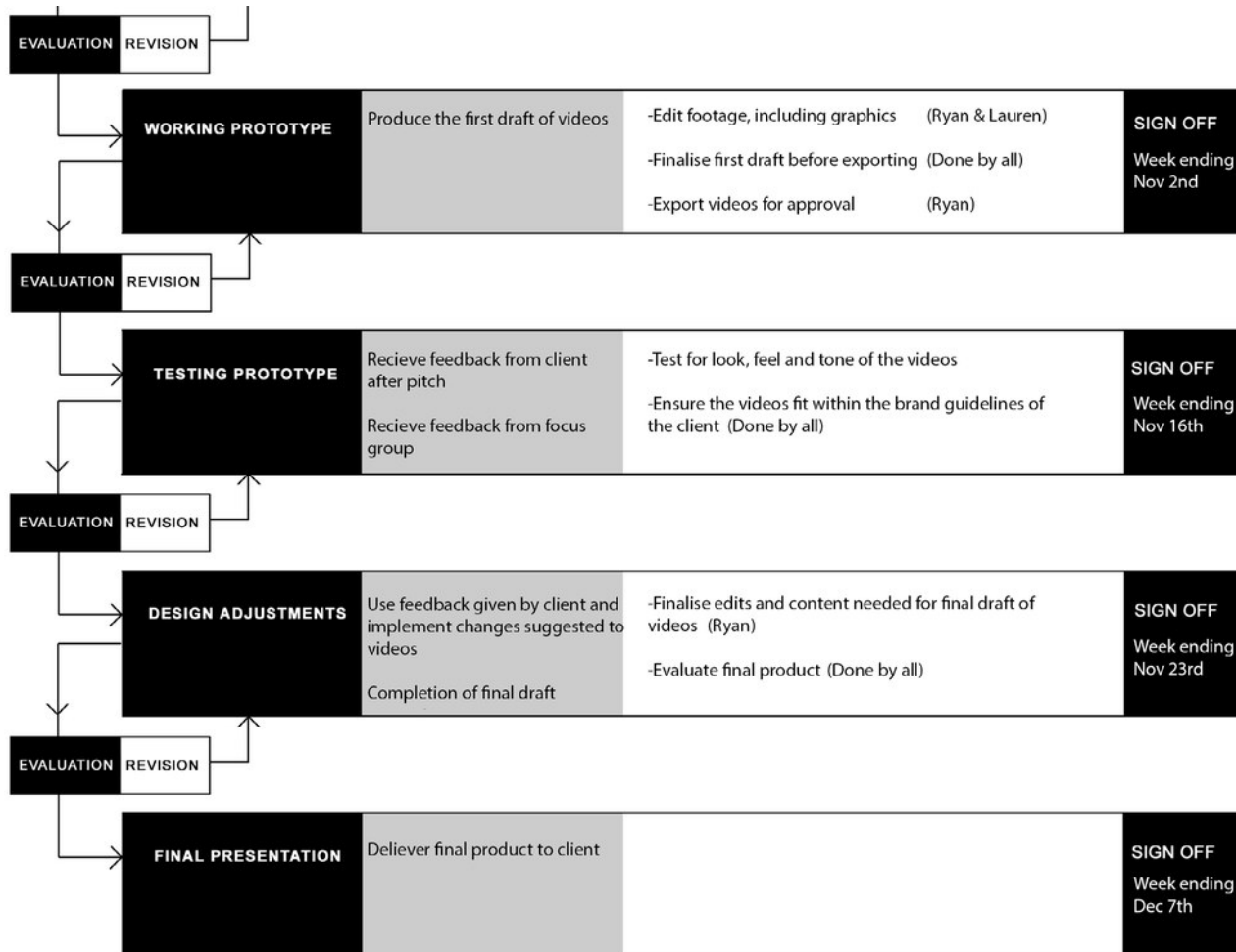
Motto: "In the land of the Giants, everyone is equal"

Tagline: "This is Belfast, We are Giants"  
(wikipedia.org, 2018)

# Production Schedule



# Production Schedule



# Production Schedule Updated

---

Our initial production schedule was based around the possibility of filming over the Continental Cup alone as there is no confirmed filming dates with the client at this time therefore there is a high possibility that our schedule will change once the filming dates are confirmed in the coming days, hopefully this will not affect our schedule massively as a result. Therefore, we have drafted a slightly different production schedule in the event that the filming dates are to be confirmed or changed, the important thing to note is that our delivery date remains unchanged and we must work around any challenges throughout this project in order to meet the required date.

# Production Schedule Updated

PRODUCTION SCHEDULE	TASK	AIM	ACTION	COMPLETION
	SCOPING THE PROJECT	Develop a brief based on the meeting with the client. Research benchmarking competitors to influence the project.	-Conduct audience analysis and decide on the target audience for the videos. (All) -Analyse videos on social media platforms that are based upon similar themes to our project. (All) -Collect any existing resources and graphics needed from the client. (Lauren)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	PROJECT PROPOSAL	Analyse and build upon the needs of the client. Include the relevant research acquired through the aims above.	-Define the project goals and assign tasks to the team members (Ryan) -Decide upon initial ideas for videos. (All)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	TESTING STRATEGY	Carry out risk assessments for filming. Define areas in the arena needed for filming.	-Carry out a location scout of the arena (All) -Take recon photographs for reference. (All)	SIGN OFF Week ending Oct 12th
EVALUATION	REVISION			
	PAPER PROTOTYPE	Define a definitive list of video ideas for the project.	-Develop storyboards (Lauren) -Plan shot lists (Alberto) -Produce scripts (if needed)/source voice over (Ryan) -Design a template for the graphics (Lauren)	SIGN OFF Week ending Oct 26th
EVALUATION	REVISION			
	WORKING PROTOTYPE	Produce the first draft of videos in preparation for the pitch.	-Compile the footage captured for editing -Edit footage with graphic overlays (Ryan & Lauren) -Finalise first draft before exporting (All) -Export videos for the pitch (Ryan)	SIGN OFF Week ending Nov 23rd
EVALUATION	REVISION			
	TESTING PROTOTYPE	Receive feedback from client after pitch.	-Test for look, feel and tone of the videos (All) -Ensure the videos fit within the brand guidelines of the client. (All)	SIGN OFF Week ending Nov 30th
EVALUATION	REVISION			
	DESIGN ADJUSTMENTS	Use feedback given by client to influence and implement any changes suggested by the client. Completion of final draft.	-Finalise any edits and content needed for the final drafts of the videos to make them ready for delivery (Ryan) -Ensure the videos are optimised for targeted platforms. (All) -Evaluate the final product as a team (All)	SIGN OFF Week ending Dec 7th
EVALUATION	REVISION			
	FINAL PRESENTATION	Deliver final product to the client.		SIGN OFF Week ending Dec 12th

# Game Schedule

---

## OCTOBER 2018

Fri 05 Oct	Milton Keynes Lightning ELITE LEAGUE	Faceoff 19:00	<a href="#">Buy tickets</a>
Sat 06 Oct	Milton Keynes Lightning ELITE LEAGUE	Faceoff 19:00	<a href="#">Buy tickets</a>
Sun 07 Oct	AWAY @ Coventry Blaze ELITE LEAGUE	Faceoff 17:15	<a href="#">Away tickets</a> <a href="#">Webcast info</a>
Wed 10 Oct	Guildford Flames ELITE LEAGUE	Faceoff 19:30	<a href="#">Buy tickets</a>
Sat 13 Oct	AWAY @ Glasgow Clan CHALLENGE CUP	Faceoff 19:00	<a href="#">Away tickets</a>
Sun 14 Oct	Nottingham Panthers ELITE LEAGUE	Faceoff 16:00	<a href="#">Buy tickets</a>

## NOVEMBER 2018

Thu 15 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	<a href="#">More soon</a>
Fri 16 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	<a href="#">More soon</a>
Sat 17 Nov	IIHF Continental Cup Semi-Final	Faceoff 19:00	<a href="#">More soon</a>
Fri 23 Nov	2018 Friendship Four	Faceoff 15:00	<a href="#">Buy tickets</a>
Sat 24 Nov	2018 Friendship Four	Faceoff 15:00	<a href="#">Buy tickets</a>

## DECEMBER 2018

Fri 21 Dec	Manchester Storm ELITE LEAGUE	Faceoff 19:00	<a href="#">More soon</a>
Sat 22 Dec	Manchester Storm ELITE LEAGUE	Faceoff 19:00	<a href="#">More soon</a>
Fri 28 Dec	Milton Keynes Lightning ELITE LEAGUE	Faceoff 19:00	<a href="#">More soon</a>
Sat 29 Dec	Glasgow Clan ELITE LEAGUE	Faceoff 19:00	<a href="#">More soon</a>
Sun 30 Dec	Dundee Stars ELITE LEAGUE	Faceoff 19:00	<a href="#">More soon</a>

# Game Schedule

---

This is the current fixture list for the Belfast Giants up until their final game of the year, marked in blue is the projected games that we will be filming at due to the time restrictions we have for this project. It is important to note that in relation to the Friendship Four, the Belfast Giants will not be participating in this as it is an American College competition. Over the two days of filming there will be two games played per day, the reason for filming during this time is to focus on the crowd for reaction shots that are needed for both videos.

The five day shooting schedule allows us to capture a wide variety of shots that are required and with the access to behind the scenes, we have the time frame to get any important shots we missed or were unable to shoot on the first day as we go on, this in turn takes the pressure off trying to shoot everything in one day, leading to a more competent shooting schedule.



# Client Meeting

---

The initial meeting was changed due to unforeseen circumstances, therefore instead of meeting with Mark Brooks we instead meet with former Giants player Shane Johnson as he took us on a tour around the Odyssey Arena in order to get us familiar with the areas in which we were allowed to film, we were taken to the backstage areas where the players warm up before games, areas at ice-level where their own media staff film and even up in the executive boxes. During this tour, Shane was incredibly helpful with providing insight into the layout of a typical game night, this knowledge allowed us to get an idea of key shots and areas in which we could get the most interesting and fitting shots from.

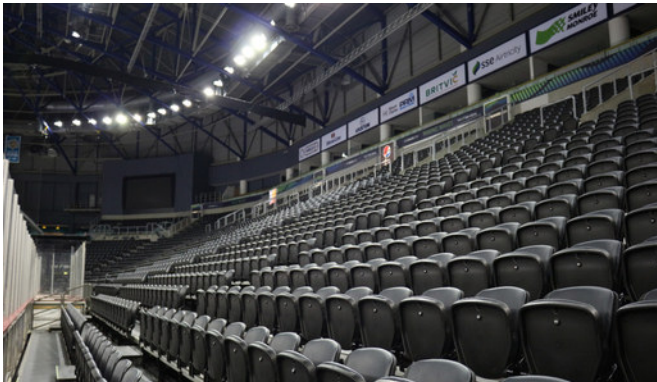
With the information from Shane we then set out to take a number of recce photos

that would be used as part of our production briefs, these would also serve as reference images when it comes to producing the storyboard portion of the pre-production aspect of the project.

The Giants were actually scheduled to practice during our visit, this gave us the opportunity to take some sample video and photography of the Giants mid-action which I found quite useful as I have never had the experience of filming any kind of sport previously and though it was brief I found shooting something that fast paced would be challenging but not impossible.

# Client Meeting- Photographs

---



# Brief Document- Aims

---

The aim of this project is to provide two main videos for the Belfast giants. The purpose of first video is to encourage families, schools and youth groups to attend ice hockey matches and events held by the Belfast Giants. We hope to boost the attendance of the groups above and highlight that ice hockey ice a family friendly sport which can be enjoyed by all. The purpose of the second video is to promote our core fan-base. These would be the fans who have supported the team for a wide range of years.

We will achieve this by carrying out interviews with teachers, pupils, families, super fans and the players. As well as capturing footage of games and the fans reactions to capture the atmosphere. This will include time lapse footage, GoPro footage and motion graphics along side traditional footage.

It is important to capture the ethos of the Giants within the videos, to show that they play a key role in the community and their willingness to engage with their fans.

# Brief Document- Audience

---

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

The second video is dedicated to the heart of the Belfast Giants, the die-hard fans, the ticket holders, the fanatic 'Boomerang corner'. This video will follow some of these fans during the Friendship Four tournament and will show their passion and love for ice hockey and the Giants. This video will also help to convey the passion and atmosphere that the fans add to the overall experience of attending a Belfast Giants game.

# Brief Document- Benchmarking Competitors

---

Ulster Rugby is not a direct competitor, but draws in a high fan base from across Northern Ireland.

Community/Schools -

Connecting to the community is a key focus for the Ulster Rugby team. Teachers and youth leaders are encouraged to bring children to the Kingspan stadium for guided tours and The Nevin Spence Centre to help them 'dive deeper into the history of rugby'. This opportunity to connect the young people with one of the largest sports teams in the country is shown to be massively important to the organisation as they also provide a list of workshops and interactive galleries that works to communicate 'the story of the growth of rugby in Ulster through a variety of stimulating opportunities perfectly designed for education.

In addition to bringing schools and youth groups to the Kingspan, Ulster Rugby facilitates several rugby competitions throughout Northern Ireland with the Danske Bank Schools' Cup being the second-oldest rugby competition in the world going back to 1876. They run these competitions for both boys and girl's schools with the Danske Bank Girls Schools' Cup and the Danske Bank Schools' Cup mentioned before, for high schools/secondary schools with High Schools Rugby and even primary schools with Primary Schools Rugby and the Maxol Primary Schools Festival. The higher competitions for those in high/secondary schools provide those participating a chance to play at the Kingspan stadium during the spring in the finals of those competitions with some even going on to play for the Ulster Rugby squads in some capacity.

# Brief Document- Benchmarking Competitors

### SCHOOLS

**Introduction to Schools Rugby**

**School Fixtures & Results**

**School News**

**Roll of Honour**

**School Finder**

**Player Registration**

### WORKSHOPS & EDUCATIONAL EVENTS

**Crafts**  
 Key Stage 1/2: 15-20 minutes, £1 per pupil  
 Design a simple badge making and magnet set - Take some time out from your visit to Kingspan to create something to bring back to school!

**Worksheets**  
 Key Stage 2: Incorporated into tour and museum visit, £1 per pupil  
 Can you name the teams that visit the stadium to score off the goalpost? Do you know how many calories Ryan Penningar eats in a day? Keep your eyes and ears open and find out these answers with the help of our tour guides as you visit the stadium and museum.

**iKit Designer**  
 Key Stage 2: 45 minutes, £1.50 per pupil  
 Compare modern jerseys with archive kit and find out what's changed and why. Use your new found knowledge of textiles to design your own.

**My Trip, My Movie**  
 Key Stage 2/3: 90 minutes, £2 per pupil  
 Just had the best school trip to date? Use iPhoto to create a short trailer of your trip to Kingspan Stadium. We'll send it back to school so you can show your friends!

**Going Live 3-2-1**  
 Key Stage 2/3: 80 minutes, £2 per pupil  
 Work as an editing team to create a sports bulletin for broadcast using iPhoto. Can you add in some breaking news and get the broadcast out on tour?

**A Question of Sport**  
 Key Stage 3: 45 minutes, £1.50 per pupil  
 Prefer football, GAA or golf to rugby? This is the challenge for you! Pick from a range of sports and use iPhoto to create a short animation about it. Use our facts or add in your own.

**Design-A-Sport**  
 Key Stage 3/4: 90 minutes, £2 per pupil  
 Get your thinking cap on and come up with your very own sport! Create the rules, design the kit and even build it!

**History of Rugby**  
 Key Stage 4+: 20 minutes, £2 per pupil  
 Take a seat in the lecture theatre and learn about the beginnings of rugby and football in this short audio-visual session.

**Workshops and crafts can be taken home on the day. We will send out any content made on our iPads to schools within a few weeks of your visit.**

**Kingspan Stadium Tour**  
 Ever wonder what goes on in the stadium when there's not a match on? Take a behind the scenes tour and see the players' gym, match day changing rooms and kit baths. Sit pitch side as the players and find out some Kingspan facts from our tour guides.

**The Nevin Spence Centre**  
 Visit the hurling centre and learn about the history of hurling in Ulster starting in 1864. Explore our digital archive and find out more about school and club hurling around the province. Meet some of our legends and pitch your own Dream team. Think you could make Lee Keoh's squad? Try our kicking and tackling challenge!

**Teachers' Events**  
 Tuesday 20th September 2016 and Thursday 19th January 2017, 6.00-8.30pm.  
 Come along to one of our special preview events for teachers. Visit the scores and have a look at our education programmes. Email [tours@ulsterrugby.com](mailto:tours@ulsterrugby.com) to book a place.

**The Big Draw 2016**  
 2nd-7th October. Daily sessions: 10.30-11.30, 11.45-12.45.  
 Come along and help us recreate the stadium! Add your own drawing of the pitch, players or stands and take part in our very own Big Draw. Suitable for all primary and secondary age groups. The event is FREE to attend and schools can add in a stadium tour and archive visit for £3.00 per pupil. Email [clare.murphy@ulsterrugby.com](mailto:clare.murphy@ulsterrugby.com) to book in - places are limited!

**Funded Schools Programme**  
 Keep an eye out for any of our funded programmes throughout the academic year. We work with many public bodies to promote sport and health around the province. Register your interest by emailing [elaine.mccoy@ulsterrugby.com](mailto:elaine.mccoy@ulsterrugby.com)

### SCHOOL AND YOUTH GROUPS

The Ulster Rugby Visitor Experience, with a fully-guided Kingspan Stadium tour and visit to The Nevin Spence Centre, is an ideal choice for Groups wishing to delve deeper into the history of rugby.

With several interactive galleries and a range of workshops available, Ulster Rugby communicates the story of the growth of rugby in Ulster stimulating learning opportunities perfectly designed for education visitors.

Workshops and resources bring the story of rugby in Ulster to life in a unique learning environment suitable to all ages. Packages are flexible to suit the needs of your group. Lunch space can be requested when booking and we will tailor your schedule to include breaks and visits to Shop.

**SCHOOL / YOUTH GROUP RATES:**

- Children: £4.00 per person (for every 10 children one adult goes free)
- Additional adults: £4.00 per person

For more information or to book, email: [tours@ulsterrugby.com](mailto:tours@ulsterrugby.com) or call 028 9049 3222.

Review the Workshops & Educational options below.

# Brief Document- Best Practice

---



# Brief Document- Best Practise

---

Manchester United

When talking about connecting with their fans online, teams like Manchester United are second to none when representing their fans through videos on their website and social media profiles. On top of their dedication to their foreign fans they produce a number of videos throughout the football season that are dedicated to interviewing the fans on topics ranging from the most recent game, how they became Manchester United fans and what the club means to them.

The first video is the fan's reaction to a late goal that lead them to victory, this video is part of a larger collection that have been put up in the past on their platforms, the reason this video was chosen as it fits within the message that we want to convey in this project. Capturing the atmosphere and elation of the fans young and old is a crucial piece that we feel needs to be highlighted in both videos as no matter how old or

how many games someone has went to, the passion remains the same and we hope to capture that with our videos.

As part of the project we hope to interview teachers, players and fans about why they go to support the Giants, therefore I chose to look at some of the fan interviews that Manchester United publish as part of their features section on the website, one video simply states at the start 'Supporting United is in my blood' which perfectly encapsulates the love and support from the fans, this is something that can be explored in greater depth through the super fans video when interviewing members of the Boomerang corner. Showing the fans perspective and giving them a platform to explain why they travel, why they bring their families to games and most importantly why they love the Belfast Giants is essential to us as a team.

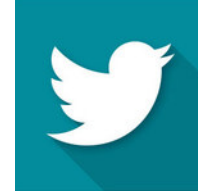


# Brief Document: Platform

---

These videos will primarily be for social media platforms such as Twitter, Facebook and Instagram. They will also be placed on the teams Youtube channel along side being placed on the large display screen within the arena at home games. In order

to make the videos accessible for the likes of Instagram, the videos will be edited to match the video dimensions Instagram uses.



# Brief Document: Branding/Look & Feel

---

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

The look and feel of the videos will be energetic in a crisp and clean manner. The videos should have an intimate feel so that the audience can resonate with the team and the current fan bass to encourage them to attend. The videos should harness the energy of the games and the passion of the fans who are in the arena.

Through the videos we feel it is important to express the unity and connection between the fans and the players and the sense of family that comes with supporting the Giants.



# Brief Document- Existing Graphics



### TONIGHT'S SHIRT OFF THE BACK

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

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

BUY YOUR TICKETS FROM SELLERS AROUND THE CONCOURSE

### COACH'S PREVIEW

AHEAD OF STORM 6 PANTHERS WEEKEND

Stena Line



Stena Line

ELITE LEAGUE

EIHL PLAYER OF THE WEEK

PATRICK DWYER

# Brief Document- Existing Graphics

---

When looking at some of the existing graphics the Belfast Giants have it was clear to see that there was no uniform visual style that crossed through their social media platforms, from constantly changing colour schemes and typefaces this creates a rather confusing brand identity overall.

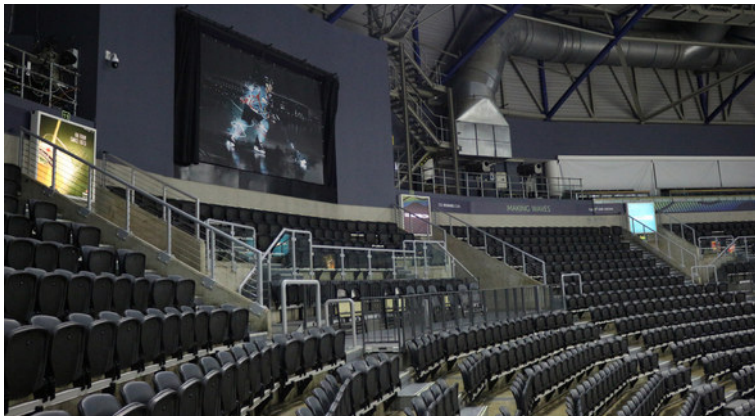
Although this is not in the initial brief, we believe that for our videos we must create a template of graphics that can be used not only for the videos that we produce, but possibly in other content that the Giants will produce.

The idea of having a uniform slate of graphics makes the brand look more clean and professional, it also makes it less time consuming to recreate content using the templates provided.



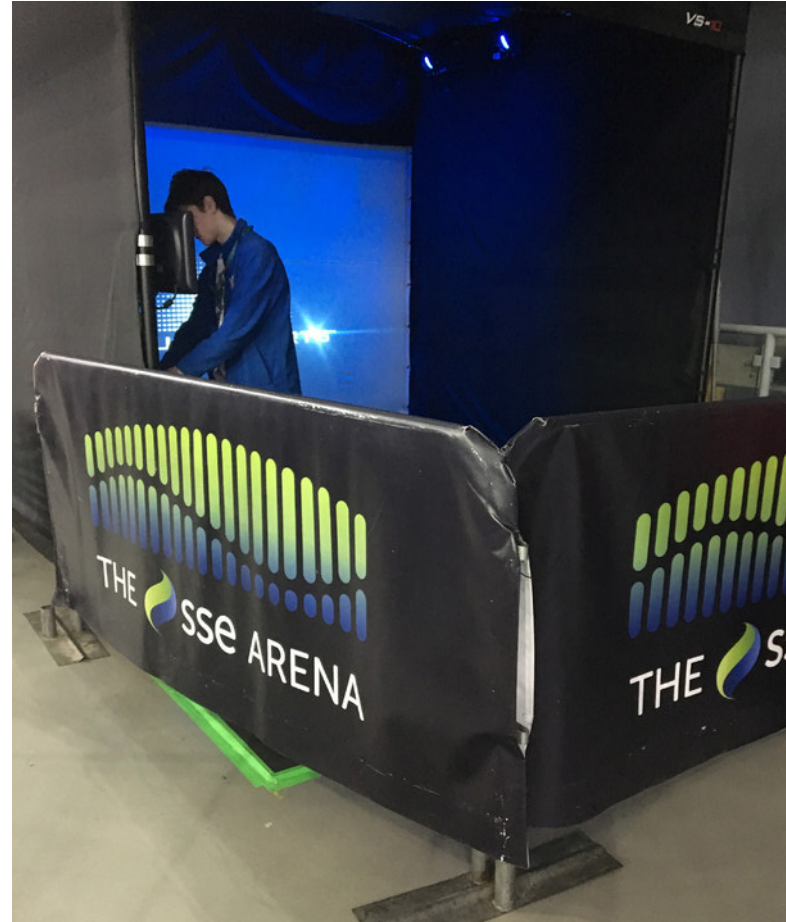
# Client Meeting- Recce Photographs

---



# Client Meeting- Recce Photographs

---



# Brief Document

---

## Typeface

**WE ARE GIANTS**

Quick Menu Boards

**WE ARE GIANTS**

Agency Fb

As part of the brief, the project requires the use of free typefaces that can be accessed by staff if they wish to use them after this project. Originally we were advised to use the Vox typeface as this is what they use for the majority of their content, however when we attempted to download the typeface we realised that we would have to purchase the licence for £29.99 (per typeface variation). As this project does not have a budget, we

had to research free alternative that would fit with the existing content we looked to source a similar font to figure 1 above, the closest fit that we found was Quick Menu Boards from dafont.com.

We also chose to use Agency Fb as an alternative typeface to Quick Menu Boards, the clean look will make the typography stand out better when overlaid over the videos.



Vox Light

£29.99

Mix Zapf with Veljovic and get

Vox Light Italic

£29.99

*Back in June we delivered oxy*

Vox Regular

£29.99

# Brief Document- Making Graphics

---

## Banners



When it came time to create graphics to use in the videos Lauren and I sat down and discussed what would be appropriate to create while adhering to the theme of ice hockey.

We ended up creating a number of banners that would be accompanying interviews with the players and managers, three variations were chosen to work with different types of footage. The teal we used is taken directly

from the Belfast Giants logo to comply with the overall visual style.

Although these graphics are simplistic we believe that they are impactful enough without taking away from the video.

Used for interviews but didn't include (say later)



# Brief Document

---



**Adam Keefe**  
Belfast Giants, Head Coach

# Brief Document

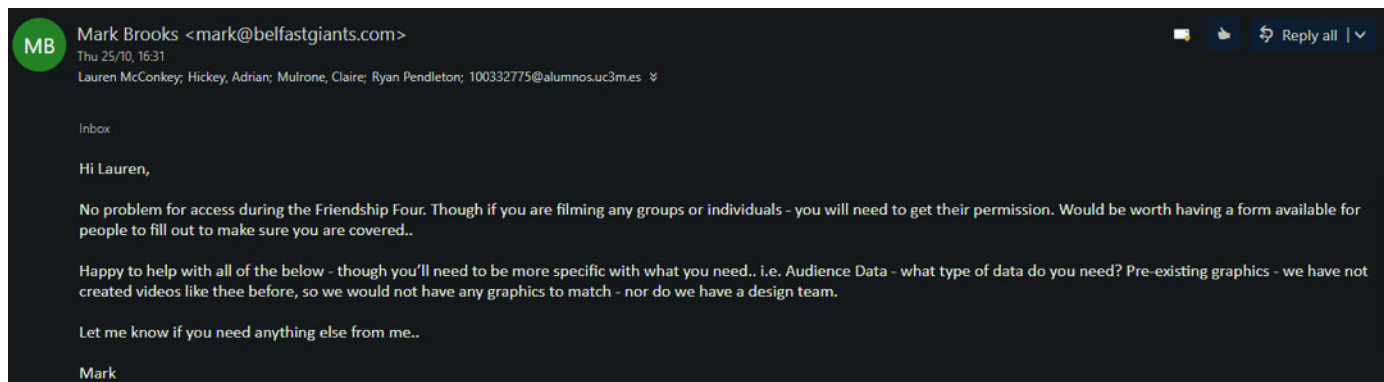
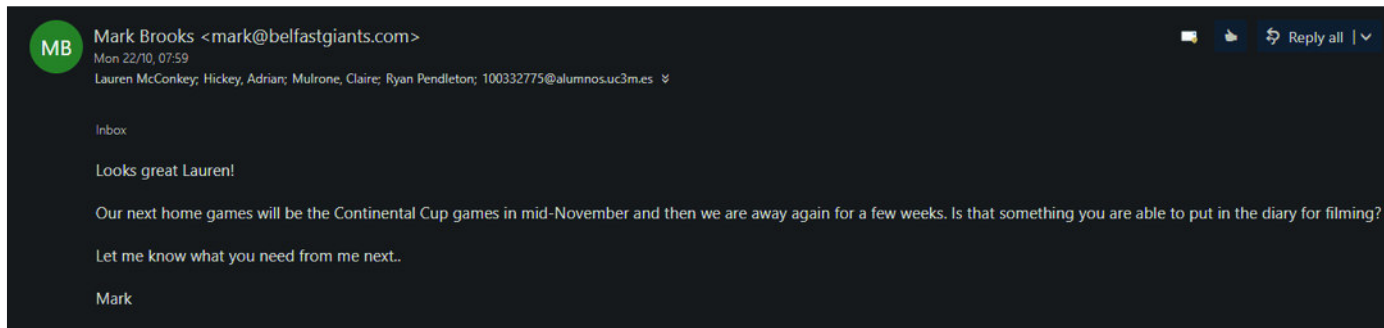
---

The images on the opposite page shows a few mock up designs of what the graphics would look like, as we do not have any footage captured at this point, we instead had to use a selection of photographs that resembled a few of the key shots that we wish to capture when it comes time to film.

We decided that Quick Menu Boards would be the most ideal typeface for the social media platforms, whereas Agency FB was considered the more professional of the two and will be used for the videos that will be hosted on Youtube and in the arena during the games.

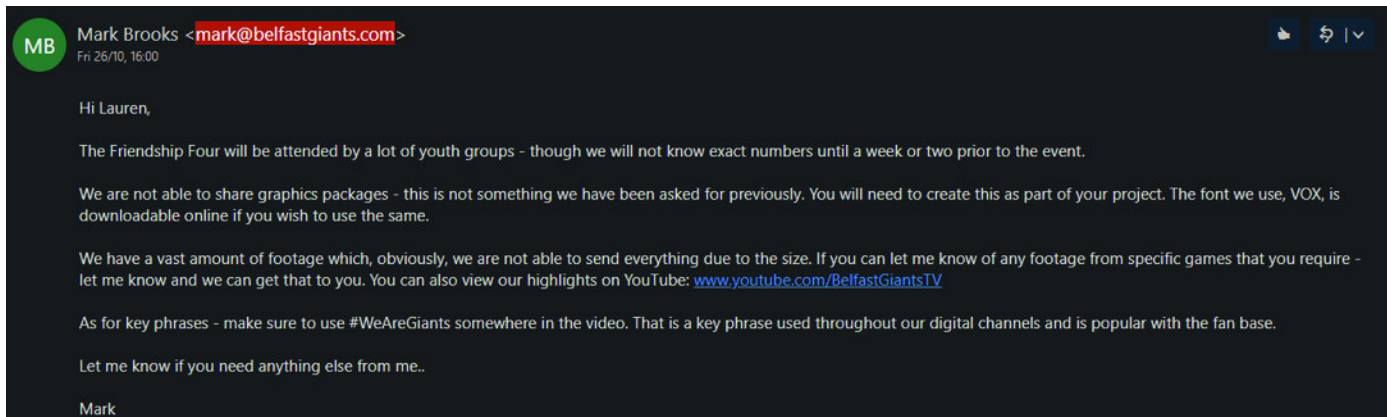
# Brief Document- Client Response to Brief

---



# Brief Document- Client Response to Brief

---



Once the first draft of the brief document was completed, we then sent the PDF over to Mark Brooks for any feedback that would largely benefit the final brief document that we will present to him in the coming weeks.

The response was positive and also very helpful as we were given updates as to when we could start the filming process as the Belfast Giants have a very limited schedule for playing during the time this project will last.



SPARCO

PACH

DARD

SE

S

EAST



BAUER

9

BAUER

Ulster Unisity



HYUNDAI

Harry Corn

SPAR

# Family Video Idea

---

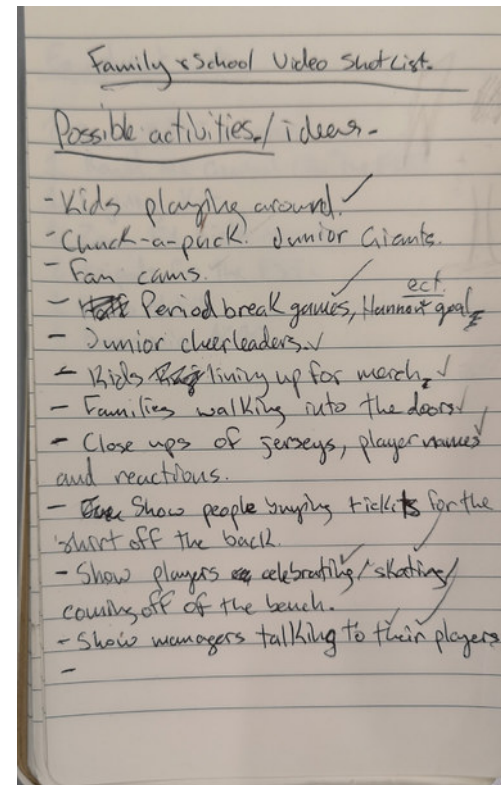
So as part of the brief, one of the videos must focus on enticing families to bring their children to see Belfast Giants games, as we discussed ideas we used our prior knowledge of being as Giants games to construct a narrative based around all of the extra-curricular activities that take place during the games. From the chuck-a-puck at half time to the hockey simulator that is playable throughout the night, we had a solid list of activities that we could include in the video to show the parents that there is plenty of activities for their children to do on top of the action of the game. Although the activities will be shown in the video we especially want to try to capture the electricity in the air during a game, the friendly atmosphere and kinship that is fostered as part of the community, showing that the Belfast Giants is a family that is open to everyone from every walk of life.

# Family Video Idea

---

This is the list of activities that we compiled between Lauren and myself as we have prior experience of going to a Belfast Giants game. Once these key activities and events were discussed, we were then able to begin the storyboarding and shot list processes, using these activities to make up the majority of the family video we could then discuss what to build around that as a result.

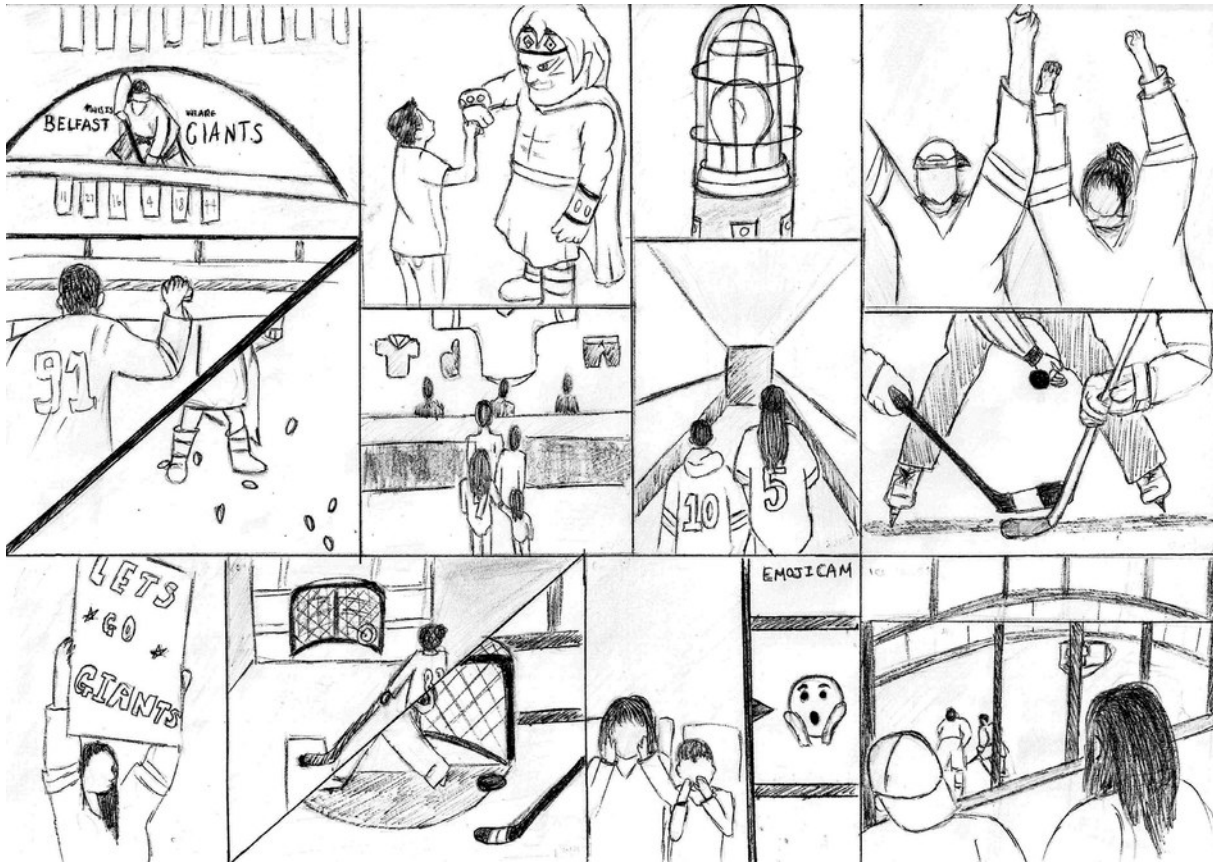
The positive with shooting over five days is that we were informed that not ever activity listed there would be available during each game, therefore we have to prioritise what activities would be more beneficial to shoot for the video.





# Storyboards for Family Video

---



# Family Video

---

The idea behind the Family Video is to capture the essence and the excitement a young person feels when they come to see a Belfast Giants game, as I have been to Belfast Giants games since they were created in 2000, I drew a lot of the inspiration for this video from personal experiences over the past 18 years. Although I have not attended an ice hockey game in a few years so Lauren and I discussed the newer additions to a game night that I may have missed and may be beneficial to the video as a result.

This included new games that are played in between periods of play, the different types of 'fan-cams' that are in action throughout the games which the fans take part in, one of the newer additions to the game night is the interactive hockey experience that is up on the bridge during the games. These additions will be useful for showcasing the range of activities that are available for the children in the video.

# Storyboards for Family Video

---



# Shot List for Family Video

Belfast Giants FC 1 10 shots

SCENE	SHOT	DESCRIPTION	SHOT SIZE	SHOT TYPE	MOVEMENT	EQUIPMENT	PREP (s)	SHOOT (s)
1	1	Transition/Footage of a fan (MAD) entering the arena before the game	MS	POV / Eye Level	Tracking	Equipment...	10	10
2	2	Shot of the players entering onto the ice (slow mo) (OTS)	MS	Shot Type...	Static	Equipment...	10	10
3	3	Close up of a fan (slow mo)	MCU	Shoulder Focus	Static	Equipment...	10	10
4	4	CU of fans holding signs, team t-shirts and other merchandise (slow mo)	CU	LA	Tilt	Equipment...	10	10
5	5	Wide long shot of the crowds cheering, focusing mainly on families and children	MS	LA	Pan	Equipment...	10	10
6	6	Shot of children playing with the hockey goal simulator	MS	Eye Level	Static	Equipment...	10	10
7	7	Transition to a shot of a hockey player taking a shot, mimicking the previous shot	MS	Shot Type...	Swish Pan	Equipment...	10	10
8	8	Shot of the arena screens showing the dance cam, emoji cam, fan cam etc.	MS	Shot Type...	Static	Equipment...	10	10
9	9	Close OTS of a child or family going ice level watching the players skate past	MS	OTS / Shoulder Level	Static	Equipment...	10	10
10	10	Shot focusing on children playing along the bridge	MS	Shot Type...	Pan	Equipment...	10	10

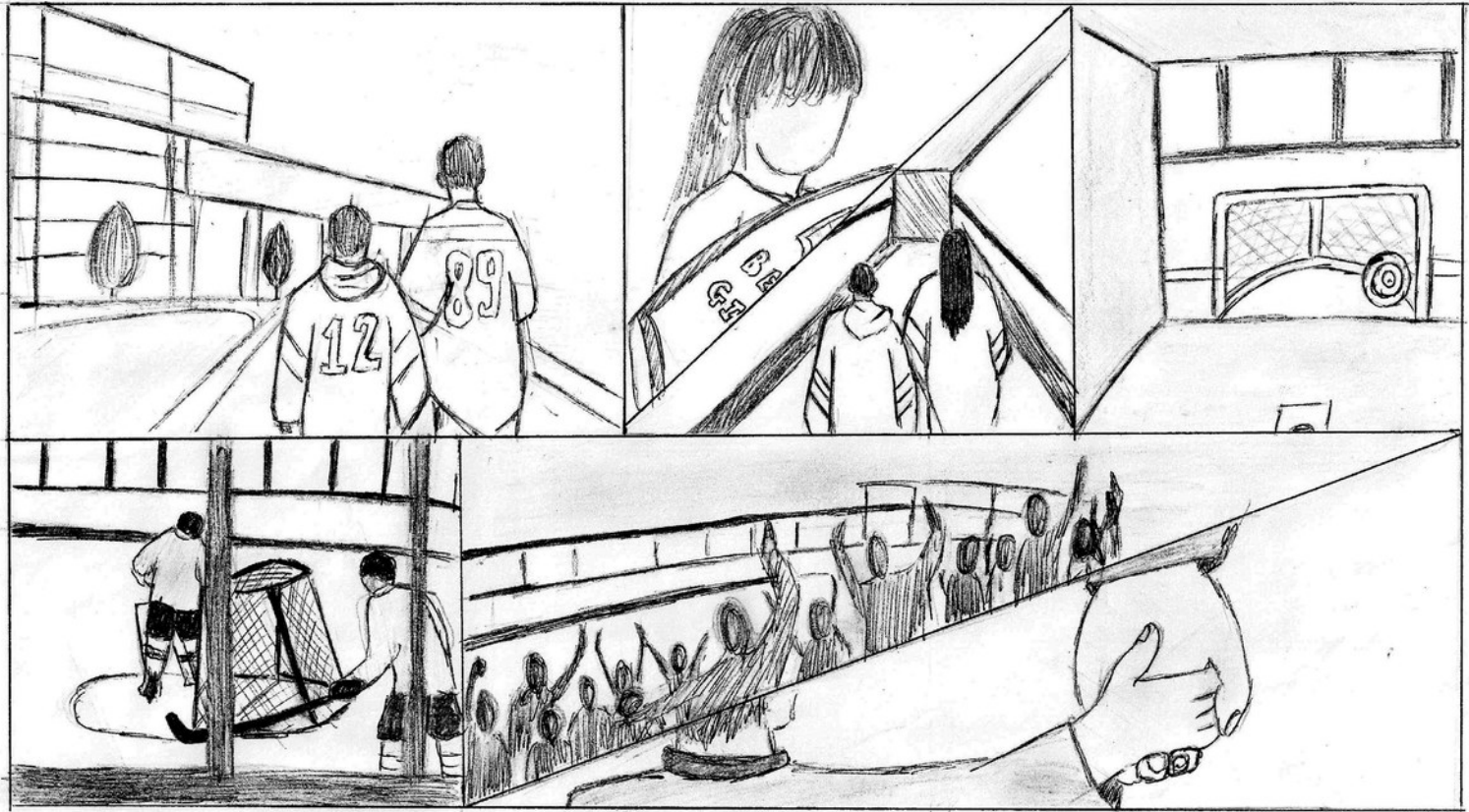
SCENE	SHOT	DESCRIPTION	SHOT SIZE	SHOT TYPE	MOVEMENT	EQUIPMENT	PREP (s)	SHOOT (s)
1	1	Tilt shot showing the Belfast Giants banners	MS	POV / Eye Level	Pan	Left / Right	10	10
2	2	Tracking shot of fans interacting with children and families	MS	Shot Type...	Tracking	Equipment...	10	10
3	3	Close up of the goal box lighting up	ECU	Shoulder Focus	Static	Equipment...	10	10
4	4	Fans jumping up celebrating the goal (slow mo)	MS	LA	Static	Equipment...	10	10
5	5	CU of children taking part in the chuck-a-puck competition	MCU	LA	Static	Equipment...	10	10
6	6	Shot of the rink as the puck comes down (possible overlaid)	MS	Eye Level	Swish Pan	Equipment...	10	10
7	7	Show the children who are volunteering to cheer the ice after the chuck-a-puck	MS	Shot Type...	Pan	Equipment...	10	10
8	8	Shot of the junior cheerleaders dancing (OTS)	MS	Shot Type...	Pan	Equipment...	10	10
9	9	Families walking into the stadium with their children	MCU	OTS / Shoulder Level	Tracking	Equipment...	10	10
10	10	Show families lining up to the merch stands with their children	MS	Shot Type...	Tracking	Equipment...	10	10

Instead of writing out my shot list for the video, I chose to look online to see if I could find a template to work off, I ended up finding Studio Binder. This site allowed me to select exactly what I wanted to include in every shot, each section had a list of suggested shots, shot types, camera movement and types of audio that you could include. This site made this process a lot less time consuming than it would have been and even gave me shot types that I would not have thought of before.

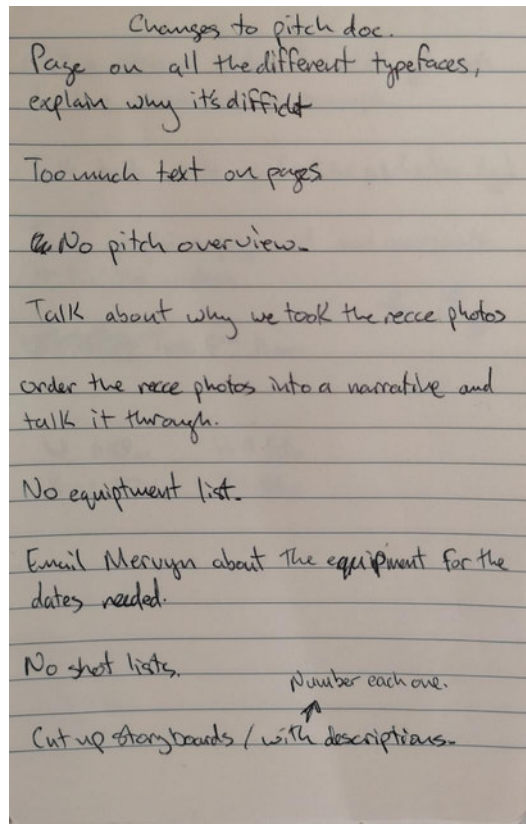
Belfast Giants FC 1 10 shots

SCENE	SHOT	DESCRIPTION	SHOT SIZE	SHOT TYPE	MOVEMENT	EQUIPMENT	PREP (s)	SHOOT (s)
1	1	Transition on the families walking back into the arena post their children entering the arena, focusing on the player names and numbers on the jerseys	OTS	POV / Eye Level	Pan	Left / Right	10	10
2	2	Close up of the players celebrating with each other after a goal	MS	Shot Type...	Pan	Equipment...	10	10
3	3	Pan to show the crowd cheering their voices to the team	MCU	Shoulder Focus	Swish	Equipment...	10	10
4	4	Close a small message of children playing together around the arena	MS	LA	Swish Pan	Equipment...	10	10
5	5	Breeding shot of the families in the stands	MS	LA	Swish Pan	Equipment...	10	10
6	6	Quick message of parent break games on the ice with the children	MS	Eye Level	Static	Equipment...	10	10
7	7	Close up of the parent's faces	ECU	Shot Type...	Swish Pan	Equipment...	10	10
8	8	Families buying snacks for the kids at the back competition	MS	OTS	Pan	Equipment...	10	10
9	9	Show the child in jumping over the rail areas for the game	MS	OTS / Shoulder Level	Swish Pan	Equipment...	10	10
10	10	Swish / pan of the arena empty after the end of the game	MS	Shot Type...	Swish	Equipment...	10	10

# POV Storyboard Video

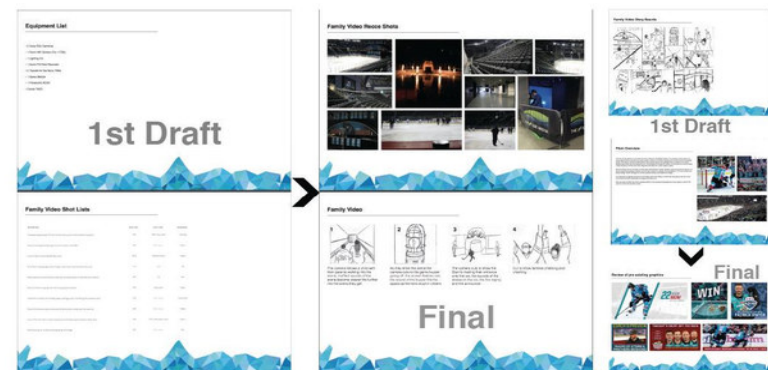


# Changes to the Pitch



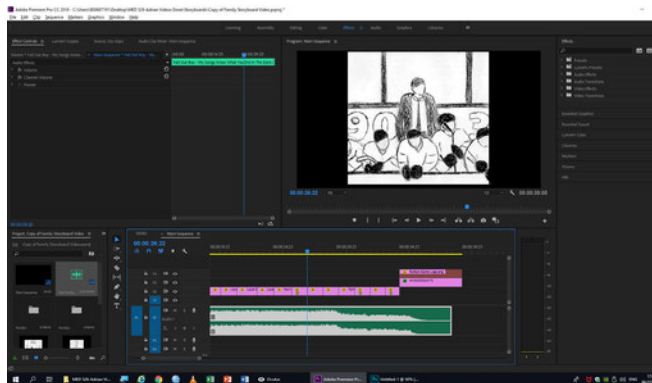
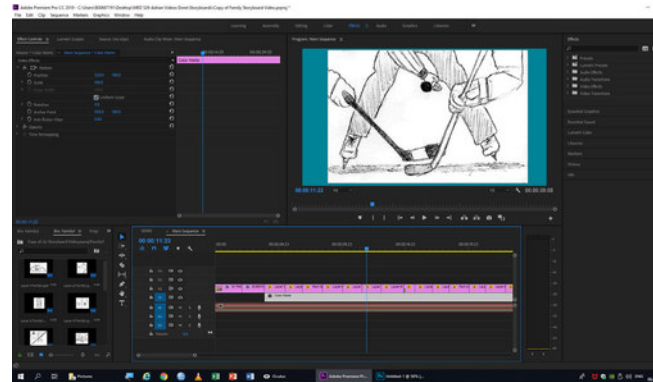
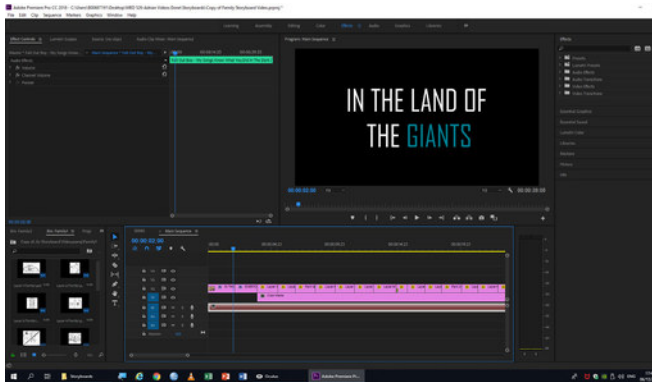
Before our pitch with Mark, we had to show what we had so far to Adrian and Claire in order to get the all clear, however after deliberating with them we quickly realised that the document was nowhere near ready to show Mark this.

Therefore we made a list of urgent changes that must be completed before the pitch meeting, this included taking out the technical explanations that only really served to help us when it came time for post-production and instead to make it more narrative-driven through the specific layout of the recce photos and through the explanation of the storyboards for the videos.



# Family Storyboard Video

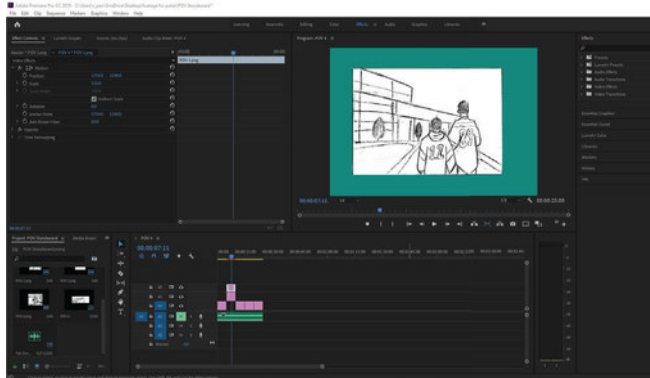
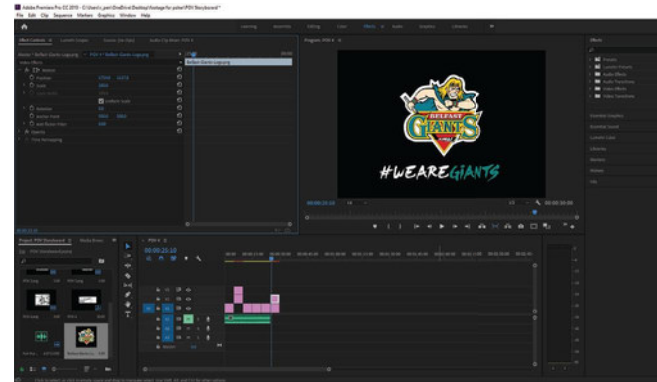
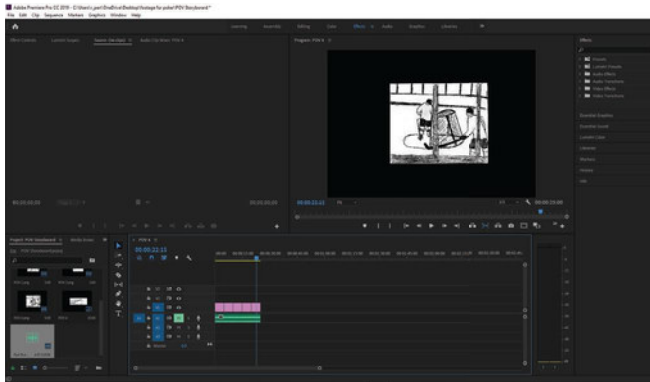
---



The purpose of making this video, was to create a more engaging way of guiding the client through the storyboards before going into more detail with the paper storyboards afterwards. This quick 30 second video was cut to the beat of the song 'My Song Knows What You Did In The Dark' by Fall Out Boy, a song used previously by the Giants, this we felt makes the video more engaging and the familiarity of the song, we believe will make it easier to envision as a result.

# POV Storyboard Video

---



In the interest of time, I decided to cut Lauren's POV storyboard video as well, this time to Fallout Boy's 'Where Did The Party Go?'. In order to make these videos, I cropped every panel from both storyboards using Photoshop and imported the files into Premiere Pro. To try and make it more interesting we decided to use the motto used by the Giants, 'In the land of the Giants, everyone is equal' as we believed that this positive message can enhance both videos.

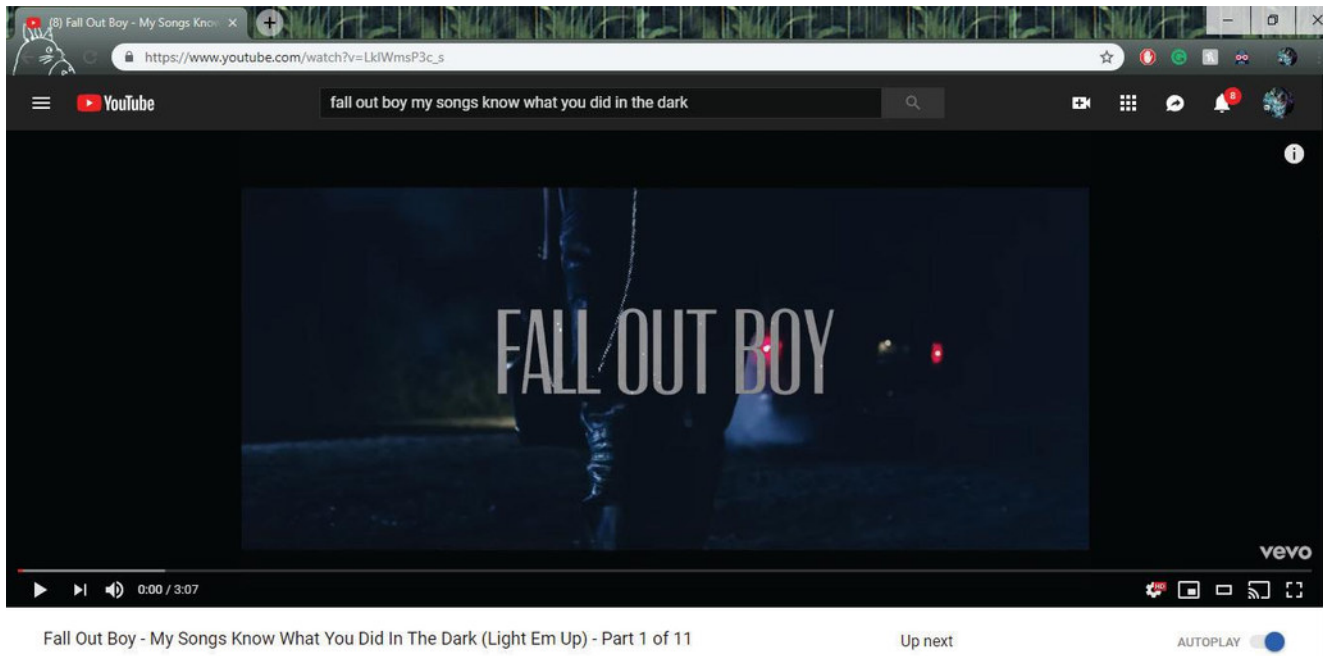


# Existing Content Used

---

As part of the pitch we decided to cut together the storyboards we created into short videos cut to songs that are featured in previous Belfast Giants games and are shown in the arena during game nights. For the family orientated video, I decided to cut the video to 'My Songs Know What You Did In The Dark' by Fall Out Boy, this song has a very high energy, especially in the chorus of the song so it helps to encapsulate the excitement and the atmosphere in the arena during a game. The underlying beat throughout the chorus

makes it a helpful song to cut to and the tone of the song can also be interpreted as the feeling a fan has during the game, periods of calm and concentration are echoed through the softer, more mellow tones in the song. Then of course the chorus matches the frantic pace of the action and the fans involvement in the game, the chanting, the dancing and the banging of drums are enhanced with the music.



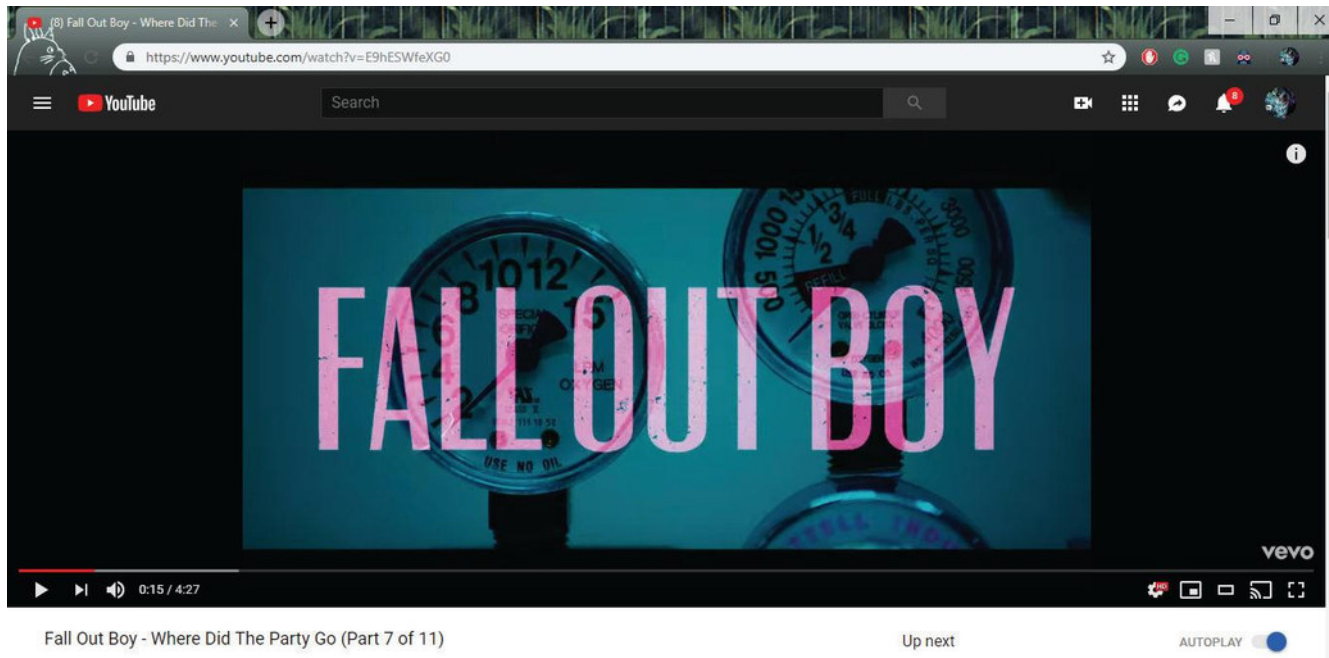
[https://www.youtube.com/watch?v=LkIWmsP3c\_s]

# Existing Content Used

---

As an extra piece of content on top of the two initial videos that were agreed upon, it was decided to create a shorter video, this one from the perspective of a fan growing up as a Giants fan, transitioning from a child going to games with their parents to becoming a parent themselves bringing their child to a game and passing down the memories to them. Much like the family video I mocked up a short video with the storyboards provided and again we decided to use one of the songs that is prevalent during game nights. This time

the song was 'Where Did The Party Go', again by Fall Out Boy, this song is highly energetic and with a very infectious beat and with the idea of mixing a hyper-lapse effect with quick cuts in the video, this song works as a solid foundation to work off. Of course the issue with these videos is that we cannot use the music in the final product due to copyright laws but this exercise was incredibly useful for trying to find a viable musical tone to match the feel of the videos.



[https://www.youtube.com/watch?v=E9hESWfeXG0]

# The Pitch

---

Once the scheduling was convenient for both us and Mark, we decided to meet Mark in the University of Ulster Belfast Campus to pitch our video ideas to him on November. We talked through the existing set of graphics that the Giants use at the moment and used this to suggest our ideas for a uniform set of graphics which Mark seemed pleased with.

We each had our opportunity to talk through our ideas for the videos, we went through the storyboards after showing Mark the short videos we created for the storyboards. Lauren also pitched the idea of a third, shorter video, shot entirely in POV following a child's journey growing up with the Belfast Giants, the preproduction was completed beforehand in the event that the idea was green lit and after hearing the idea Mark agreed to including this shorter video.

Once all of the ideas were pitched Mark then went into detail about the inner workings that go on during game

night, we were given time outlines for events in the arena that would be useful to film, one of them that was crucial for the family video was what time Finn McCool greets the fans as they enter the arena. This allowed us to draw up a shooting schedule based off of the information provided to us once we returned to class, this allowed the team to be more organised and when it comes time to film, allows us to work more fluidly together as a team.

Overall I thought the pitch meeting was a big success, giving us the opportunity to sit down with the client and explain our reasoning behind each idea, and using the videos to illustrate what the framework for each video would look like was a valuable experience for us as a team. The feedback and ideas we received from Mark during this was detrimental to helping us execute the project effectively.

# Equipment List for Production

---

2 Sony FS5 Cameras

1 Lighting Kit

1 Osmo Mobile

1 Ronin MX Gimbal (For 1 FS5)

1 Zoom F4 Field Recorder

1 Panasonic AC90 kit

2 Tripods for the Sony FS5s

1 Canon 50D

In order to complete this production we of course require equipment to make this possible, the idea behind using three different types of cameras is that each camera provides a different use for the types of shots that we need.

For example the Sony FS5 gives us the capability to shoot in 4K resolution and slow motion built in, this is incredibly useful for some of the more emotionally poignant shots, and although no one is technically proficient in using them to their full capability, we believe through some research we can use the camera efficiently.

The Panasonic AC90, although it produces quite a flat image, allows us to capture a wide frame which is especially crucial for shooting long shots of the crowds during the game and unlike the FS5 this is a camera we are proficient in using and as a result can produce clear footage with ease.

The Canon is perfect for ease of access and manoeuvrability, this allows us to get take footage incredibly quick without having to take time to set up like the bulkier cameras above, it also makes travelling to areas a lot more convenient if there is an important shot we need to get in a short time-frame, and the 35mm lens it comes with gives us the opportunity to capture more intimate shots at a shallow depth of field, creating and personal atmosphere in the videos.

# Post-Production Write Up

---

To complete the post-production for the videos, the footage will be edited across the Adobe suite, using Premier Pro CC to compile, cut, stitch and mix the audio from the footage captured. During this initial editing process, After Effects CC will be utilised for integrating any graphics, graphic overlays and colour grading needed to create a concise and uniform visual style throughout the videos.

The advantage with using the Adobe Creative Cloud for the post-production, is that it allows seamless overlap between the different programmes throughout the editing

process, this fluid synergy helps to work between any post-processing assets in After Effects and implementing them with the final cut in Premier Pro, this eases the overall work-flow and as a result, helps to reach the delivery dates on time.

# Risk Assessment Forms

## 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](mailto: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) Lauren McConkey Ryan Pendleton Alberto Borrogaero	Student Number(s) B02095354 B00657191 B00768990
Course and Tutor: Interactive Media / Adrian Hickey	Production Title: Client work with Belfast Giants
Date of collection: 14 / 11 / 2018	Date of return: 19 / 11 / 2018 Time: 4pm
Equipment: List all equipment required to be taken on this shoot:	

Storage: Describe how equipment will be securely stored, especially overnight:  
 Stored in secure cupboard in bedroom

Location: SSE Arena  
 Has a full licence been carried out?  YES  NO (circle) If NO, please give reasons:

Location contact: Mark Brooks	Please record here details of the logging of filming with local police Date and time of logging: Officer alerted: Police Station: Phone no.: 028 90329241
Location address: 2 Queens Quay/Belfast/BT39 2QL Location phone no: 028 7151 0834 (Mobile for M.Brooks)	
D.L.I.C.E. - contact the nearest police station to alert them if filming in public or conducting crimes or any event that could trigger public concern	
Nearest Hospital: Belfast City	

Give a detailed description of the location and environment, for example - Heraine Showgrounds, 15,000 fans. Coleraine vs Cliftonville FC	SSE Arena Belfast - Belfast Giants play in Continental Cup - can hold up to 11,000 fans.
Students' Union, with 100 events.	
Describe in detail what and how you will be recording, for example - 4ball match from stands,	+ footage of the game, the players + fans during + before match
pop interviews on show abuse.	+ interviews with fans + players.

Please note: Late returns may result in a financial penalty, since it inconveniences other students. Please turn over

# Risk Assessment Forms

## 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	H		L	M	H
Transport/Travel/Traffic:	Travelling kit to location & back		✓		Secured in locked boot during transport	✓		
Weather/Temperature:	/							
Terrain:	/							
Working at heights:	Filming from the gantry		✓		2 crew members will be with the equipment when filming from heights			
Working in/near water:	/				Can all members of the cast & crew swim?			
Working alone:	to capture different angles may be required at night		✓		will be in some arena space / will keep in contact via phone			
Glass/Sharp Objects:	/							
Fire:	fire used in intro of play		✓		will film from a safe distance / other side of the mat from the fire			
Wildlife/Pets:	/							
Children/Publi:	Filming interviews with public		✓		consent forms will be collected prior to filming			
Falling Objects:	Pucks from game		✓		will ensure equipment are behind plexi glass where it is used			
Theft/Violence:	/				Equipment will never be left unattended			
Cables/Electricity:	Cables from lighting kit pose safety		✓		will be secured to floor with tape			
Equipment/Lighting:	Lighting kit heats up during use		✓		will be allowed to cool down before packing away			
Ladders/Steps:	/							
Use of (imitation) weapons:	/							
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 (eg. Station Master)	Company	Reference number (if given)
Mick Brooks	Commercial manager	Beviss Cranes	
Name: Lauren		Contact No. (mobile) 01591108288	
Name: Ryan		Contact No. (mobile) +44 7889 457194	
Name: Alessio		Contact No. (mobile) +36 666 00 92 28	
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 (student) M Bonky Date: \_\_\_\_\_

hereby state that I have examined the information in this form and agree to this student to taking the specified equipment on this project  
Signed (Academic Staff) \_\_\_\_\_ Date: \_\_\_\_\_

Only low to medium risk is acceptable  
Review date (if applicable) \_\_\_\_\_

# Production Preparation- Getting Equipment



Lauren McConkey  
Thu 25/10, 14:14



Dear **Mervyn**,

We are working with the Belfast Giants on a Science Shop project;  
We will be filming at their home games on the following dates: Thursday 15th - Saturday 17th November & Friday 23rd - Saturday 24th.

We would therefore appreciate if we could pick up the following equipment on Wednesday 14th & Thursday 22nd as we will need to be on site from the morning on the date of the games, we will have the risk assessments ready for you. We are getting this to you now as it is essential that we have the equipment on these dates.

- 2 Sony FS5 Cameras
- 1 Ronin MX Gimbal (For 1 FS5)
- 1 Lighting Kit
- 1 Zoom F4 Field Recorder
- 2 Tripods for the Sony FS5s
- 1 Osmo Mobile
- 1 Panasonic AC90

Equipment will be returned on the Mondays after filming is completed on game date weekends ( 19/11/18 & 26/11/18) at 3.30pm.

Many thanks,  
Lauren.



McKay, **Mervyn**  
Thu 25/10, 16:18  
Lauren McConkey



Inbox

Flag for follow up. Start by 25 October 2018. Due by 25 October 2018.

You forwarded this message on 25/10/2018 22:42

Lauren

Sony FS5 not available at present as I am waiting camera bags to put them in and also approval to order the rest of the equipment to make them into kits for issuing. This also applies to the Ronin MX Gimble.

So only AC90 cameras available at present along with lighting kit, zoom F4 field recorder & Osmo

Each camera will have to be signed for by each student that will be using it along with individual risk assessments.

**Mervyn**

...

Initially, we ran into a few problems when it came to booking out equipment to film with, at the start of the year a new equipment list was sent to the students outlining the new cameras that would be available for the upcoming year, one of these listed was the Sony FS5, a 4K camera that we believed would be useful for our project.

However when Lauren came to ask to take out our equipment, we were told that the FS5's were not available as no camera bags were ordered for them. After a few weeks we were able to get the cameras in time to start filming thanks to help from our lecturer.



# Production Preparation- Getting Passes



Mark Brooks <mark@belfastgiants.com>

Mon 12/11, 13:48

Lauren McConkey; Mulrone, Claire; Hickey, Adrian

📧 📧 📧 Reply all | ▾

Inbox

Hi Lauren,

No problem for a parking pass each day you guys are here - all you need to do is remind me and I will give you a pass that allows you to exit the car park free of charge. So..take a ticket as normal when you drive in.

Our parking spaces are first-come first-served..so if the back car park is full - you'll need to park around the front. Unfortunately we are not allowed to reserve spaces!

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

Mark

In order to film behind the scenes during the games, we have to be issued with different media passes for both the Continental Cup and the Friendship Four, these will allow us to travel through the lower levels of the arena with much ease and as a result will help us to get the shots we need for our videos as a result.



# Mid Project Reflection

---

## PITCH



Claire Mulrone  
Nov 8 · Notified 4 people

1

Well done to everyone the pitch went really well, Mark was very impressed. You all did very well explaining the story boards and video's.

He was impressed by the additional media and animation you have suggested.

He has agreed to give you a super level of access over the five days of filming showing how supportive the Belfast Giants are fo your work.

Many congrats and good luck with capturing all the footage you need.

Claire

Once the pitch meeting with Mark was finished, as a team we took the time to assess what work we have done to this point and the work that we have to focus on looking forward.

I'm incredibly pleased with how well the team is working to create these ideas and graphics, and looking at the feedback we received on Basecamp it looks like we are being given the go ahead to get prepared to begin the

filming portion of the project.

This is where I believe that our strengths will benefit this project, as we can finally get into the main part of the work in the coming weeks, I'm excited to see how the next few weeks pan out.





# Filming Phase 1- Continental Cup

---

Now that all of the pre-production was finalised and everything was checked, out we began the filming process. The Belfast Giants played each of the three days during this competition, this gave us vital time to get any of the key shots that we needed of the team playing, the behind the scenes shots that are specific to the team and the Boomerang Corner for Alberto's fan video.

Some of the key shots involved following the players out as they enter the ice through the blow up Finn McCool head using the gimbal, capturing the players leaving the ice after the end of the period and interacting with the

fans after the games. This interaction between the team and the fans is vital in the videos as we want to show just how much of a family the entire Belfast Giants community is.

# Filming Phase 1- Continental Cup

---

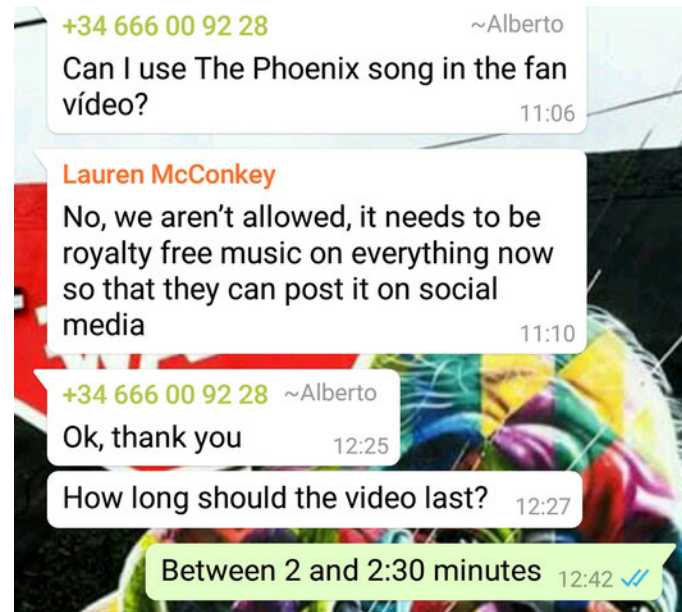
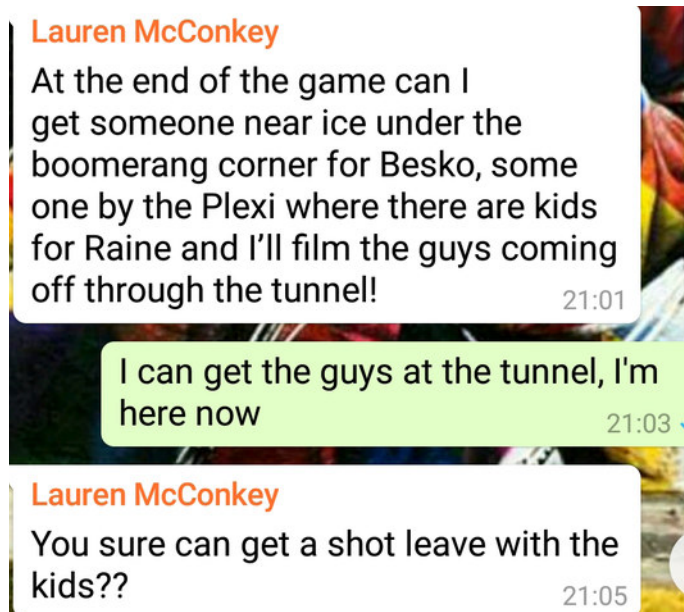


# Communicating with the Team

---

Due to the nature of the shoot, we could not all be together throughout the games, so we decided to keep in contact with one another through a WhatsApp groupchat.

This let everyone keep each-other up to date with their whereabouts, any key shots that need to be filmed and events that are happening in the arena that the other two may find useful for their video.



# Issues With Equipment

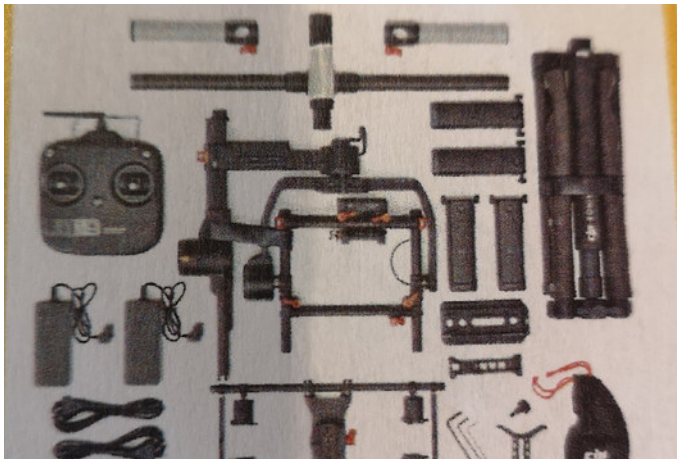
---

As this is a fairly big production, we require a lot of equipment as a result, one of the key pieces of equipment that we required was the DJI Ronin MX Gimble, however when we received all of the equipment before the first day of filming, we realised that a key component was missing from the kit, one of the handlebars that holds the entire gimbal was not in the kit.

After making sure it was not misplaced in the box we reached out to Mervyn and were able to secure a replacement handlebar for the second night of filming. This hiccup set us back on filming some of the POV

video on the first night, however we had to carry on and plan around this. This time proved to be rather useful as it gave us a chance to map out certain paths around the arena that would be more beneficial than what was originally planned out.

Thankfully we were able to use the gimbal on night two of filming without any bother, although due to its size and the need for two people to efficiently operate, we decided that it would only take time away from filming more important shots and as a result, we only used it on night two.





# Filming Phase 2- Friendship Four

---

As the Belfast Giants would not be playing in this tournament, we decided that this would be the ideal time to focus on the fans and families that would be in attendance, we were also told before the filming that a large number of schools and youth groups would be at the first day of the tournament, this was a big advantage to showcase the range of activities that our provided throughout the arena for children.

One of the bigger changes during this filming period compared to the Continental Cup filming was the electric atmosphere was more evident this time around, this is

largely down to the school children and the youth groups that were incredibly energetic from the start and really played up to the camera, giving us all some interesting pieces of footage to use.

The level of competition during this tournament was also of a higher level, leading to more goals and action that bled into the atmosphere and helped to build the tone that we were hoping to capture for our videos.

# Filming Phase 2- Friendship Four

---



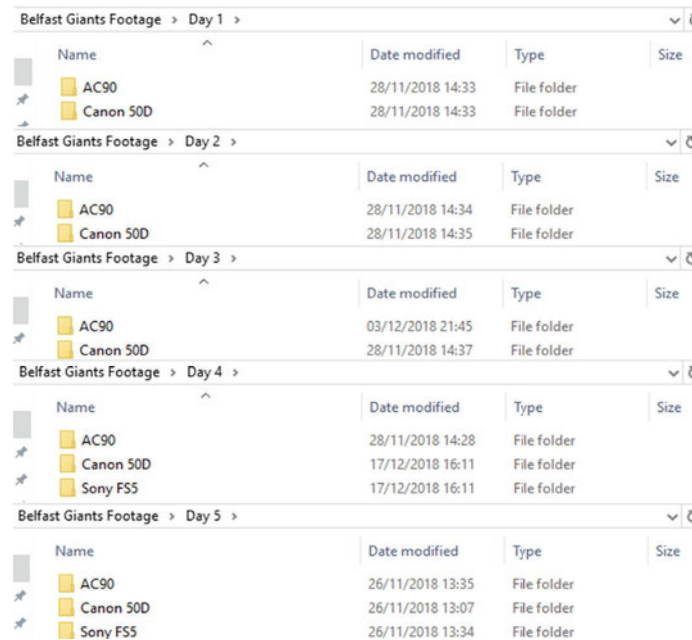
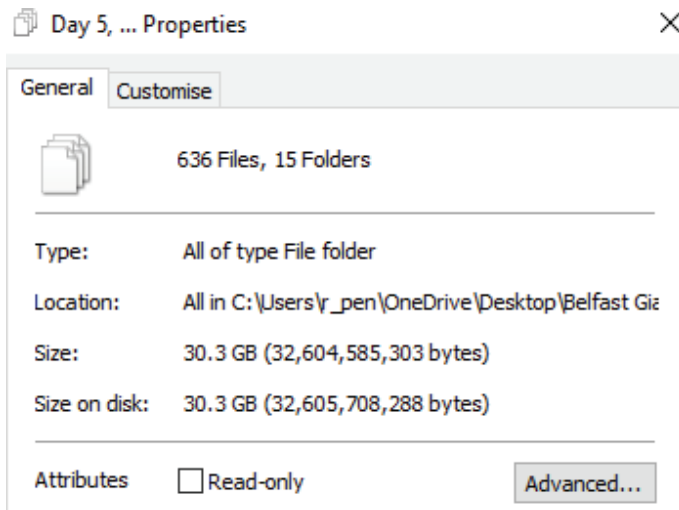
# File Management

Due to the large amount of footage that was taken over the five days, Lauren and I decided to split the task of taking the footage from all three cameras between our laptops, Lauren would take Alberto's footage and her own, I took the footage for my video, the time-lapses from one of the Sony FS5s and any miscellaneous footage that can be used across the videos.

It was decided to clean every camera at the end of each night of filming to ensure that we did not run into any problems with storage the following night.

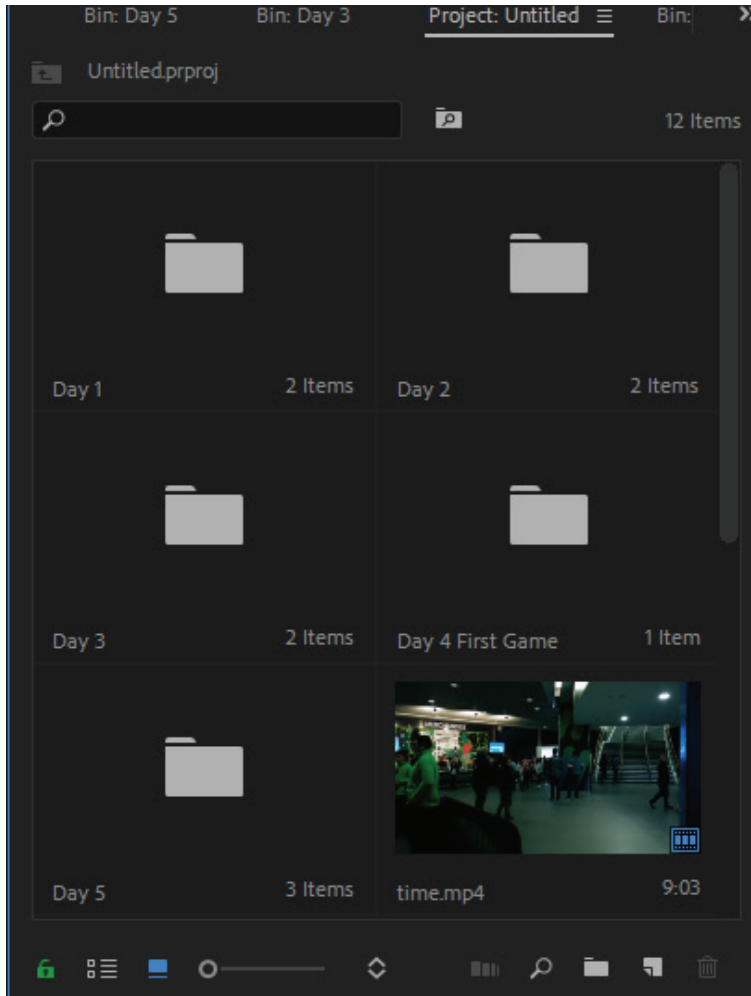
I chose to have the footage listed by the filming day and the camera it came from, this was simply to save time when it came to the post production process.

The FS5 footage for the time-lapses were so large I was unable to fit them onto the external hard drive that I had at the time, over the five days we shot four time-lapses, the footage turned out to be over 300GB as all of the footage shot on the FS5 was in 4K resolution.



# Editing Phase 1

---



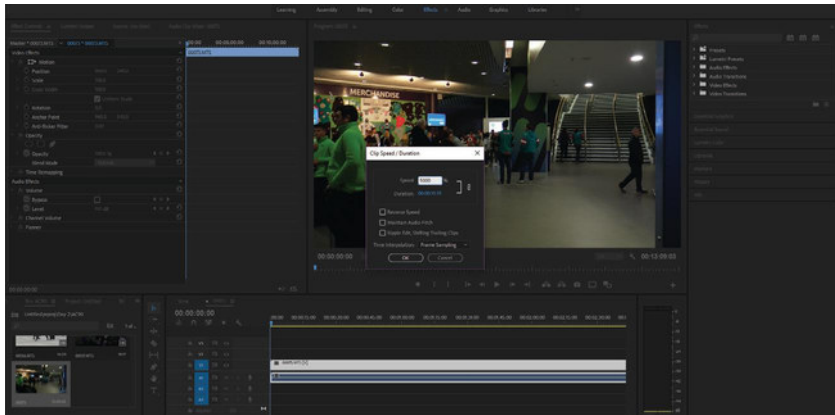
Much like the file management I implemented in my documents on my computer, I also decided that it would make scenes to have the same type of file management within the Premiere Pro project, this made it easier to evaluate exactly what I had and if I need to go back, I know exactly where the footage I need will be.

Everything I had shot, except for the FS5 time-line footage made it into the project at this time due to the size of the footage as I was concerned that the programme would be unable to handle the 4K footage.

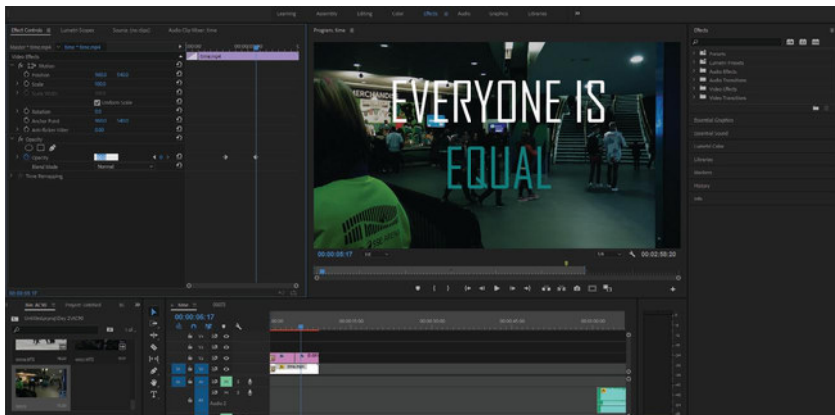
I decided to continue editing with the footage that I have at my disposal now, and if the feedback calls for the inclusion of the FS5 footage then I would add it in at a later date.

# Editing Phase 1

---



Initially I wanted to use a 13 minute clip I shot of people entering the arena before the game as the first shot but as a hyper-lapse, because I didn't shoot it in a time-lapse format I had to instead create my own time-lapse effect by increasing the clip speed by 5000%, this cut the clip down to 15 seconds. However, when I played the clip back the playback was buggy and slow, so to work around this, I exported the clip out as an MP4 file and reimported it back into the project, this worked perfectly and ran smooth.



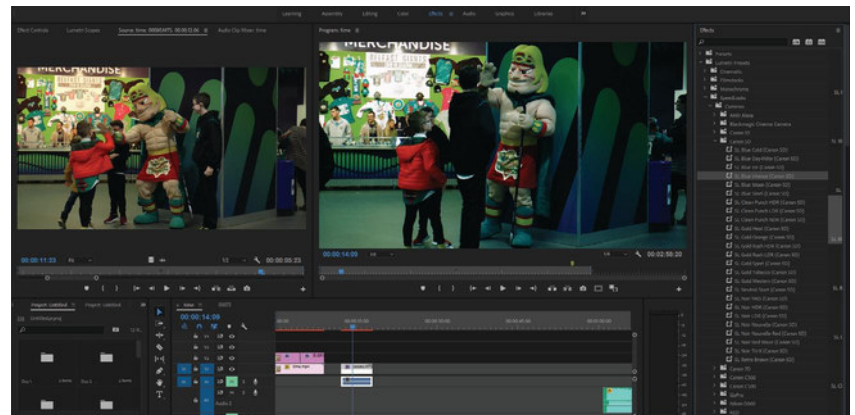
Taking inspiration from the storyboard video and the feedback from Mark, I included the phrase 'In the Land of the Giants, Everyone is Equal' at the beginning, though instead of having this on a black background, I chose to overlay the text on-top of the time-lapse footage. The footage itself was too bright so the top line of the text was hard to see, so I lowered the opacity of the clip to 80%, making it so you can still see the footage clearly enough while making out the text better as a result.

# Editing Phase 1

Having shots that focused on the Giants mascot, Finn McCool, interacting with children and families is a key theme that we wanted to express in these videos, so naturally I thought it should be one of the first shots that the audience see. The clip shows Finn high-fiving a number of children as they ask for a photograph, as this is shot on the Panasonic AC90, the initial shot lacks some depth of colour behind it, leaving it feeling a bit dull and cold. To combat this I used the Lumetri Colour panel, this allowed me to change the saturation and colour warmth slightly to make the clip look a bit more colourful.

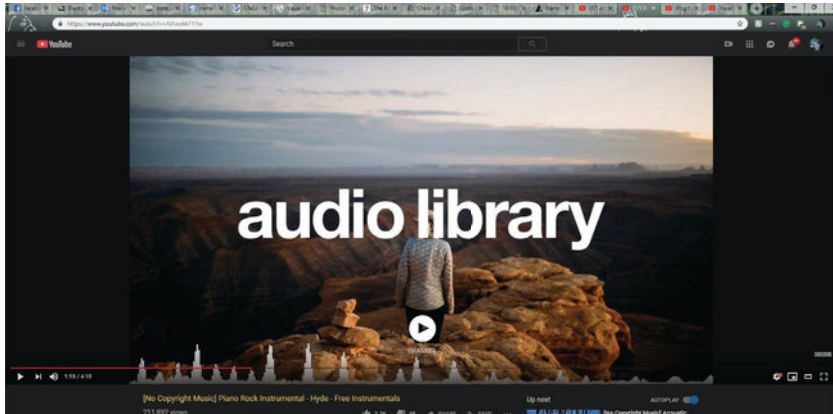


Before any major editing had taken place, I thought it would be best to try and come up with a uniform visual theme that could translate throughout all of the clips, instead of creating my own I used the Lumetri Presets, a selection of ready to use colour presets that help to cut time down, they even have custom presets for specific cameras and as one of the cameras we shot with was a Canon I used the SL Blue Intense (Canon 5D) this gave the clips a serious and as the name suggests, intense feel to them.



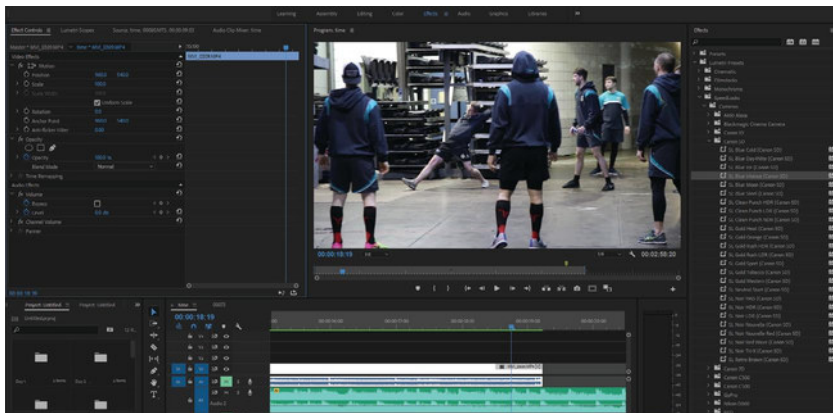
# Editing Phase 1

---



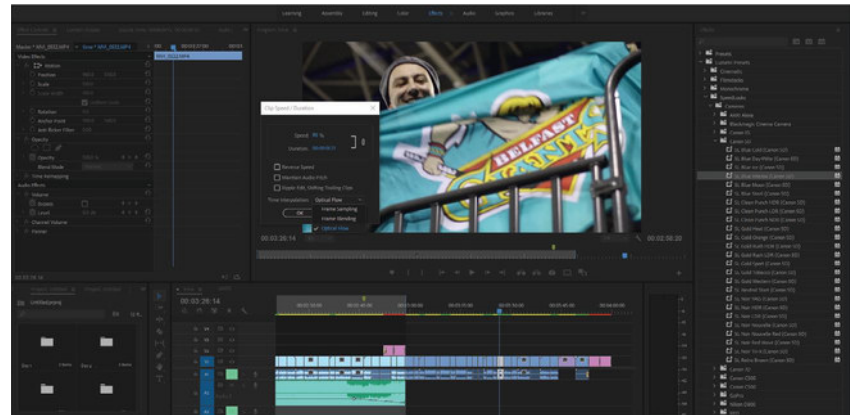
As was discussed in the pitch meeting with Mark, we are unable to use the music that the Giants use in their music as they do not have licensing for them outside of the arena during games. This meant that we had to find some copyright-free music to include in our videos, this proved difficult to find something that could fit the tone of the video.

Fortunately I found something that I could use, the fast tempo of this song and its use of drums made editing to the beat of the song incredibly useful. The only downside to cutting to the beat meant that some of the shots had to be cut down, sometimes leaving really interesting footage off of the video, although this is a sacrifice that must be made in order to create a video that has universally consistent editing throughout it.

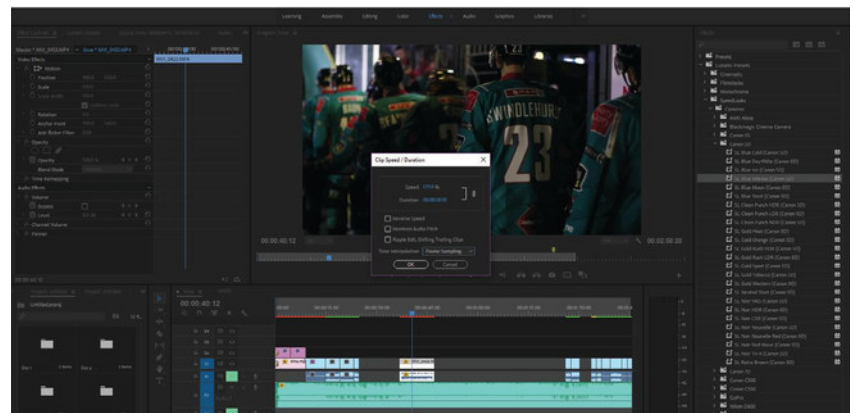


# Editing Phase 1

As I said about the difficulty of cutting the video to the beat of the song, that some clips will be cut in order to fit the beat, some of these clips will also have to be sped up or slowed down depending on the length of them. In order to do this smoothly, the clip has to be at least 2 or 3 seconds short or longer than the initial snare hit that I cut to. Once the clip is selected, there is a bit of trial and error when it comes to getting the right percentage to speed up or slow down the clip.



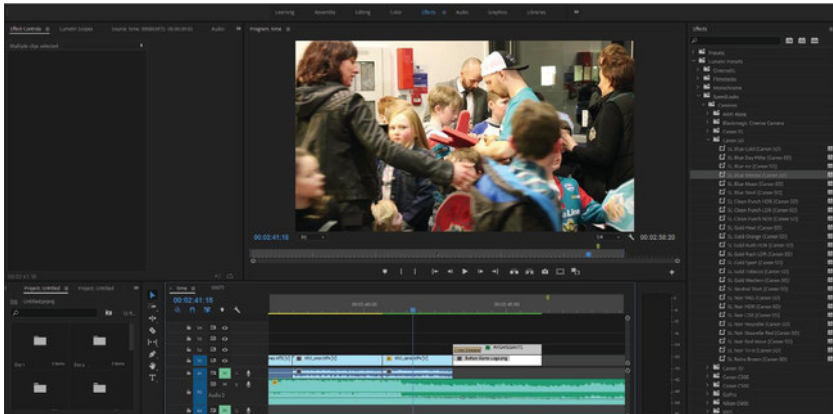
Although doing this alone often works well, there is times through this edit that I found that the clips that were effected would drop a number of frames as a result of the effect, so in order to fix this I read online that setting the time interpolation effect to Optical Flow helps to blend the frames together, making the playback a lot smother and natural as a result .



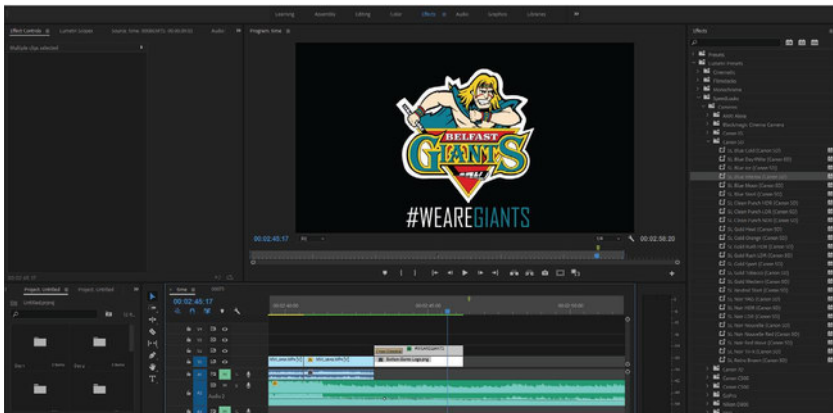


# Editing Phase 1

---



Closing out the first draft of the video ended up at around 2 minutes and 34 seconds, this fit in between the 2:30-3 minutes length that we had agreed on in the pitch. The storyboards initially said about ending the video by showing a time-lapse of the arena emptying after the game has finished but in hindsight, this seems to end the video on a sombre note so I decided to end with a few clips that showed the players and coaches interacting with the fans behind the scenes after the game. We felt that this gave a more positive tone to the video and showed the dedication that the team has to its fans.



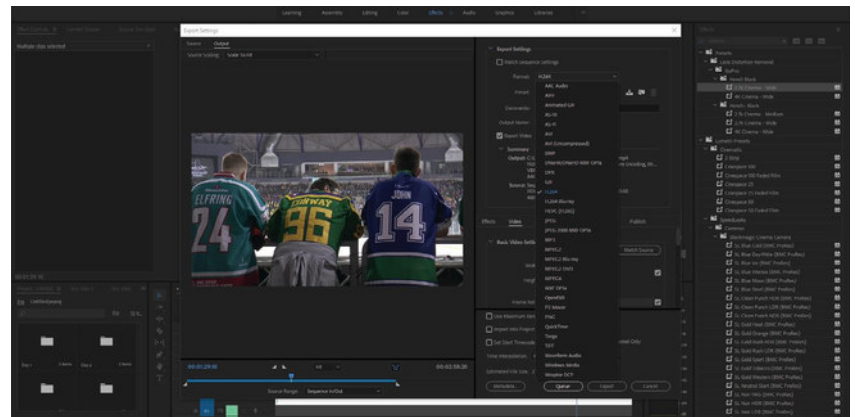
Once the ending sequence was stitched together, the video then fades out to reveal the Belfast Giants logo with the hash-tag underneath it saying '#WEAREGIANTS' this phrase was agreed on in an email thread with Mark before we had our pitch meeting with him.

# Editing Phase 1

All that was left to do was to save the project out and export the video out using the H.264 codec and preview the video with the team before uploading it to Basecamp for any feedback.

It was difficult initially, when starting the editing process, this was largely due to the amount of footage that was captured over the five days, scrubbing through every piece of footage took up a large chunk of time, and trying to select the clips that best suited the tone of the video was frustrating at times as some really interesting shots unfortunately had to be left out of the cut.

That being said I am quite pleased at how this first attempt has turned out and after some feedback from the team and the client I look forward to polishing off the final video in the coming weeks.



# Issues with Post-Production

---

One of the biggest issues I had when it came to editing the first draft of the family video was to do with the latest update to Premiere Pro CC 2019, I was unable to bring my initial draft edit (which was done in CC 2018) over into CC 2019 due to a codec Adobe discontinued, this left me to restart the editing progress and wasting valuable time in the process, though these things happen. This was not the biggest set back however, CC 2019 was riddled with problems that forced me to restart the editing a further three times due to the result of constant crashes when importing footage onto the time-line, severe playback issues that would result in only audio playback and corrupted sequences that featured footage with any effects applied to them. After searching the official Adobe forums I found out that I was not the only one with these issues, many of the problems were linked to the software crashing or having to be force closed through the task manager itself as it would often lock up the computer as the result of a crash. Some of the solutions on the forum suggested reverting back to CC 2018 in

order to get back to a stable editing work-flow, I decided to reinstall CC 2018, although this would force me to re-edit the video yet again. Although CC 2018 also had its fair share of bugs and problems, mainly to do with render times and serious video playback issues which only prolonged the editing process a number of days. Again these are unforeseen circumstances and we must work around these problems in order to deliver the project on time.

# Issues with Post-Production

Support Home Forums Home News Product

discussions in Premiere Pro CC

10 Replies Latest reply on Oct 17, 2018 12:07 PM by RodrigoUrsoKarni

RodrigoUrsoKarni Oct 17, 2018 10:13 AM

## Premiere CC 2019 ERROR

This question has been **Answered**.

Guys I have this problem in my Premiere CC 2019, Anyone knows resolve this problem? Please Help me

it's a problem to import videos, when i import video to premiere the same video, stay this colors, pink and green, it's a problem inside the RGB Program...

The screenshot shows the Adobe Premiere Pro interface. The main preview window displays a video clip with a significant color cast, appearing green and pink. The timeline below shows the clip is selected. The interface includes various panels like the Project, Effects, and Properties panels.

Support Home Forums Home News Product Explore

More discussions in Premiere Pro CC

10 Replies Latest reply on Dec 6, 2018 9:18 AM by carolinears

Contraload-ICT Dec 5, 2018 12:38 PM

## Premiere Pro CC 2019 crashes on startup

This question is **Not Answered**.

As mentioned in the subject. Since I installed Adobe CC 19 - every app I try to use will just stop after a few seconds. My GPU is up-to-date as are all of my other drivers. Please advice since a complete re installation did not solve the problem. This is becoming unworkable...

I have the same question (0)

203 Views Tags: crash, adobe cc 2019

Reply Translate

Support Home Forums Home News Product Explore

More discussions in Premiere Pro CC

2 Replies Latest reply on Dec 3, 2018 10:19 AM by williams5758539

sergio183 Nov 18, 2018 10:40 AM

## Premiere CC 2019 Crashes EVERY TIME using native importer

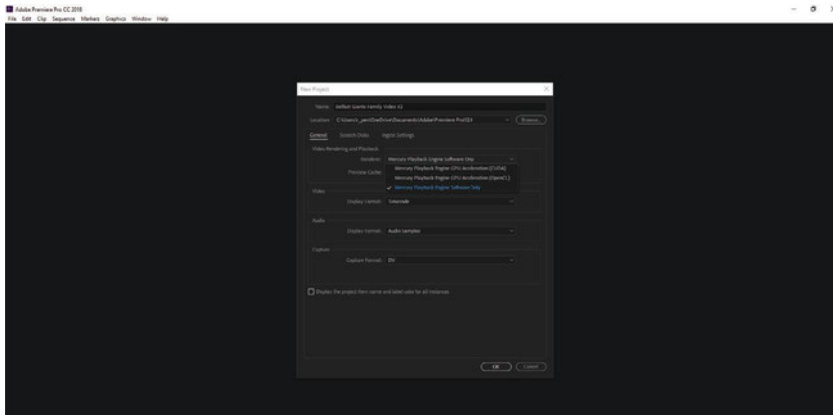
This question is **Not Answered**.

I'm importing footage to Premiere CC 2019 v13.01 using the media browser importer, but it crashes EVERY TIME. It doesn't even give me a code or anything, just goes straight to "not responding" and then the app closes.

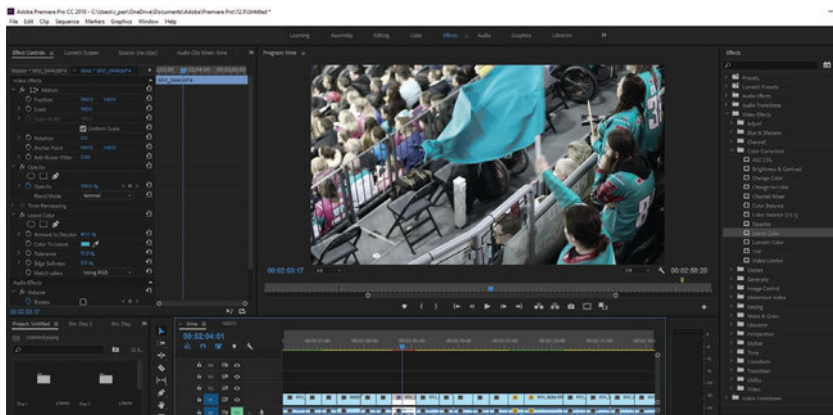
This is currently keeping me from doing my job, so any help or fix by Adobe would be awesome

Computer Specs:  
Asus ZenBook Pro UX501vw

# Editing Phase 2



Due to the trouble that I had with Premiere Pro CC 2019 (see pages 74–75) I decided to re-edit the video in CC 2018 for the second phase of editing. Although this version still had issues they were not as severe or infringing on the editing time compared to CC 2019.



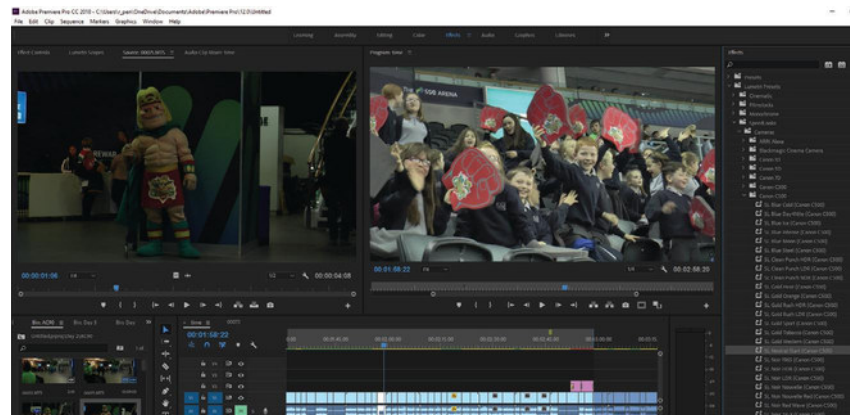
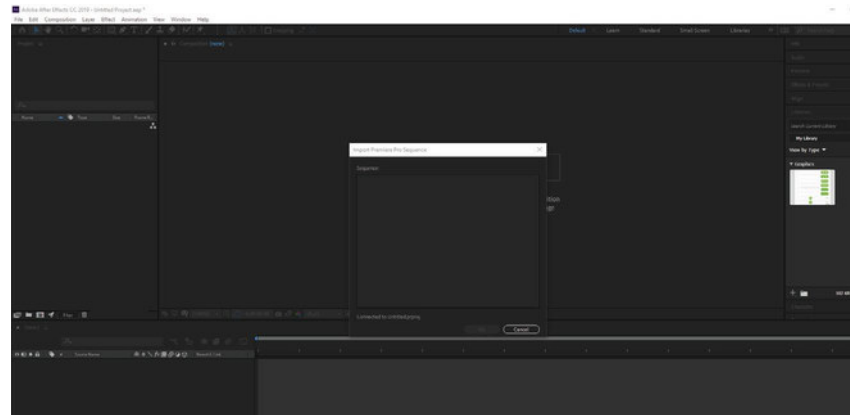
The editing itself remained much of the same from the first phase as not many changes were needed based off of the feedback I received. With the additions of a few extra pieces of footage I received from Lauren and Alberto that they thought would help to enhance this video the rest of the video began to come together rather quickly as a result.

# Editing Phase 2

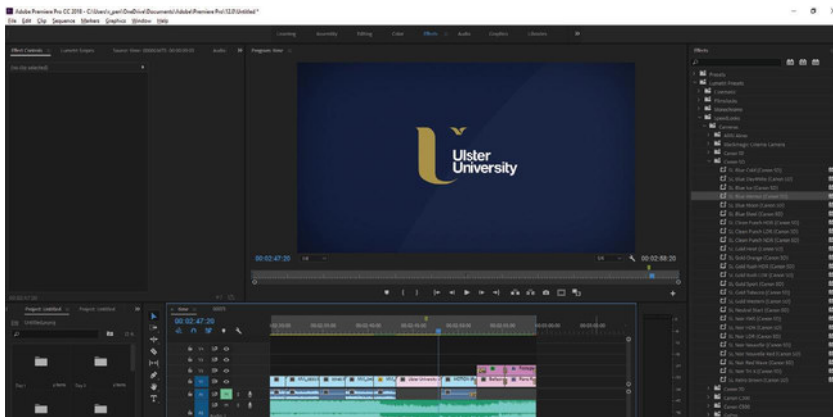
It was suggested to me to make any visual enhancements for the video in After Effects instead of Premiere Pro as After Effects is focused more on the graphics and visual elements of post-production.

However there seemed to be an issue with the Dynamic Link between Premiere Pro and After Effects, meaning that the project file was unable to be imported over and with a strict time-line, I decided it would benefit better to focus on getting the video edited finished and delivered on time.

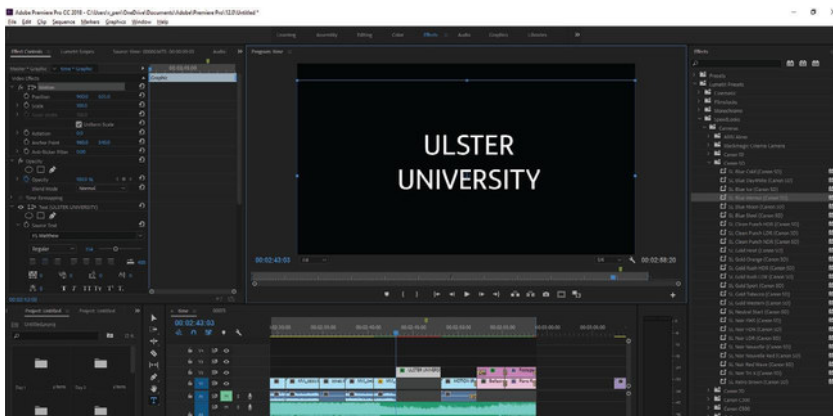
The effects and colour correction done within Premiere Pro were enough to produce an intense and emotive tone for the video.



# Editing Phase 2



To end the video off, the final clip will fade out and instead of showing the Belfast Giants logo like the first version did, we will instead showcase the Ulster University logo at the start of the end sequence, as it is important to showcase that it was the students of Ulster University that produced these videos.

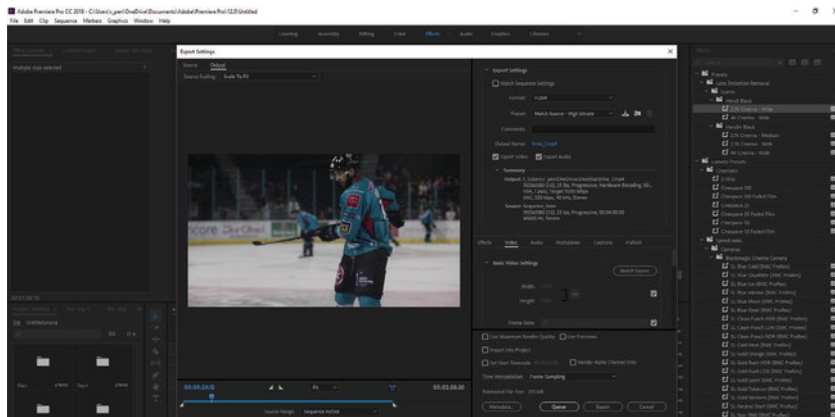


After exporting this version we were informed that we have to change the Ulster University animated logo as then we would have to pass it through the brand guidelines which would be troublesome. Instead we opted to just write the words Ulster University using the FS Mathews typeface, the official typeface that the university uses.



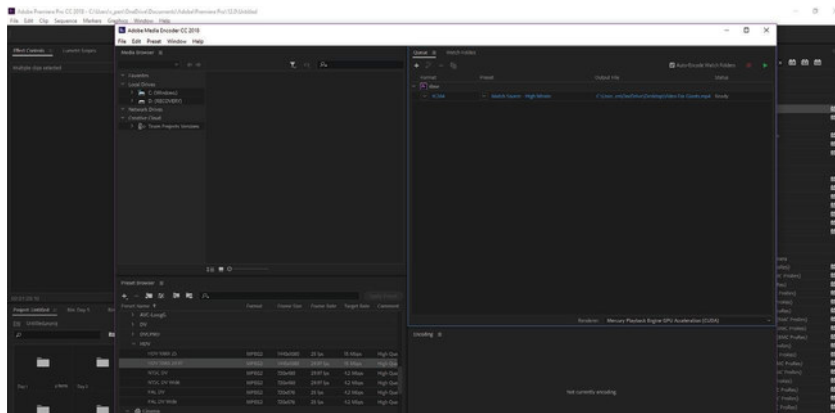


# Editing Phase 2



The feedback I received from the first draft alluded to some playback issues that were the result of the way the video was exported out of Premiere Pro's internal video exporter. In order to avoid the issues when exporting the video I chose to use Adobe Media Encoder instead, as this programme is dedicated to exporting media.

I chose the same media codec to test if the software was the issue with the first video, to my joy the video exported out without issue and is now ready to be sent to the client for any final feedback as a result.



# Final Product

---



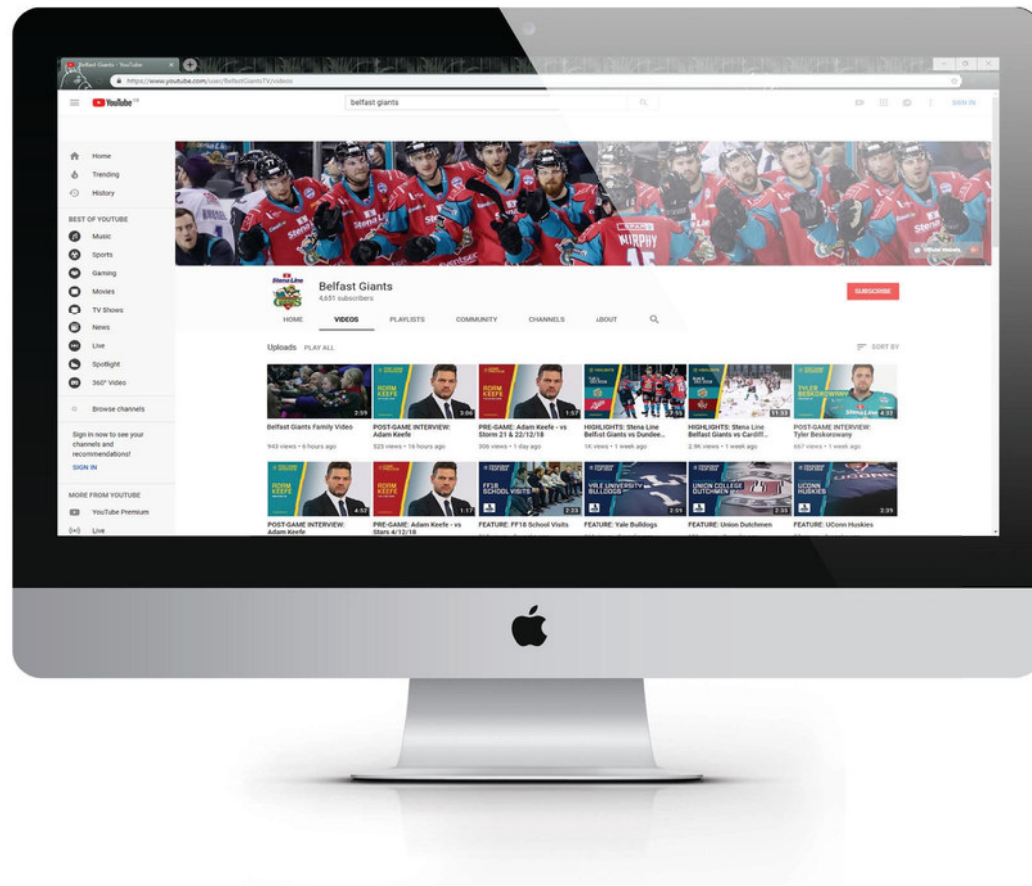
Using the feedback I received made the world of difference to this video, even if it was slight tweaks and changes the video now portrays the message that we had envisioned when coming up with the idea at the very beginning of this project.

# Final Product- Platform Mock Up

---



# Final Product- Platform Mock Up-Youtube





Harry  
Corry  
INTERIORS

CastleCourt

CastleCourt

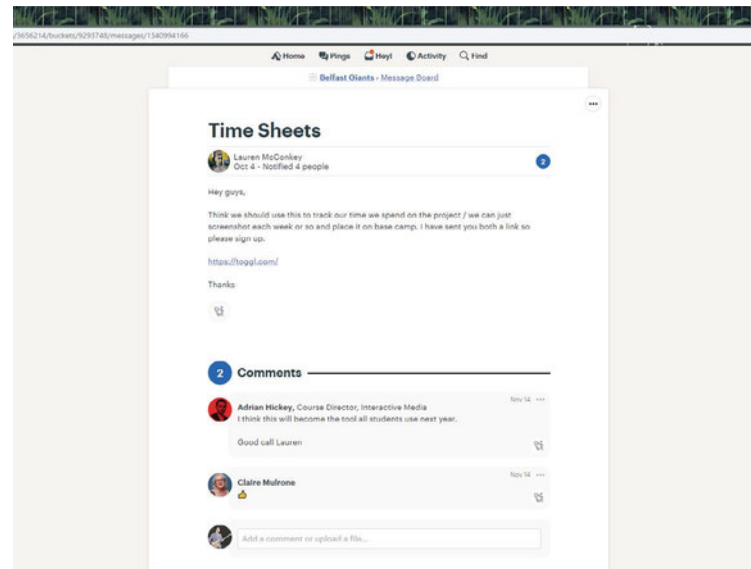
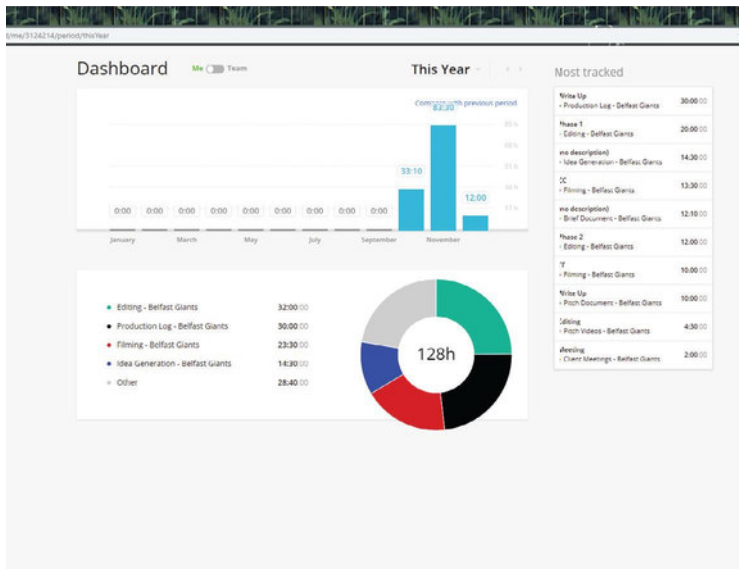
CastleCourt

SUBWAY





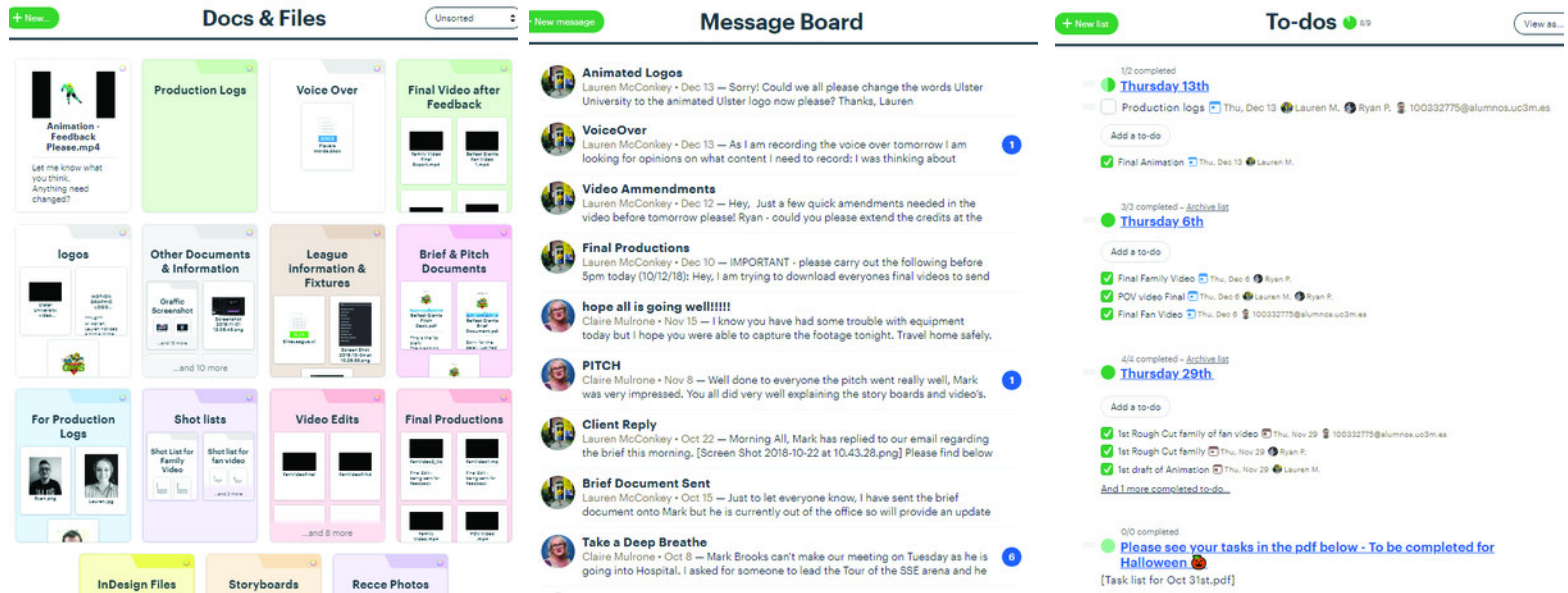
# Project Management- Toggl



To keep time of all of the different aspects of the project, we as a team decided to use the online tool Toggl. This allowed us to create a team workspace in which we could individually add in the hours we had worked on different parts of the project and keep track of what each person had worked on for that week. This was an incredibly useful tool to have as it totals up the amount of hours and produces a series of graphs to break down the different sub-projects.

Lauren suggested to our lecturer that this tool could be useful in future modules for the students to track their time working on projects.

# Project Management- Basecamp



In order to keep all of our existing files and messages up to date in one place, we were told to create Basecamp accounts and to upload any documents, video files ect that we had that would be beneficial to the project and the group. This was an incredibly useful tool that helped us to organise all of our separate documents into different folders that we could all access whenever they were needed.

We also availed the use of the to-do list function, this helped to keep us on track for any tasks that we deemed to be an urgent matter. This platform also gave us the ability to get feedback from our lecturer's whenever we were not in class.



# Final Project- Feedback

---



Lauren McConkey

Wed 12/12, 10:50



Hi Mark,

I have included a link below with the video edits so far for some feedback which would be greatly appreciated;

Are there any changes you would like made or anything else you feel that should be included in the videos before they are finalised?

Also we feel that one of the fan videos would benefit from a voice over of one of the players, if possible - this video is named - FanVideo2\_VoiceOver.mp4 - let us know what you think.

<https://wettransfer.com/downloads/7c9df51b3f64b54ab46d637c4770ba3e20181211123755/6ed17dbad2cd2a22f2b024dcc6ae5a8320181211123755/b7d696>

Many thanks,  
Lauren.



Mark Brooks <[mark@belfastgiants.com](mailto:mark@belfastgiants.com)>

Wed 12/12, 11:27

Lauren McConkey; 100332775@alumnos.uc3m.es; Hickey, Adrian; Mulrone, Claire; Ryan Pendleton ✕



Inbox

Hi Lauren,

These are very impressive - you have done a great job with these!

Showed these to the office staff too - these look great.

No problem for a voice over - the team are actually practicing at the Arena on Friday..if you wanted to grab someone immediately after they end practice around 11am?

Mark

# Final Project- Reflection

---

Overall I thought the project was a success, although we ran into some problems throughout the duration, I believe that we as a team worked efficiently and professionally to adapt to the situations that we faced and were able to produce three quality videos which more than answer to the brief initially set for us in week one.

Personally, the role I was given suited my skills and although I don't believe that my skills were not needed so much before the pitch to the client, as it came to the production portion of the project I feel is when I was able to showcase my abilities as an videographer and editor effectively and show my use as part of the team.

Working with a member of the team whose first language is not English was a challenge when it came to communicating our ideas to one another and organising travel to games, however as we spent more time working together we developed a working system that helped us communicate and in turn helped us to produce some great work.

# Bibliography

---

[No Copyright Music] Piano Rock Instrumental - Hyde - Free Instrumentals. (2017). [video] Available at: [https://www.youtube.com/watch?v=AlAxo66T11w&list=LL3TCTKNF8gt6loXj\\_pB1aCA&index=10&t=0s](https://www.youtube.com/watch?v=AlAxo66T11w&list=LL3TCTKNF8gt6loXj_pB1aCA&index=10&t=0s)

BelfastGiants.com. (2018). Giants Take On Manitoba Bisons In August Double Header — BelfastGiants.com. [online] Available at: <https://belfastgiants.com/2018/06/23/giants-take-on-manitoba-bisons-in-august-double-header/>

BelfastGiants.com. (2018). Kevin Raine Returns To The Belfast Blueline For 2018/19 — BelfastGiants.com. [online] Available at: <https://belfastgiants.com/2018/10/16/kevin-raine-returns-to-the-belfast-blueline-for-2018-19/>

BelfastGiants.com. (2018). Roster — BelfastGiants.com. [online] Available at: <https://belfastgiants.com/roster/>

Dafont.com. (2018). Quick Menu Boards Font | dafont.com. [online] Available at: <https://www.dafont.com/quick-menu-boards.font>

EIHL. (2018). EIHL. [online] Available at: <https://eliteleague.co.uk/>

Fall Out Boy - My Songs Know What You Did In The Dark (Light Em Up) (Part 1). (2013). [video] Available at: [https://www.youtube.com/watch?v=LklWmsP3c\\_s](https://www.youtube.com/watch?v=LklWmsP3c_s)

Fall Out Boy - Where Did The Party Go (Part 7 of 11). (2013). [video] Available at: <https://www.youtube.com/watch?v=E9hESWfeXG0>

Manutd.com. (2018). [online] Available at: <https://www.manutd.com/en/videos>

Twitter.com. (2018). Belfast Giants (@BelfastGiants) on Twitter. [online] Available at: <https://twitter.com/belfastgiants?lang=en>

Ulster Rugby. (2018). School News. [online] Available at: <https://www.ulsterrugby.com/news/school-news/>





