


Production Log

MED 526

Niamh Mailey



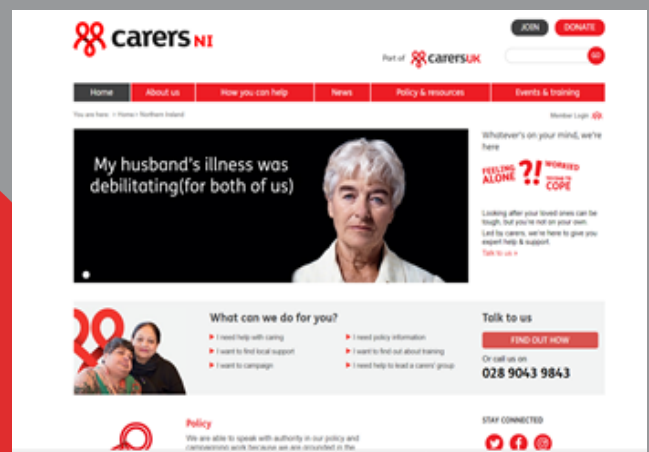
Research, Meeting
the Client and
starting the Brief

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About the Organisation and Project

Carers NI was a fantastic project that myself and my group were very excited about, it allowed us to put together three creative pieces for the overall project; Info-motion graphic, poster and video. Before we met without client Lesley, I carried out research into Carers NI and what the organisation stood for, their goals and objectives. Firstly, I investigated their website, which fell under carers UK, the website was ok for information but lacked in certain areas. However, give me an insight into what the branding and house style of Carers NI looked like. The site gives information on the support that carers NI offers, campaign awareness and carers groups. The carers groups were noted as I wanted to ask the client about filming for the project at the groups as it would have been a great opportunity for capturing the carers.

I looked at their Facebook page as this the platform were that of the project will be displayed and posted on. This give us great ideas for what we wanted the cover photos to look like and images that Carers NI can upload to their page.



Research, Meeting the Client and starting the Brief

For further research I compared other agencies that were like Carer NI to see if there was anything that Cares NI may benefit from that the other agencies were doing in their campaigns and advertising.

We divided the research into three meaning each team member had to find another agency of similar work and gather the pros and cons in comparison to Carers NI.

Cross roads is a non profit organisation whose main focus is supporting, serving and helping carers

Their cover image was very good at showcasing the carers and the people they care for with the image placement, I noted that for the client meeting to give an example for the poster ideas.



The second agency which was useful for comparison and inspiration was Age NI, the leading charity that supports older people in Northern Ireland. Their main focus is to support older people but also the people who provide care for the elders. They had a campaign video that was in interview format; similar to what Cares NI need us to film for the project. 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. The editor used soft background music and the way the people were lit was all soft tones, which I noted to bring to the meeting to run the idea the way the ad was going to be filmed.

Research, Meeting the Client and starting the Brief

After all of the research had been completed by each member, we had our first official team meeting about the 'Client Meeting'. We had drawn up a series of questions we had for our client that would allow us to get the perfect vision of the project and make it easy for us to meet all the client need.

We met with Lesley, alongside Claire who was our mentor for this project. Lesley had laid out what she wanted to gain from this project and how Carer NI wanted this project to be portrayed, this was very important as the main point was to target an audience who unidentified carers. This camping wasn't to Inform people on who or what Carers NI was; which we weren't aware of therefore the meeting give me a great understanding of the purpose of the project which was to encourage people to identify themselves as a carer and hopefully join carers NI.

We started to discuss the project pieces, starting with the motion graphic. Described to us was an info-motion graphic that had facts about Carers NI, Lesley was great and agreed to send us all of the information that she wanted to be in it. I then asked about the branding, colour scheme and what sort of graphics would work in the clip, ideas came naturally to the group and I noted everything that was key factors that needed to be in the motion graphic i.e. the colour red, still images of the carers and all of the facts that would be provide and possibly something with a ribbon in it.

Research, Meeting the Client and starting the Brief

The video was then to be scheduled, we spoke about the group meetings that Carers NI have for the carers, Lesley contacted a group leader to see when a group was available for us to go and film. The main filming opportunity was the Carers NI summit where there would have been a great variety in people that we can film. The ideas from the Age NI of doing an interview style shoot was taken on board, a plain colour background and the carers to say three lines was also added to the video requirements as the videos needed to be quick, powerful and sharp. We decided by having the carers say

“I am a _____” (relation to carer)

“I am a _____” (occupation – hobby)

“I am a carer”

Would give consistency and make the message come across as powerful as Lesley intended it to.

The poster wasn't in the project however as we had great back and forth with our client, we added the poster in as we thought it would have tied the whole campaign together. We brainstormed through some layouts and design that we could do for something as big as a billboard but can also be used for bus stops and digital. Getting the pictures of the carers was going to be easy enough as we can capture the picture while filming at the group and the summit.

We finished the meeting with gathering all what the client wanted to see in the brief and overall project, we had asked Lesley to email us over all of the information for motion graphic, confirmation on groups to film and all of the current branding for Carers in so we can start work as soon as we have everything from her.

The image features a minimalist design on a solid gray background. It consists of four overlapping circles. At the top center is a large black circle containing the text 'The Brief' in white. Below it, to the left, is a large white circle. To the right of the white circle is a large red circle. A smaller white circle is positioned at the top right, overlapping the red circle and the black circle. The text 'The Brief' is centered within the black circle.

The Brief

The Brief

Once we got the files from Lesley this started us with creating the brief. We had our seconds team meeting where we drew up the project- production schedule, which meant everyone could track how the project was going and if we were on time with each piece of work.

We decided who was doing what parts of the project and what needed group attention. As there was three pieces of work we thought it would be best to take one mini project each, I took the motion graphics as I felt I had a clear indicated of what the client was looking for. As well as our own industrial work we had a lot of group filing and editing to do which was dived equally between the three team members.

For the brief we wanted to show the client that we had a clear understanding about the company, the aims of the project and the target audience for the project. I started off by doing some research into the audience, after speaking with out client and looking at the client base for Carers NI I was able to the write out who our target audience was. Learning that we were aiming at a very specific I ensured Lesley that we knew how to capture the attention of this group with the project. We then started to explain the aims and out comes for the project, again making it clear for the client thus any changes to made where made after the brief gives us time to fix changes before creation.

Carers NI Project Brief

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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.



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	20%
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	5%

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.

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

Motion Graphic

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

Photograph

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

Once the brief was completed, we had it looked over by the module lecturer and Claire for any changes or re-writes, thankfully our brief was fine and didn't need any corrections therefore we were then able to send the PDF of the brief to our client and waited for the feedback. Lesley was great and got back to us with in a few days with a spelling error, apart from that the brief was everything she had expected and give us the go ahead to start creating designs for the motion graphic, video and poster to present to her at our next meeting.



The Designs
& The Story
Boards

The Designs & The Story Boards

Looking back on our production schedule we can see that we are on track with the project and now we go and start working of out designs, as I am doing the motions graphic, I start to come up with idea for each of the facts that Lesley sent over. Sticking with the brand guide lines and colour scheme here you can see example that I did with the primary colour palette.

Producton Schedule

Week / Task / Aim / Action

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



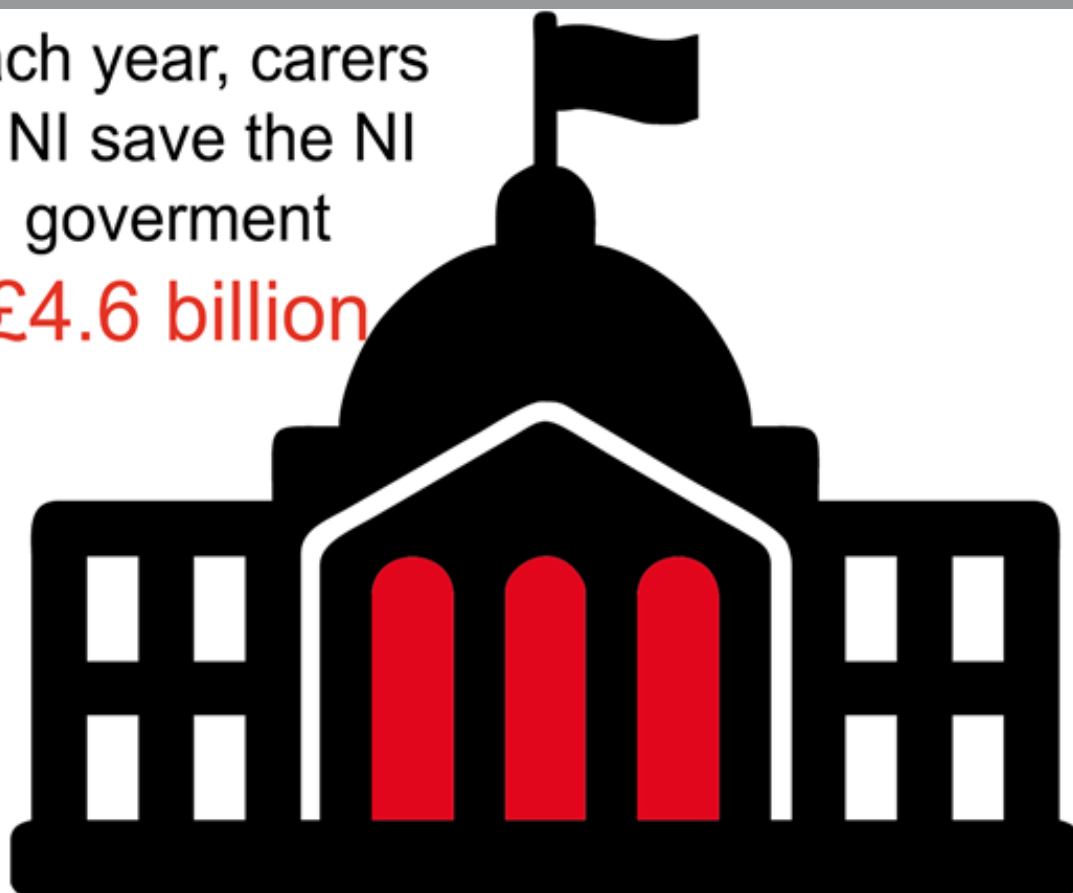
Each year, carers in NI
save the NI government
£4.6 billion

15% of the NI work force are
carers which is around 120,000
people.



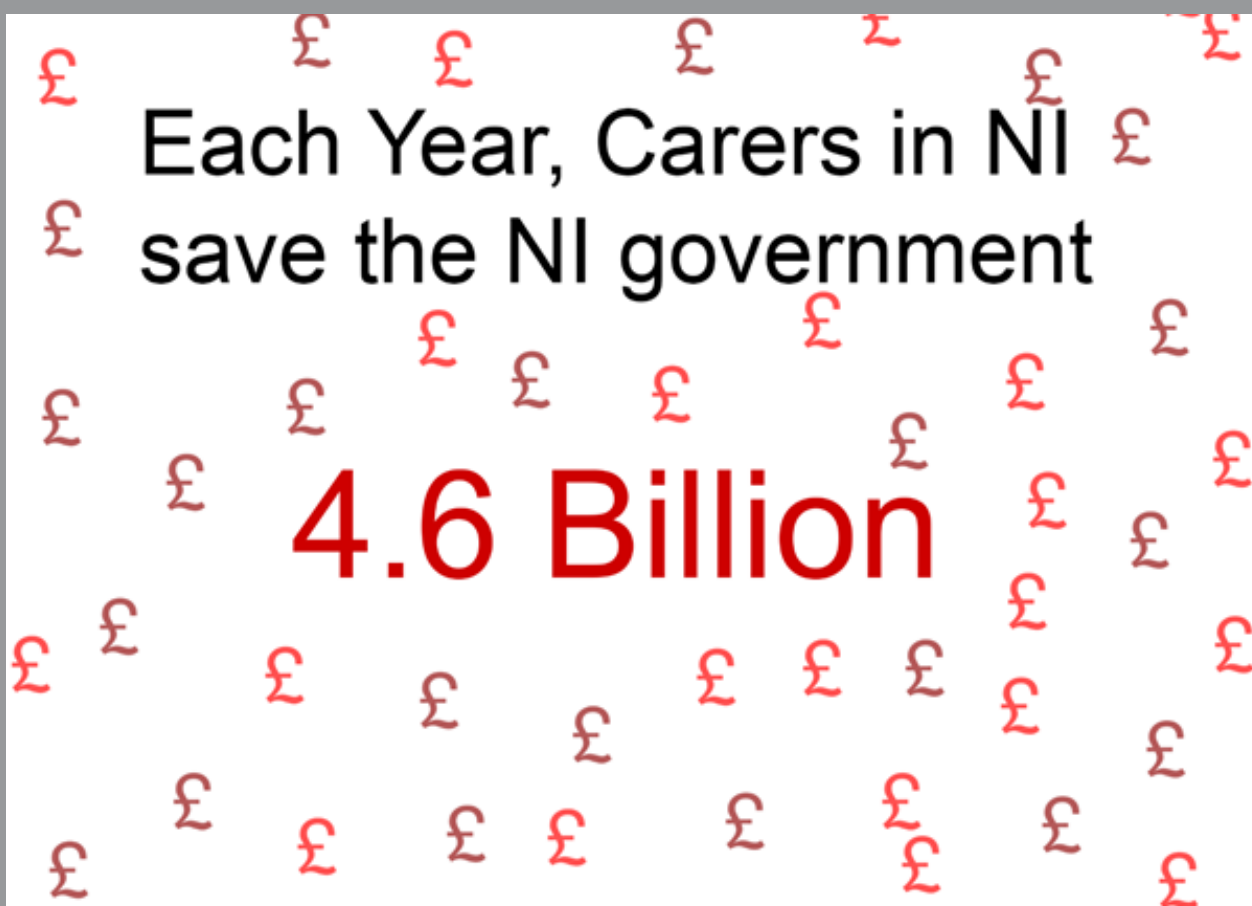
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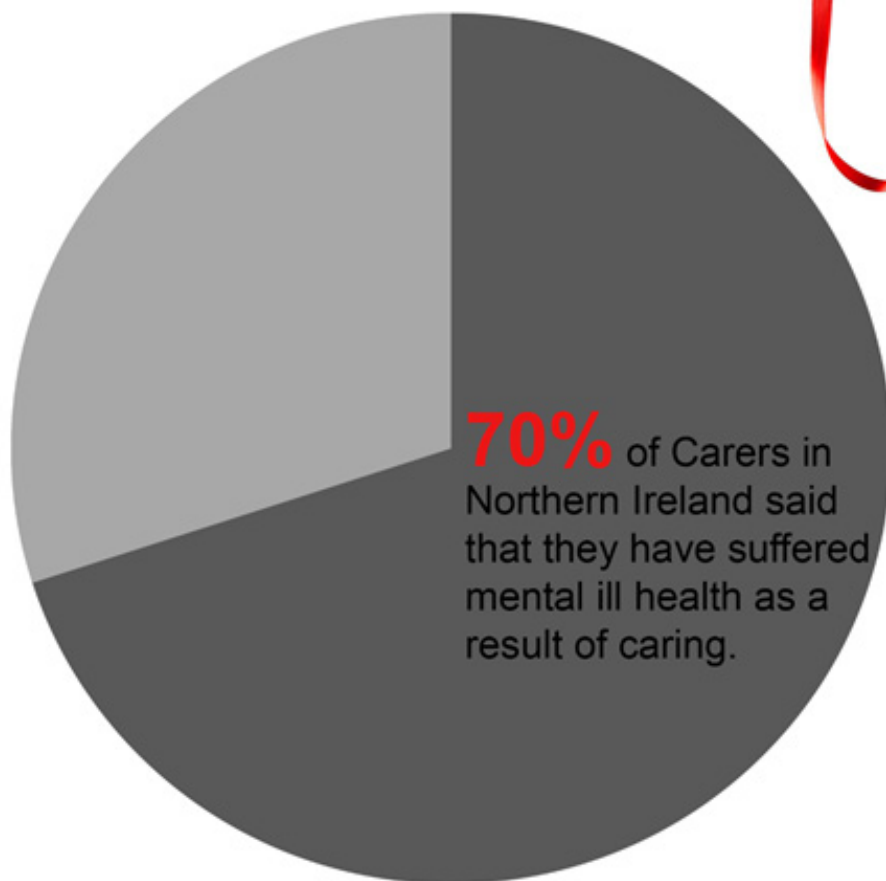


Each Year, Carers in NI
save the NI government

4.6 Billion



15% of the NI work force are carers which is around 120,000 people.



70% of Carers in Northern Ireland said that they have suffered mental ill health as a result of caring.



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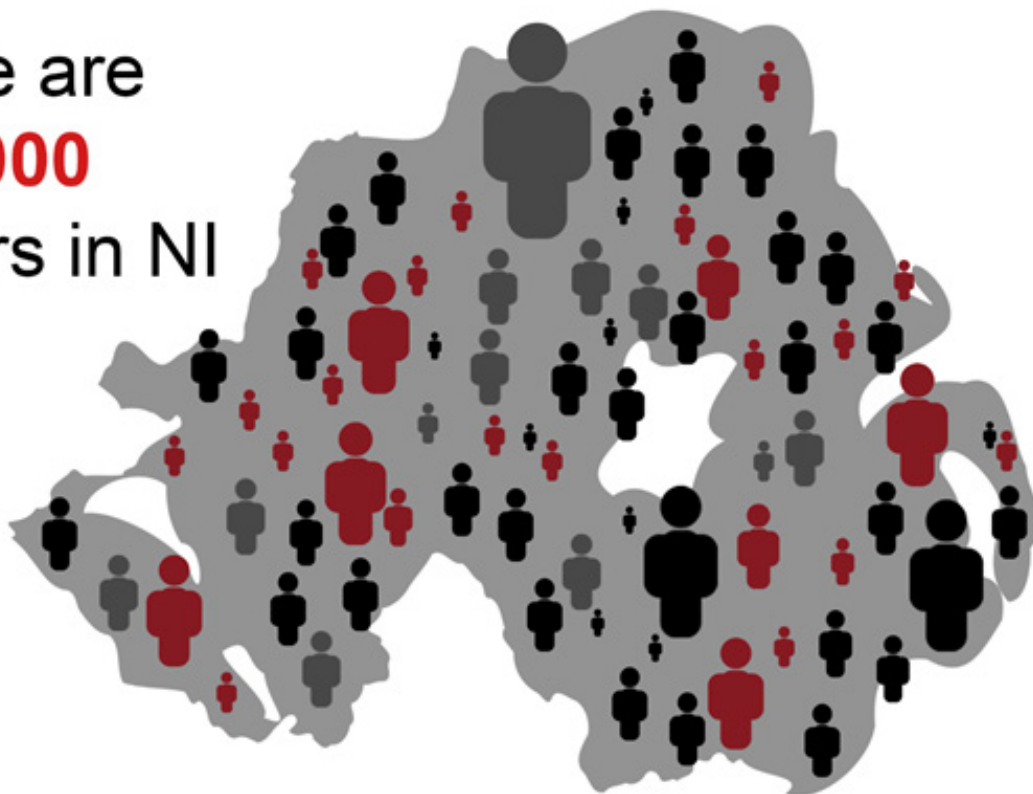
12% of carers look after more than one person



There are
220,000
Carers in NI



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12% of carers look
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person



12% of carers look
after more than one
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15% of the NI
workforce are carers



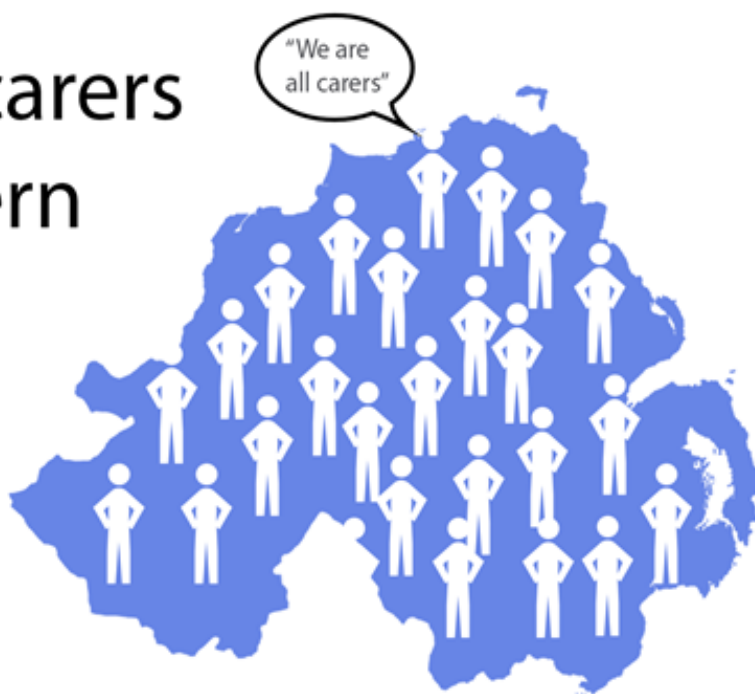
12% of carers
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than one person



Each year, carers in NI
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government
£4.6 Billion



220,000 carers
in Northern
Ireland



The Designs & The Story Boards

Once the first set of design were finished, I made the first design deck that had colours from the branding guide lines and a blue secondary colour palette, as this give more colour options for the project. We them met as a group with Adrian and Claire to go over the design and pick out which we liked best from each piece of work. My designs all had corrections from the feedback which was great as I was then able to eliminate designs that didn't suit and work on the best ones for each fact. Kelsey's colour palette was picked as the best options of a secondary choice. This meant I went back and used the three colours in my graphics that were picked to bring to the client meeting. We also decided on a downloaded font that Kelsey used in her story boards for the poster, thus the font change in my designs.

However, some of the graphics were to be kept with red in them to still meet the client requirements but still showing some graphics with the secondary palette.





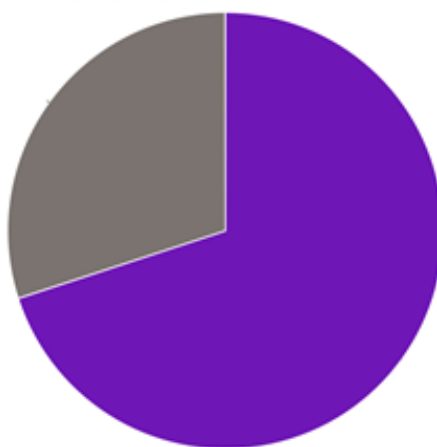
222,000
CARERS IN
NORTHERN IRELAND



**EACH YEAR, CARERS IN NI SAVE THE NI
GOVERNMENT
£4.6 BILLION**



**70% OF CARERS IN
NORTHERN IRELAND
SAID THAT THEY
SUFFERED MENTAL ILL
HEALTH AS A RESULT OF
CARING**





Final Meeting
& Design Deck

Final Meeting & Design Deck

These designs were then put into the final design deck to show Lesley in our upcoming meeting. When we met with Lesley and Claire at the Carers NI headquarters, we each presented our work (me with the motion graphic), I explain how each of the motion graphics would play out and the sound that we would be using. Lesley approved all the designs however didn't like the colour scheme and wasn't sure about the font if it could be used. As filming was a group activity, I addressed some of the problems that we had encountered while filming at the group meeting in Antrim.

Our first session filming was good as all three team members had a role; Me on the camera, Lisa on Photography and Kelsey on Mic/ Sound. On our part we were fully prepared but the only thing we could have done better was to have written consent forms for the carers, we overcame that issue by filming the carers giving us consent by stating their name and that it was ok for us to use the footage to publish online and print.

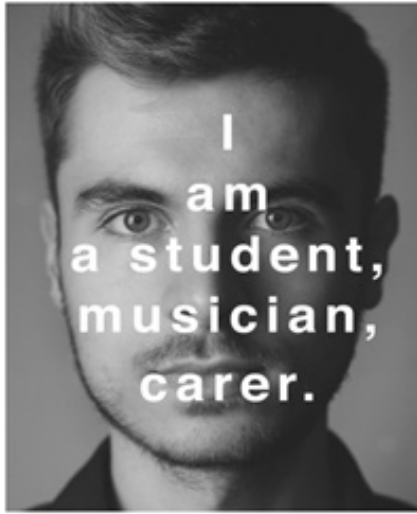
We discussed the summit and organised booked a room for filming so there will be no interruptions during filming time and it would be easy for carer to come in and out during the summit event. We then drew up some consent forms however Lesley said that she will see if Carer NI have their own that they wanted to use.

CARERS NI PROJECT DESIGN DECK



POSTER DESIGN DECK





 carers NI

www.carers.org/northernireland



 carers NI


www.carers.org/northernireland



 carers NI

www.carers.org/northernireland



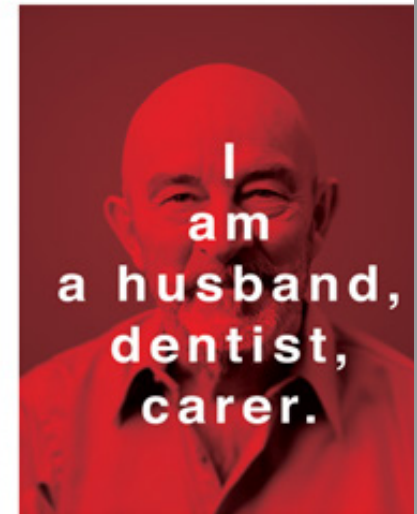
 carers NI

www.carers.org/northernireland



 carers NI

www.carers.org/northernireland




 carers NI

www.carers.org/northernireland



I
am a
husband,
dentist,
carer.



 carers NI

www.carersuk.org/northernireland

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 carers NI

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 carers NI

www.carersuk.org/northernireland

Facebook page header for Carers Northern Ireland. The page name is "Carers Northern Ireland" with a search icon. Navigation links include "Home", "Create", and notification icons. The profile picture is the Carers NI logo.

carers NI

Carers Northern Ireland
@CarersNI

Home
About
Events
Photos
Videos
Community
Posts
Visit the website
Info and ads
[Create a Page](#)

I am a husband, dentist, carer.

carers NI www.carersuk.org/northernireland

Liked Following + Create fundraiser Send Message

Create post
Write a post...
Tag friends Check in

Community
Invite your friends to like this Page
2,442 people like this
2,437 people follow this
Nicole Magill and 1 other like this or have checked in

Photos
About

**We
are
carers.**



www.carersuk.org/northernireland



**We
are
carers.**



www.carersuk.org/northernireland





VIDEO DESIGN DECK



Father
Teacher
Carer



Making Life Better For Carers

Find Us On



Carers Northern Ireland



@CarersNI



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

Father
Teacher
Carer



Making Life Better For Carers

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Carers Northern Ireland



@CarersNI



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

INFOGRAPHIC DESIGN DECK



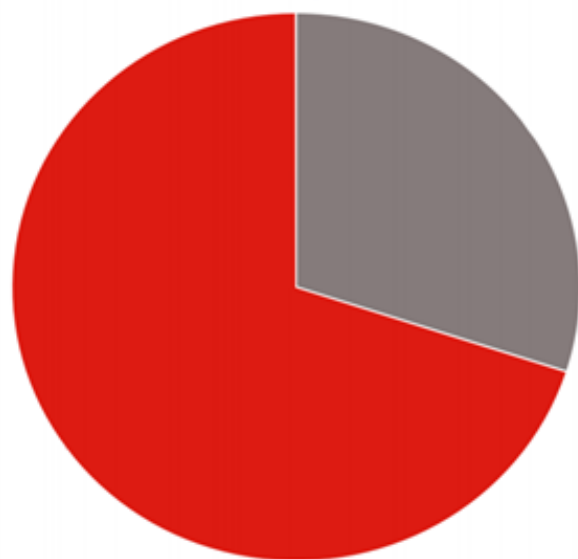
220,000
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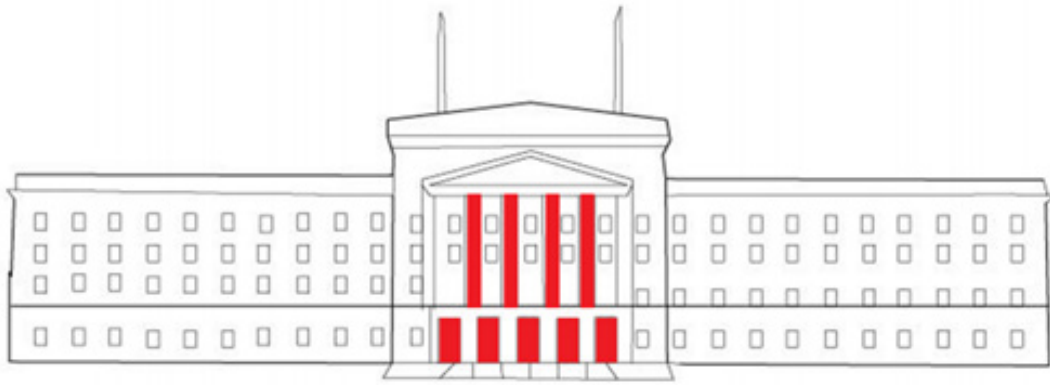
12% of carers
look after more
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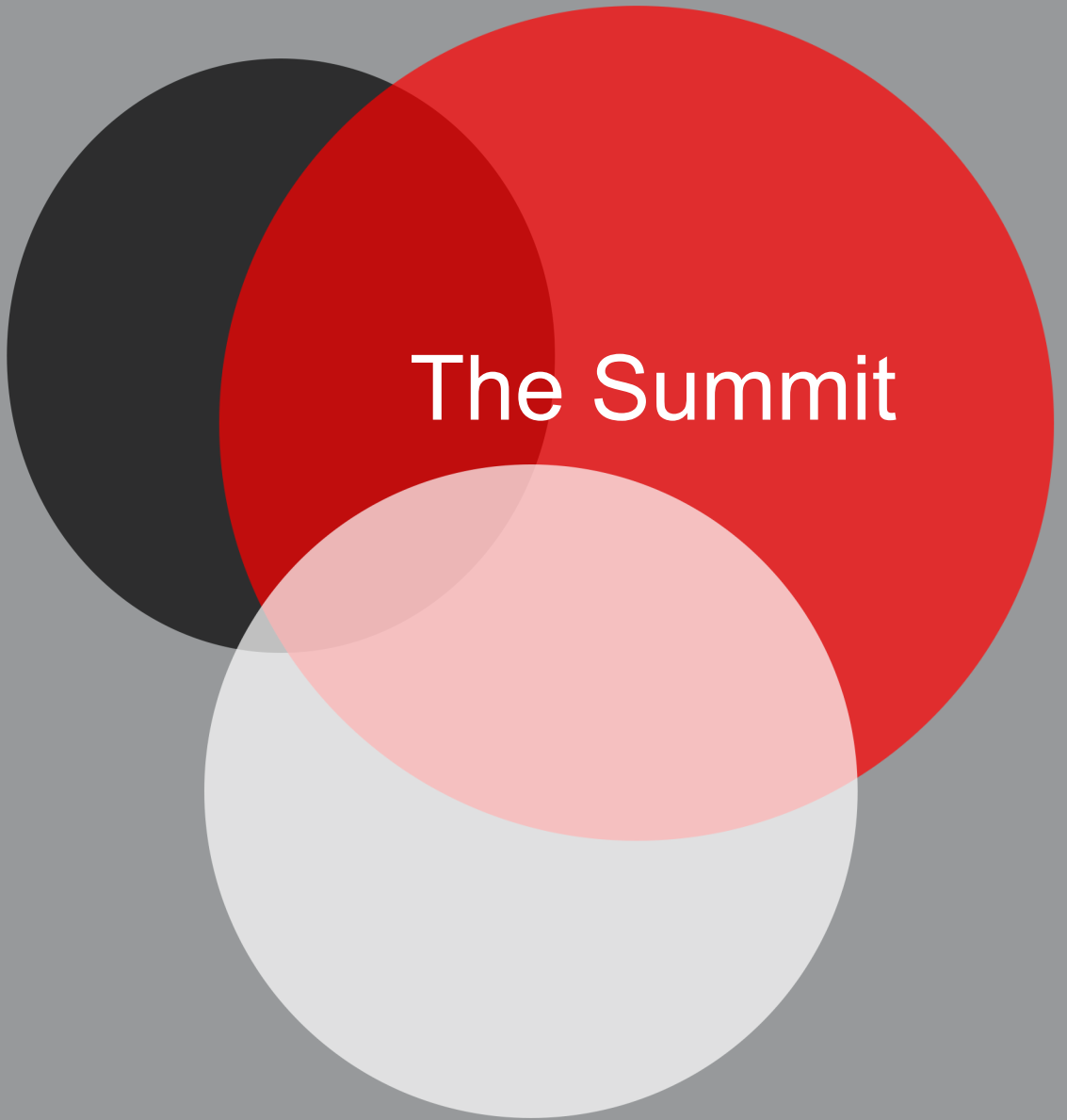


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**Each year, carers in NI save
the NI government
£4.6 Billion**





The Summit


Final Meeting & Design Deck

After the meeting we started to prepare for the summit and make sure that we had everything ready for the next filming day. Kelsey and I made que cards for the carers to read so there was no confusion on what was needed to be said during the filming. We also filling out he risk assessments for the summit; renting out all the equipment.

The day if the summit me and Kelsey met at Tullyglass hotel with all of the equipment, que cards and consent forms that were sent to us by Lesley, we had pointed out 20 forms in case we had a lot of people to film and that was the greatest number of people that we would be taking.

When we arrived, Lesley took us to a room beside the summit that we could set up, as we were a team member down it did take us longer to set up the filing set (green screen) and the equipment.





To create my motion graphic, I used Adobe after effects and Photoshop to edit and create images, and graphics for the video. I started with each fact and going off the brief and story boards that were approved by Lesley I started creating each graphic fact by fact. As the clips where going to be used video and individual clips I saved each fact as a separate composition therefore would be easy to transfer and send to Lesley to use on the social media and websites.

The hardest thing about the motion graphic was the moving ribbon in the shape of the careers NI logo, I had to watch many tutorials to teach myself on how to make the motion graphic. The link below was the most used full and step by step guide to making this. I had to draw out the shape roughly, make trim paths and adjust the start and end timing of the line moving then love the points of the shape to make it more presentable. The timing also had to match the sounds track so I matched the trim path timing with the sound.

Careers NI logo is an over crossing ribbon, so I had to ensure the design of the ribbons was once piece that needed to move cohesively.

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



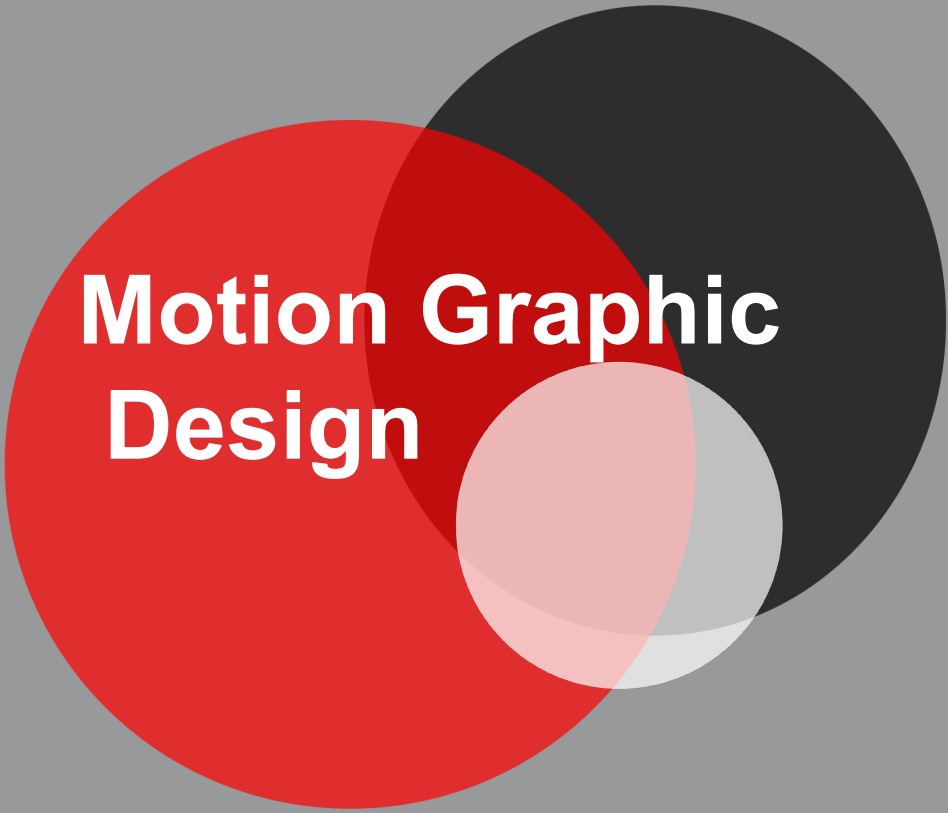
YouTube

make line move on after effects

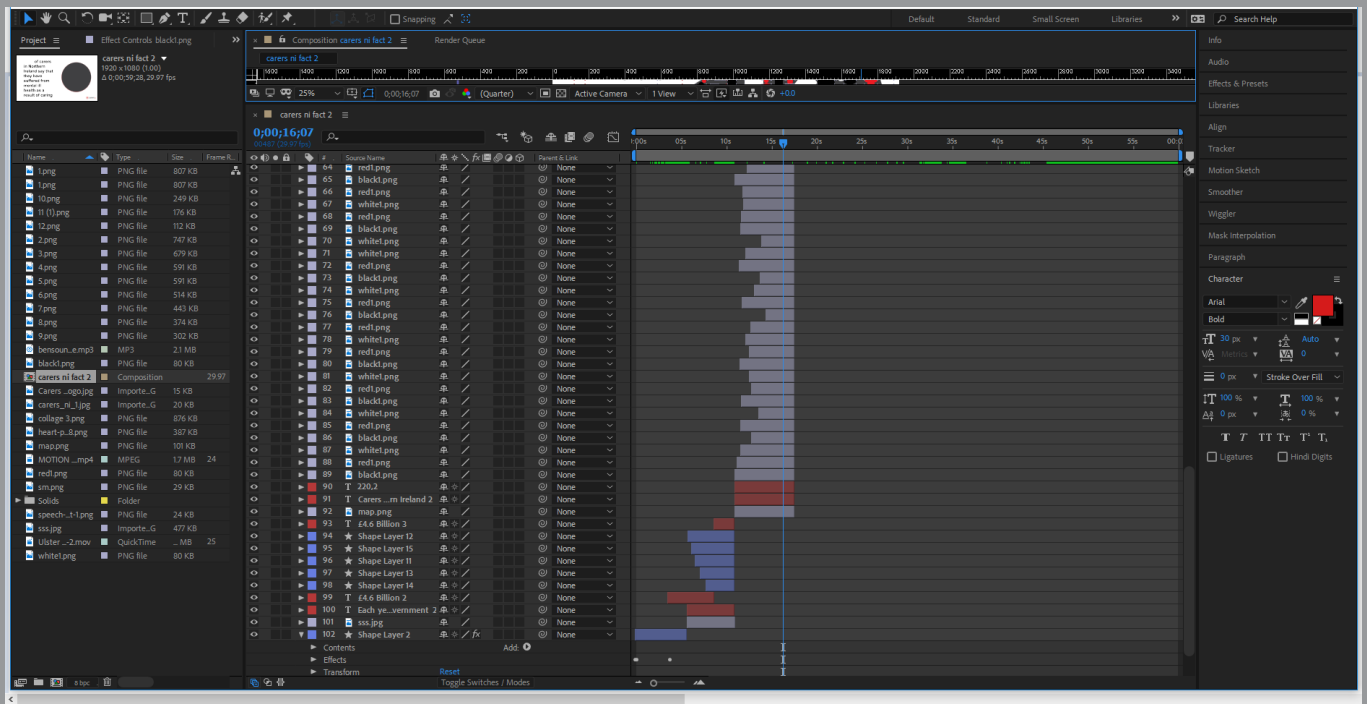
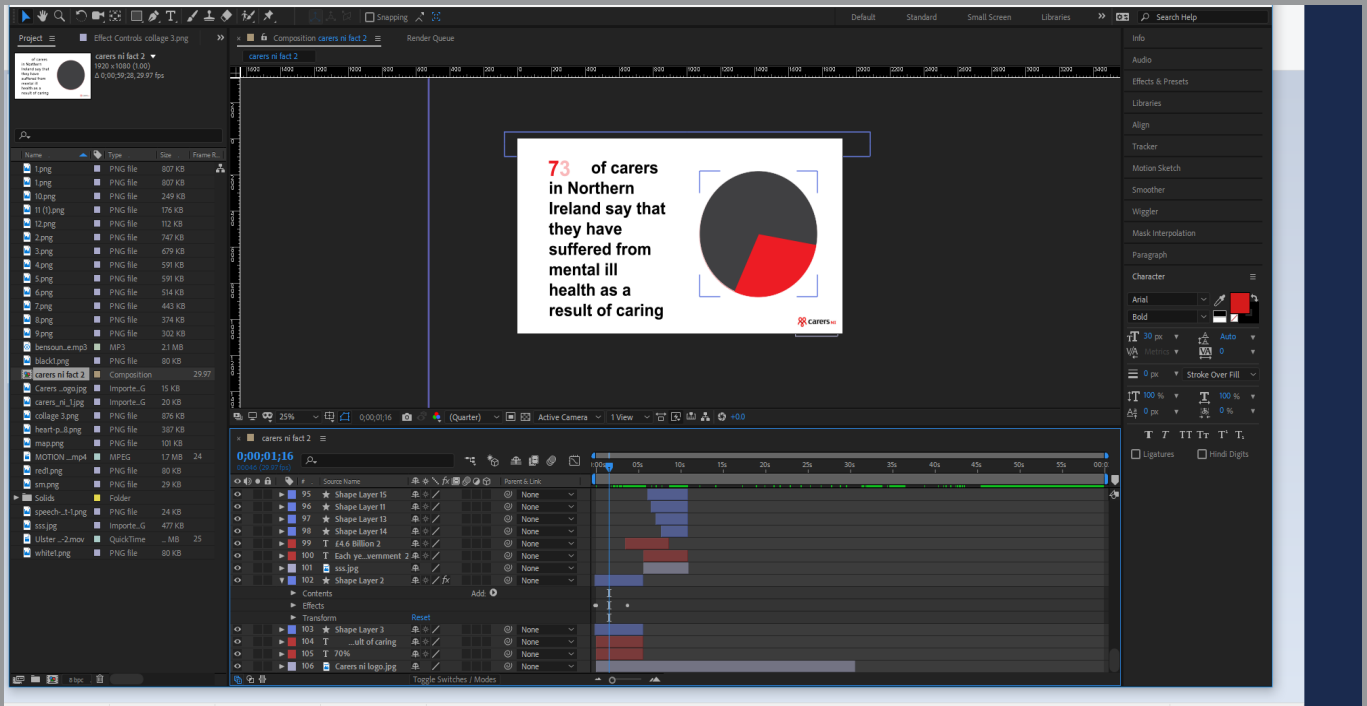


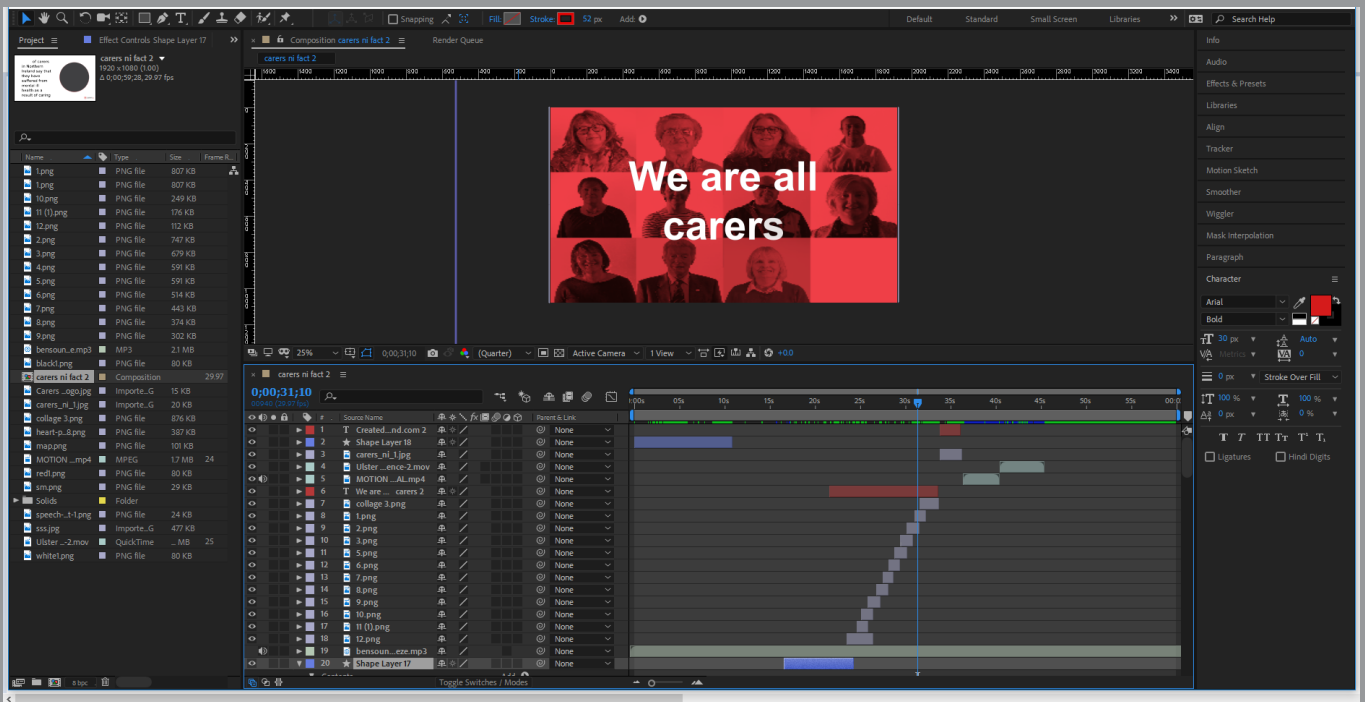
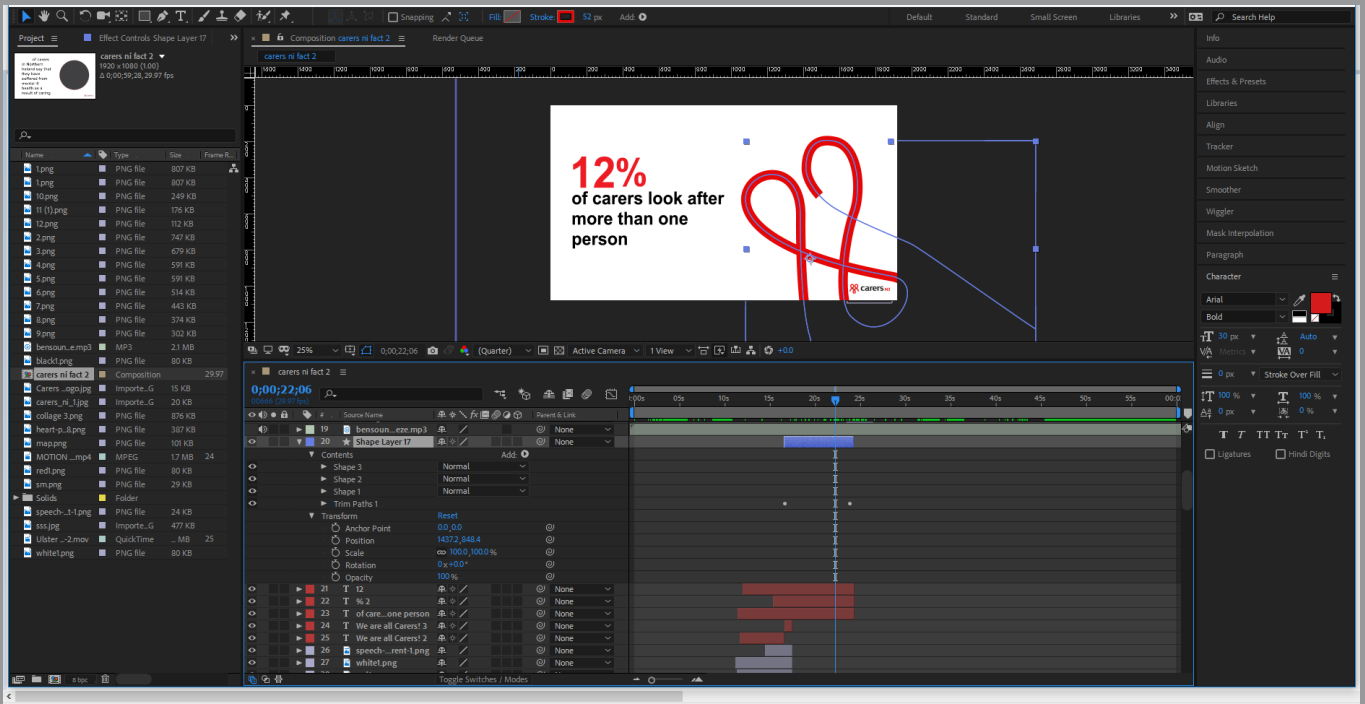
Boom! And it is already better. Now I will take the roundness, take it here, take

Animate a line along a path you create in After Effects. ✓



**Motion Graphic
Design**





For filming for both the summit and the group meeting we had to fill out the risk assessments to rent out the equipment.

We went over each risk that may happned while filming and ensure we new how to prevent these from happening.



Risk Assessment

School of Media, Film and Journalism

Location Risk Assessment Form



Equipment Collection Room 1045 off the Atrium Faculty of Arts building
 From Mervyn McKay
 Email: m.mckay@ulster.ac.uk
 Issue times
 Mon-Thurs - 9:30-10:30am and 3:30-4:30pm
 Fri - 9:30-10:30am and 3:00-4:00pm

Student(s) <i>Kelsey Hume Lisa Dillon Niamh Mailey</i>	Student Number(s)
Course and Tutor <i>Interactive media - Adrian Hickey</i>	Production Title <i>Carers NI video</i>
Date of collection: <i>7/11/18</i>	Date of return: <i>8/11/18</i> Time
Equipment: List all equipment required to be taken on this shoot: <i>AG90 camera kit Radio mic lighting kit Green screen DSLR Canon Tripod</i>	

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

Location: *Antrim Library*
 Has a full recce been carried out? YES / NO (circle) If NO, please give reasons:

Location contact: *Antrim Library*
 Location address: *10 Railway Street, BT41 4AF*
 Location phone no: *028 9446 1942*

POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern
 Please record here details of the logging of filming with local police
 Date and time of logging:
 Officer alerted:
 Police Station:
 Nearest Hospital *Antrim Area Hospital*
 Phone no.: *028 9447 4000*

Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans: Coleraine FC vs Cliftonville FC or Students' Union, with 100 students.
*Antrim Library conference room
Empty room with a table + chairs*

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

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

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

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

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

Name	Position held (e.g. Station Master)	Company	Reference number (if given)

You will need written permission if you intend to film anyone under the age of 16. For Release Forms speak to your tutor.

Crew: Please ensure each crew member has a copy of this document. It is also crucial that we have as many points of contact as possible.

Name:	Contact No. (mobile)
Name:	Contact No. (mobile)
Name:	Contact No. (mobile)
Name:	Contact No. (mobile)
Name:	Contact No. (mobile)

Declarations

I/we have been trained by the School of Media Film and Journalism in location safety risk assessment and take responsibility for implementing safety precautions on this project, as described in this form, which is to the best of my knowledge, accurate. If the safety risks are found to be higher than expected, I/we will suspend recording activity and seek instruction from a trained member of school staff

Signed (students)

Date:

The image features three overlapping circles on a gray background. A light gray circle is at the top left, a black circle is at the bottom left, and a red circle is on the right. The text 'Client Communications' is centered over the overlapping areas of the circles.

**Client
Communications**

SORRY PITCH POSTPONED



Claire Mulrone
Nov 13, 2018 · Notified 4 people

6

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



6 Comments



niamhmailey@yahoo.co.uk
Hi Claire,

Nov 13, 2018

Thank you for letting us know,
Next Tuesday is suitable for us, so no worries!
Hope Lesley gets well soon.

KR
Niamh, Kelsey & Lisa



Claire Mulrone
many thanks for understanding.
see you Tuesday enjoy the events.
Claire

Nov 13, 2018



Kelsey Hume
Claire would it be possible for you to find any carers on the Belfast campus for us to interview that day as well?

Nov 14, 2018



Claire Mulrone
Kelsey

Nov 14, 2018

That might be a tall order but I'm at Belfast tomorrow and I will ask. Are we looking for people to stand in front of a camera and say three things.

We would need to prepare a permission form so that their image and video could be used in hard copy print and social media. You need to prepare and print this before you come up.

Claire



Kelsey Hume
Yes just a couple to stand and say the three things if it's possible, and we will get the forms sorted

Nov 14, 2018



Adrian Hickey, Course Director, Interactive Media
Hi Kelsey, Niamh, Lisa

Nov 14, 2018

Here is the consent form I sent to Lauren for the Giants project.

Obviously you need to change all the details to include Lesley's contact because after you leave people need to know who to contact if they want to take their videos down.

See attached. It should be obvious enough.

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From: Lesley Johnston
Advice and Information Officer
Carers Northern Ireland

Carers Northern Ireland, 58 Howard Street, Belfast BT1 6PJ
T - 028 9043 9843 www.carersni.org

From: Niamh Mailey [<mailto:niamhmailey@yahoo.co.uk>]
Sent: 11 October 2018 14:24
To: Lesley Johnston
Cc: a.hickey@ulster.ac.uk; cm.mulrone@ulster.ac.uk; dillon.l2@ulster.ac.uk; hume.k@ulster.ac.uk
Subject: Project - Carers NI

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

antec Email Security.cloud service. www.antiemailcloud.com

Lesley Johnston
lesley.johnston@carersni.org
+49 2890 439843

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From: Kelsey Hume [<mailto:Hume-K@ulster.ac.uk>]
Sent: 18 October 2018 12:04
To: Lesley Johnston; Niamh Mailey
Cc: Hickey, Adrian; Mulrone, Claire; Lisa Dillon
Subject: Re: Project - Carers NI

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

From: Lesley Johnston <lesley.johnston@carersni.org>
Sent: 18 October 2018 09:38:45
To: Niamh Mailey
Cc: Hickey, Adrian; Mulrone, Claire; Lisa Dillon; Kelsey Hume
Subject: RE: Project - Carers NI

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

Lesley Johnston
Advice and Information Officer
Carers Northern Ireland

Lesley Johnston
lesley.johnston@carersni.org
+49 2890 439843

FLORYDAY

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Sent
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Notes
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Stay on top of the market. Get the app

From: Lesley Johnston <lesley.johnston@carersni.org>
Sent: Thursday, October 18, 2018 12:16:08 PM
To: Kelsey Hume; Niamh Mailey
Cc: Hickey, Adrian; Mulrone, Claire; Lisa Dillon
Subject: RE: Project - Carers NI

Brilliant – ta muchly.

Be in touch about the groups.

L

From: Kelsey Hume [<mailto:Hume-K@ulster.ac.uk>]
Sent: 18 October 2018 12:04
To: Lesley Johnston; Niamh Mailey
Cc: Hickey, Adrian; Mulrone, Claire; Lisa Dillon
Subject: Re: Project - Carers NI

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,

thumbnail(1).jpg thumbnail.jpg production sched...docx production sched...docx production sched...docx

Lesley Johnston
lesley.johnston@carersni.org
+49 2890 439843

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FLORYDAY

Show all

Compose

Back

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- Sent
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 - Travel
 - Tutorials
- Folders Hide
 - New folder
 - Notes
 - Useful emails

RE: Project - Carers NI 13



Niamh Mailey <niamhmailey@yahoo.co.uk>
To: lesley.johnston@carersni.org
Cc: a.hickey@ulster.ac.uk, cm.mulrone@ulster.ac.uk, dillon-l2@ulster.ac.uk, hume-k@ulster.ac.uk

11 Oct 2018 at 14:23

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



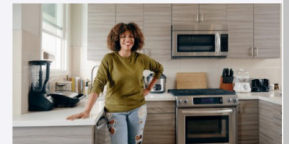
Carers NI Bri...pdf
267.3kB

Navigation icons

+10 from Lesley, Kelsey, Lesley



Niamh Mailey
niamhmailey@yahoo.co.uk
+44 7495 869160



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Time Sheets

TIMESHEET

University of Ulster

Name Group

Member:

Niamh Mailey

Month/Year:

November 2018

Project Title:

Carers NI

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	5 th November	Began working on updated design deck	2 hrs			2 hrs
Tuesday						
Wednesday	7 th November	First day filming in Antrim Library	4 hrs			4 hrs
Thursday	8 th November	Presented design deck to Adrian and Claire	4 hrs			4 hrs
Friday						
Monday						
Tuesday	13 th November	Production Log Corrections to design deck	2 hrs			2 hrs
Wednesday						
Thursday	15 th November	Presented design deck to Adrian and Claire Discussed ideas for client meeting	4 hrs			4 hrs
Friday						
Monday						
Tuesday	20 th November	Client meeting with Lesley in Belfast	1 hr			
Wednesday						
Thursday	22 nd November	Presented Design Deck to Adrian and Claire Started thinking about corrections and what Lesley suggested	4 hrs			4 hrs
Friday						
Monday						
Tuesday	27 th November	Create final design deck Production Log Risk Assements	4 hrs			4 hrs
Wednesday	28 th November	Production Log	3 hrs			3 hrs
Thursday	29 th November	Practice set up for filming Talk to Adrian about poster designs	4 hrs			4 hrs
Friday	30 th November	Filming @ Carers NI Summit, Ballymena	4 hrs			4 hrs
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						

Total Hours Design & Build

Total Meetings & Research

TIMESHEET

University of Ulster

Name Group Member:

Niamh Mailey

Month/Year:

October 2018

Project Title:

Carers NI

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

TIMESHEET

University of Ulster

Name Group

Member:

Niamh Mailey

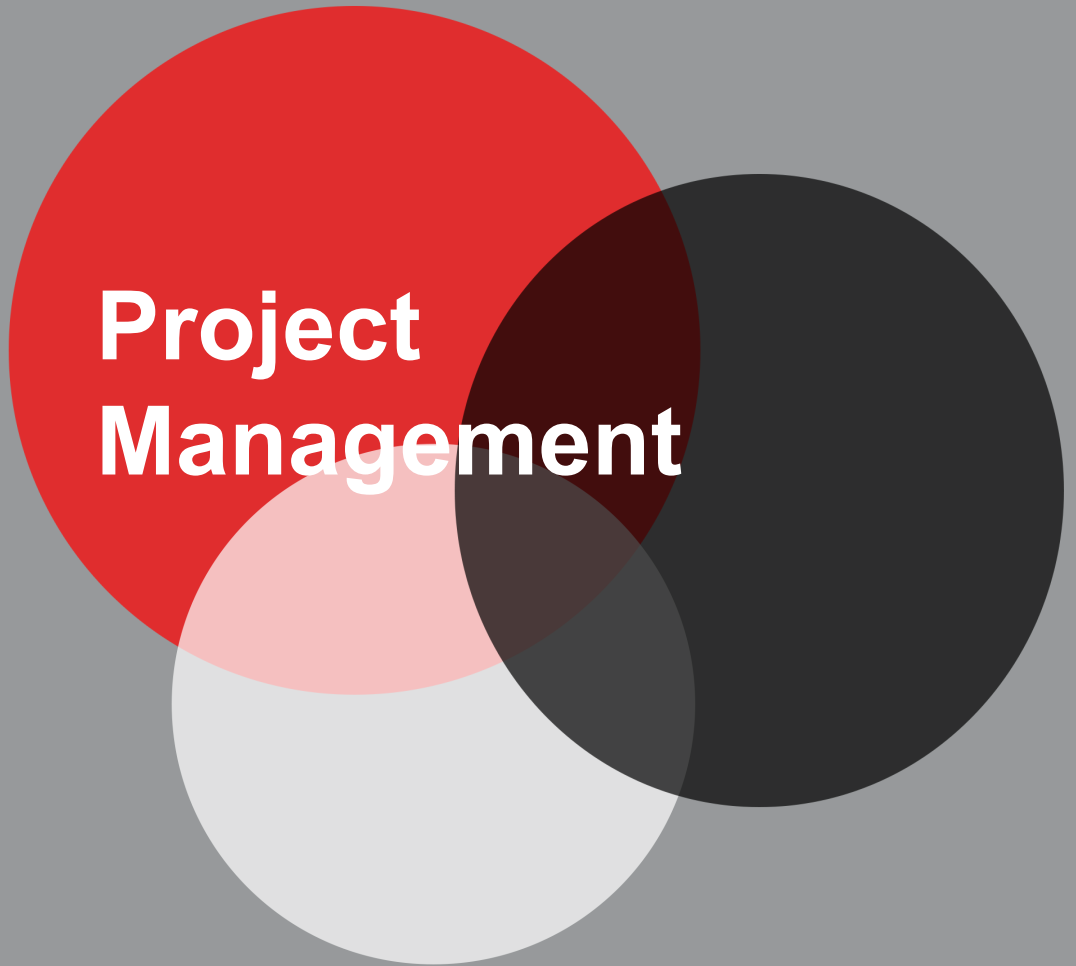
Month/Year:

October 2018

Project Title:

Carers NI

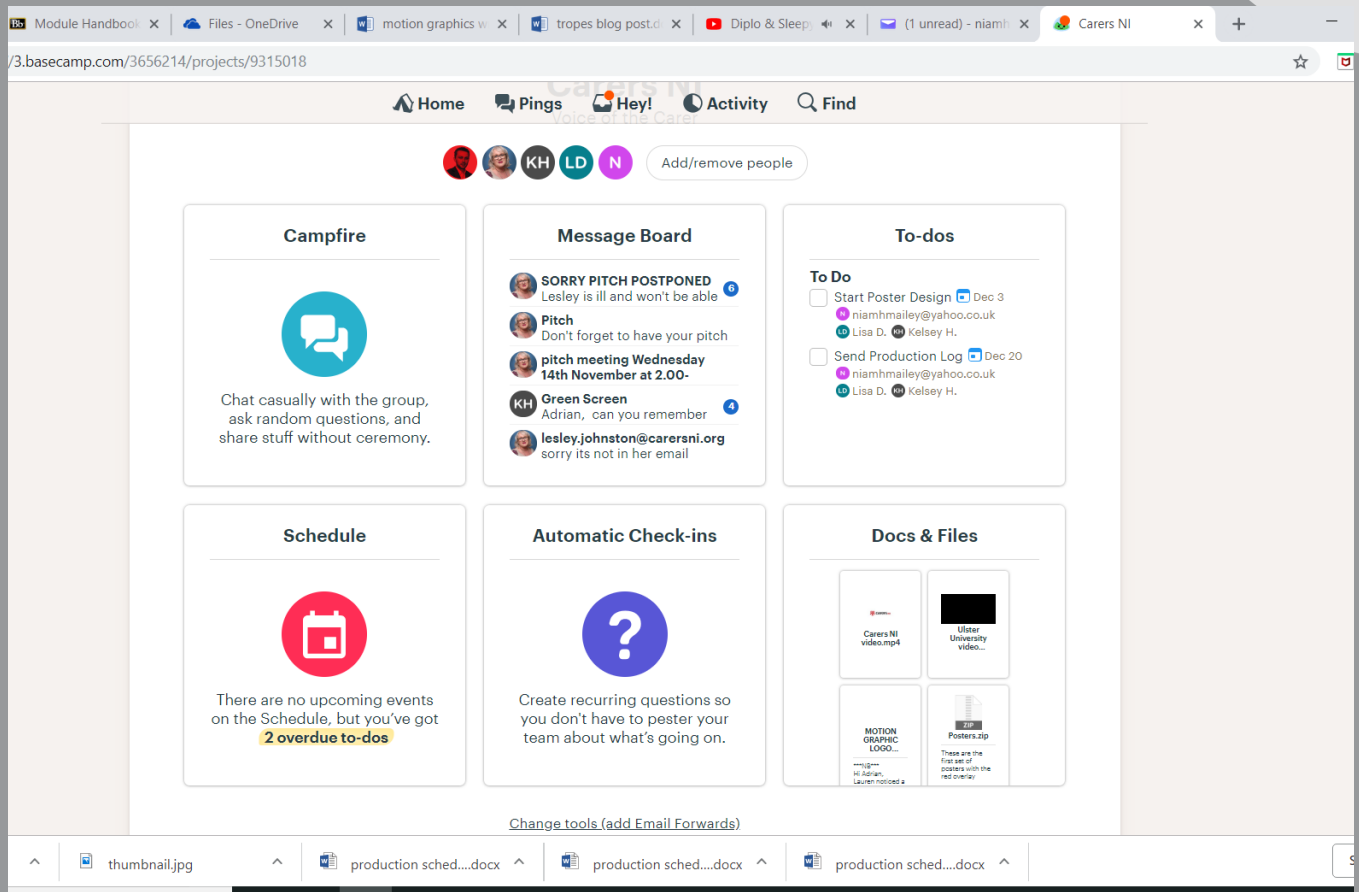
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Wednesday						
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Monday						
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Wednesday						
Thursday	25 th October	Presented updated design deck to Adrian and Claire	4 hrs			4 hrs
Friday						
Monday						
Tuesday	30 th October	Production Log	2hr			2 hr
Wednesday						
Thursday						
Friday						



**Project
Management**

Basecamp Project Management

By reading over NITGA Project Scoping I realised that a great way for keeping track out meetings and project plans.




























This made the project easy to track and make sure everyone new what we had to do and when we had to do it for.

8/8 completed

To Do

Add a to-do

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

Discussion



Add a comment or upload a file...

The image features three overlapping circles on a gray background. A large red circle is on the left, a black circle is on the top right, and a white circle is on the bottom right. The text 'Final Deliverables' is written in white on the red circle.

**Final
Deliverables**

Overall Team Conclusion

Our team worked great together as everyone pulled their weight with each task in the project.

Everything on the to do list was based on what we promised in our brief and final story boards.

The client wanted to stick with their own colour scheme, put picked Kelsey's design for the photos therefore Lisa and I made our projects with the same fonts and layout. My

motion graphic was approved by the clients so didn't make any changes as it was unnecessary.

Any issues that our group did face was overcome very easily by discussing each problem with our client and as a team.

Limitations

Client partner

During the filming day at the group meetings, there was some confusion with what we wanted the carers to say for the film. They were encouraged to say things that didn't fit the brief and we felt that the situation was out of our hands as we needed to carry ourselves as professional as possible and didn't want to come across as rude and tell the carers that they were not allowed to say the things that they were saying as they felt passionate about what they were saying. This made one of the carers feel uncomfortable during one of the filming sessions. After this we explained to our client about this and quickly fixed the problem with cue cards so there was no confusion on what we needed the carers to say for the film.

Filming Room - Summit

At the summit the room we were assigned to film was right beside the event hall therefore we had a lot of background noise with no way of controlling it; only by waiting for quiet times when there wasn't much talking to film. This made it awkward to get people in and out to film because the noise was spontaneous.

The Summit

During filming at the summit we were a team member down; me and Kelsey had to do all the work that day which meant it took too long for us to collect and set up all of the equipment.



