



**#123GP**

**Equip GPs with Mental Health Expertise**





# Contents



# Contents

## Contents

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**#123GP**

**Equip GPs with Mental Health Expertise**

# Introduction

# Introduction

## The Project

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The Science Shop provided a range of group projects that we could choose from. Based on our group's skills and interests we decided to pick a project called '#123GP'. The requirements for the project was to create a motion graphic and film a video for the company to publish on their social media pages.

## Our Team

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Our team was supervised by module co-ordinator Adrain Hickey and community engagement manager Claire Mulrone. The project was completed by three final year Interactive Media Art students: Jamie Dorman, Sorcha McVeigh and I. Each of us assigned our own roles in the group to best suit our skills for the project.



# Project Scope



# Project Scope

## Client Research

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Our group had a scheduled meeting with our client so I decided to carry out some research prior to this meeting. I discovered that #123GP is a social media campaign to help equip general practitioners with mental health expertise to support the ever increasing need in the community. This was my initial understanding of the campaign which as I progressed through the project my understanding improved and therefore changed. From their website I was able to see that the campaign was calling on the Health and Social Care Board to properly fund counselling in all GP practices in Northern Ireland. I gathered from reading their social media accounts and website that it was our teams goal to help boost the campaigns profile by providing media assets for the campaign to use. This would allow them to show this to the Health and Social Care Board, people affected and the general public.

On 'Change.org' #123GP have their own web-page which contains a lot of insightful facts and figures. These I made sure to take a note of such as "90% of people with a mental health problem will be treated by their GP." I thought that having a bank of knowledge about these figures would help in m client meeting to show I have an understanding of the campaign and also they would be useful in our work such as the motion graphic.

I took note of the campaigns' need for urgent changes. These three being:

1. Funding (Need 100%) - 2/3 of GP practices currently draw down funding available from The Health and Social Care Board for the provision of counselling.
2. Training - Trainees must undertake CDP training hours on mental health
3. Available Expertise - Professionals with mental health experience need to be part of the primary care team.

Our team's goal is to help achieve these goals in order of priority in the order shown. In order to help complete the main goal of 'funding' there was a petition created which had already 2,135 supporters. This total was to reach 2,500 to be completed.

## Client Meeting

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The first time meeting our client Sara Boyce was very productive and started an excellent working relationship. We firstly started by introducing ourselves and why we chose the campaign. We then stated our time-line expectations. These being by week 6 we would have a plan of action, a complete design deck and present this to the client. Then from weeks 6-12 we would finalise the design.

After a rough idea of our working schedule was sorted Sara proceeded to elaborate on #123GP and the organisation behind it being PPR (Participation and the Practice of Rights). It was indicated that they launch campaigns (e.g. #123GP) which measure success when change is seen on the ground and not when government makes a commitment. Sara described PPR as protecting people on the ground which are the most important type of people. Protecting them in terms of mental health and housing etc.

After giving the group a background in the campaign Sara detailed what the main goals of the project were. Which I had understanding already of as I had carried out previous research on the campaign. (These main goals I stated in the client research). When the campaign petition was brought up I was able to give the correct amount of signatures that signed up off the top of my head as I had it in my research notes. She then went on to talk about some key facts and figures that I took note of as I thought that they may come in useful when designing our motion graphic.

The problems were addressed to the group on why GP's do not draw down funding such as not having enough room in their practices and the expense for a session was too great. A main topic of conversation in the meeting was the target audience. Sara made it very clear that the campaign is for raising awareness and should be aimed at the board. This was to tackle their main issue of gaining funding from the board and stated it was to "make it easier for them for wanting to do something." This was just not about funding counselling but about getting counselling in GP's.



# Client Meeting

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## Motion Graphic

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The client made sure to outline that the length of this video should be around a minute to a minute and a half. This is because the campaign uses mostly social media such as Twitter to publish their information. Now people do not engage with content that is too heavy such as long videos or large chunks of text. After telling us about the campaign we suggested some key facts and figures that we could include that she previously stated. In the meeting the client talked about their meeting with the board. They brought in ice-creams for everyone at the meeting to set a very good point. The client worked out the cost to treat everyone in Northern Ireland that qualified for mental health care and it was only £2.29 per person (roughly the same price as an ice-cream). This was an idea that was put forward to feature in the motion graphic to which she highly agreed with. Other ideas such as the use of a glider bus was introduced and gave our group some very good brainstorming ideas which we elaborated on in our pitch decks.

## Video

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The client at the meeting told the group that there was an event taking place around November that we could film at. This event was for #123GP and she wanted us to interview certain people at this event and get them to talk about their stories regarding mental health and why they attended the event. I suggested that we could also capture B-roll footage aswell as the interviews to provide a more professional looking video. This was agreed on and the group had a good understanding of what needed to be done. A call to action was also agreed on to be included at the end of the video and the motion graphic. The only thing that was not decided was the exact date of this event which she said she would email to us. We then found out a few weeks later that this event was not to happen until after our submission.

## Logo

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As a group we suggested changing their logo as it looked out dated. The client wanted us to keep the idea of 'getting a GP appointment is like a lottery, you don't know when you will get one (luck). We came to an agreement that we would try make this design look better but also come up with completely new design ideas for her to pick from. She liked the idea of making something to do with the idea of luck so this is what I put my main focus into.



## About PPR and #123GP

Participation and the Practice of Rights (PPR) aims to make a real social and economic change in the community. PPR supports marginalised groups through the use of a practical and a unique human rights based approach to tackle the social and economic challenges they experience.

Inez McCormack was a Northern Irish trade union leader, she went on to found PPR in 2006. She was an internationally renowned and hugely influential human rights and trade union activist.

#123GP is a mental health campaign that has the support of PPR. Their overall goal is to help equip GP's with mental health expertise to support the deepening crisis in mental health and suicide. The campaign calls on The Health And Social Care Board to fund GP practice based counselling in line with need and ensure 100% take up of this funding by GP practices.

66% of GP's draw funding down from the board, the main objective is for the other 33% of GP's to draw down funding.

## Objective

3 main objectives of #123GP are:

- **Funding:** The Health and Social Care Board must fund GP practice based counselling in line with need and ensure 100% take up of this funding by practices.
- **Training:** All trainee GPs to undertake community based mental health placements. All practicing GPs to undergo mandatory professional mental health training.
- **Available expertise:** Professionals with mental health expertise such as mental health social workers or CPNs to be based in GP practices and to work as part of the primary care team.

## Project Outlines

As a group we will aim to increase the overall awareness and need for mental health care in GP's by carrying out research on other successful campaigns, introducing our findings to the #123GP campaign. We will create a motion graphic, promotional campaign video and to create a new visual identity.



## **Motion Graphic**

We plan to create a short yet informative motion graphic to increase the awareness of the campaign targeting mainly The Health And Social Care Board and also the general public. The motion graphic will act as an educational and informative video for the general public. We will make this video 60 –90 seconds to keep it concise yet still reinforce the overall message of the campaign. Statistics will be the key facts in the creation of this project. The motion graphic will display each county within Northern Ireland, showcasing how many practices offer the service. We will showcase this through visual storyboards in the pitch meeting.

## **Promotional Campaign Video**

We will create a promotional video for the campaign which will include footage from an upcoming event set up by the organisation. We will interview people at the event who have been directly affected by the issue of mental health. The video will reinforce the overall message to the board, showcasing real people who are effected. Storyboards will be created to show on how we visualise the style of the promotional video.

## **Visual Identity**

The visual identity of #123GP will be modernised and re-vamped. Each member in the group will come up with new ideas for the visual identity and will be presented to the client. This visual identity will then be used on any promotional leaflets or media in the future to make the campaign look consistent and professional.

## **Timescale**

Design deck pitched in week 6 (1/11/18)

Filming in November

Deliverables

Mental health motion graphic

Promotional campaign video

Develop a new visual identity



**Project  
Management**



# Project Management

## Production Schedule

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INSERT PARAGRAPH ABOUT PRODUCTION SCHEDULE

<u>Task</u>	<u>Aim</u>	<u>Action</u>	<u>Completion</u>
Scoping the Project	<ul style="list-style-type: none"> <li>- Developing the brief from initial consultation with client.</li> <li>- Implementing analysis through scoping form.</li> </ul>	<ul style="list-style-type: none"> <li>- Partner analysis. <b>Jamie</b></li> <li>- Content analysis. <b>Sorcha</b></li> <li>- Technical analysis. <b>Matthew</b></li> <li>- Analyse similar project. <b>Jamie, Matthew &amp; Sorcha</b></li> <li>- Collect resources from client. <b>Sorcha</b></li> </ul>	4/10/18
Project Proposal	<ul style="list-style-type: none"> <li>- Analysis of clients' needs</li> </ul>	<ul style="list-style-type: none"> <li>- Benchmark against competitor. <b>Matthew, Sorcha &amp; Jamie</b></li> <li>- Write the brief. <b>Jamie, Sorcha &amp; Matthew</b></li> <li>- Conduct audience research. <b>Sorcha, Jamie &amp; Matthew</b></li> </ul>	18/10/18

<u>Task</u>	<u>Aim</u>	<u>Action</u>	<u>Completion</u>
Project Research	- Build a good knowledge of similar projects already out there.	<ul style="list-style-type: none"> <li>- Research 3 mental health infographics each team member. <b>Matthew, Jamie &amp; Sorcha</b></li> <li>- Research 3 videos and cinematography of similar projects each team member. <b>Matthew, Jamie &amp; Sorcha</b></li> <li>- Research 3 logo design in health organisations each team member. <b>Sorcha, Jamie &amp; Matthew</b></li> </ul>	25/10/18
Design Deck	- Develop the design deck to present to our client.	<ul style="list-style-type: none"> <li>- Design storyboards for the infographic. <b>Matthew, Sorcha &amp; Jamie</b></li> <li>- Design storyboards for cinematography. <b>Jamie, Sorcha &amp; Matthew</b></li> <li>- Three different designs for new logos for each team member. <b>Sorcha, Matthew &amp; Jamie</b></li> </ul>	1/11/18
Presentation	- Present design to client.	- Have a professional design deck to present to the client. One design for each piece per person. <b>Sorcha, Matthew &amp; Jamie</b>	8/11/18
Development stage -Motion Graphics	<ul style="list-style-type: none"> <li>- Logo Design</li> <li>- Start Motion Graphic</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure the logo is how the client wants it.</li> <li>- Bring all the information that we have found together to begin creating our motion graphic from basecamp. <b>Sorcha, Matthew &amp; Jamie</b></li> </ul>	15/11/18

Development stage - Filming and Design Adjustments	<ul style="list-style-type: none"> <li>- Begin filming.</li> <li>- Continue with motion graphics.</li> </ul>	<ul style="list-style-type: none"> <li>- Go to our client's event and set up our equipment for interviewing people attending. <b>Sorcha, Matthew &amp; Jamie</b></li> <li>- Sort through the footage and see which shots we will use for the video. <b>Sorcha</b></li> <li>- The group will be continuing on with their own part of the motion graphic. <b>Matthew &amp; Jamie</b></li> </ul>	22/11/18
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Development stage - Editing Film and Design Adjustments	<ul style="list-style-type: none"> <li>- Begin to editing for the video.</li> <li>- Continue with the motion graphic.</li> </ul>	<ul style="list-style-type: none"> <li>- We will follow the story board that we have done previously for the video to help give a step by step guide of what the final video product should look like. <b>Sorcha</b></li> </ul> <p>All members will continue with their work from the previous week. <b>Matthew &amp; Jamie</b></p>	29/11/18
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Development stage - Filming and Design Adjustments	<ul style="list-style-type: none"> <li>- Continue on with the motion graphic and editing the video.</li> </ul>	<p>Each member will continue on with their assigned work until they have everything that is needed completed. <b>Sorcha, Matthew &amp; Jamie</b></p>	06/12/18
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Development Stage - Finish editing and motion graphic.	<ul style="list-style-type: none"> <li>- To finish up all pieces of work for the client.</li> </ul>	<ul style="list-style-type: none"> <li>- We will ensure that all work is completed for the end of week 11 which will allow us all to bring it together to present to the client on the following week. <b>Sorcha, Matthew &amp; Jamie</b></li> </ul>	13/12/18
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## Task

Final Presentation

## Aim

- Present final work to the client

## Action

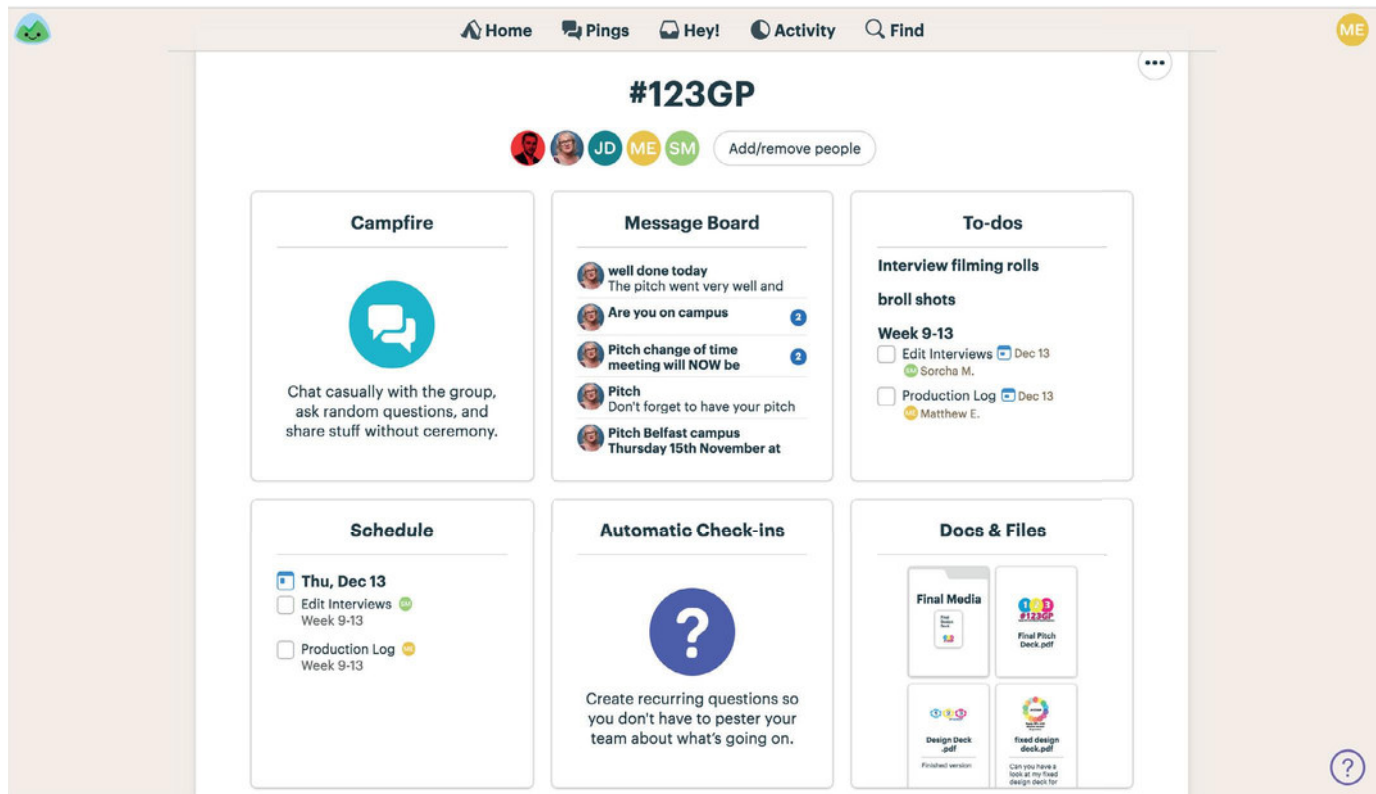
We are aiming to present all of our work that the client has asked for during this week. Sorcha, Matthew & Jamie

## Completion

17/12/18

# Communication within the Group

## BaseCamp



Basecamp is about getting stuff done. It is an application that is useful for projects of many sizes. Basecamp allows users to set up multiple groups where they can set tasks, communicate and share their work. It suited our project as we were able to upload all our files so any group member could download at anytime. We also used other communicative software such as Facebook Messenger and Email. Basecamp was mainly used in our group for sharing of files and setting to-dos to keep on track of work.

### Message Board

This can be used to message group members usually in an informal manner. Our group did not use this feature very much as we preferred to use Facebook Messenger to keep in touch with each other as we found it a lot faster and efficient to use.

### To-dos

This is the feature we used frequently. It was very useful to keep track of deadlines and let us know when someone in the group completed a task.

### Docs & Files

This was the feature of Basecamp our group used most. It was the most efficient way for all of the group to check on work produced and edit or use any work uploaded.

### Schedule

This was useful to see what work we had due and when. The calendar allowed me to prioritise work depending on when it was due.



#123GP Message Board



# Confirmation requested



Claire Mulrone  
Oct 3 · Notified 3 people

3

Don't forget you have a meeting this morning,!!!!!!!!!  
Check calander for details.  
Representatives traveling from Belfast.  
All team members need to attend.



## 3 Comments



Matthew Eccles  
All team members will be attending

Oct 3 ...

Get Outlook for iOS <<https://aka.ms/oOukef>>



ME

#123GP



+ New list

## To-dos 6/8

View as...

1/1 completed - [Archive list](#)  
 **Interview filming rolls**  
 Lighting -Matthew Filming - Sorcha Sound - Jamie

Add a to-do

Interview Filming Rolls Matthew E. Jamie D. Sorcha M.

1/1 completed - [Archive list](#)  
 **broll shots**  
 northern mussenden temple(Jamie) western peace bridge derry (sorcha) southern...

Add a to-do

Broll shots Matthew E. Jamie D. Sorcha M.

2/4 completed  
 **Week 9-13**  
 Edit Interviews Thu, Dec 13 SM Sorcha M.  
 Production Loa Thu, Dec 13 ME Matthew E.







+ New...

# Docs & Files

Unsorted



+ New event

# Schedule

[Add this Schedule to your Google Calendar, Outlook, or iCal...](#)

December							Jan 2019						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

Sat, Dec 8 Nothing's on the schedule

Add an event

Thu, Dec 13  Edit Interviews SM  
Week 9-13


Production Log MG  
Week 9-13



#123GP 📞 📺 ⓘ

Just take away background and change colours

<https://www.freepik.com/free-vector/vector-realistic-illustration-of-a-white-and-black-textile-baseball-cap-front-back-and-side-view-1320570.htm>



Vector realistic illustration of a white and black textile baseball cap front...  
More than a million free vectors, PSD, photos and free icons. Exclusive...  
freepik.com


That's the other hats

I used the top two

Sweet cheers

Jamie  
No problem




Type a message, @name... 📎 😊 GIF 🗣️ 🎧 🎮 📷 👍

 #123GP ⚙️

Options ▾

- 🔍 Search in Conversation
- ✍️ Edit Nicknames
- 🗨️ Change Colour
- 👍 Change Emoji
- 🔔 Notifications

People ▾

- + Add People
-  Jamie Dorman Admin
-  Matthew Eccles
-  Sorcha McVeigh

#123GP 📞 📺 ⓘ

Sorcha

Do we need to have that brief thing done for next week?

Aye yeah by next week we need the 3 things on the week 3 thing done

Brief audience research and comparisons of other charities

Sorcha

That's grand we all just take one each and then can put it all together next week

Yeah

Sorcha


Stuck the production schedule onto Basecamp there

Nice

Looks good cheers

21




Type a message, @name... 📎 😊 GIF 🗣️ 🎧 🎮 📷 👍

 #123GP ⚙️

Options ▾

- 🔍 Search in Conversation
- ✍️ Edit Nicknames
- 🗨️ Change Colour
- 👍 Change Emoji
- 🔔 Notifications

People ▾


- + Add People
-  Jamie Dorman Admin
-  Matthew Eccles
-  Sorcha McVeigh




## Email

We used primarily email to communicate with our client. This was an ideal way as with email we could send attachments of our work as well as make any arrangements.

Using emails sometimes proved difficult as some files would not send and held the group back by a few days. Doing this project again I would keep a closer relationship with the client by possibly having another client meet up to talk about progress and future plans.

Most of the time email worked perfectly fine and we were able to exchange files and data between us as a group and the client in a professional manner.

 Matthew Eccles  
Wed 05/12, 16:06


  





We will all be there and set up for 10.30 tomorrow.

Thanks

Matthew

...

 Sara Boyce <sara@pprproject.org>  
Wed 05/12, 14:37  
Matthew Eccles; Sorcha McVeigh; Jamie Dorman ✕

   Reply all | 

That's all fine Matthew, if you can present the info by Trust that's good.

[Re tomorrow, really works best if you can do it around 10.30am](#) before the Reaching Out Action Support Group's meeting, but if not Annie has said she can try to do another time during the morning. Just might be more difficult getting a quiet space there later on.

I'm just about to whatsapp Sorcha with one moving image ( Stoneyford Co Antrim) that you might be able to use in the video ...have a look and let me know if it's any use

Thanks


Sara


...

 Sara Boyce <sara@pprproject.org>  
All perfect, thanks a lot all of you. Will be in touch very soon. Sara  
Thu 22/11, 20:33

 Sorcha McVeigh  
Hi Sara We will all be at attending the event in Stormont on 30th of January. Re...  
Thu 22/11, 14:57

 Sara Boyce <sara@pprproject.org>  
Hi Matthew, Sorcha and Jamie Thanks very much for sending this through, I'll g...  
Thu 22/11, 11:19

 Matthew Eccles  
Thu 22/11, 10:11

 Design Deck Final small...  
2 MB

Download Save to OneDrive - Ulster University

Dear Sara,

Please see attached pitch deck with changes. We have compressed it hopefully you can open it. If you would like any other changes please let us know.

Many thanks,

Sorcha, Jamie and Matthew



# Research

## Bench Marking Competitors

### Stroke Association - Lost for Words Video

The Stroke Association is the UK's leading stroke charity. They are always doing fundraising events to help prevent the amount of strokes every year. This fundraising allows for more research to be carried out. With more funding the charity can create more awareness to the general public on how to tell if someone is taking a stroke and how to decrease the chances of taking one.

The lost for words video published by the Stroke Association describes what the effect of a stroke can have on individuals and the people who care about them. It contains people that are directly effected by a stroke themselves or through a close friend/ family member. These people talk about their stories throughout the video. The video first starts off with the



charities font and colours used in the title at the beginning of the video. To also keep the charities identity throughout the video their logo is placed on the bottom right hand corner of the video, this is something we plan on incorporating into our video.

Text is used throughout to emphasis points with key words highlighted this may be an interesting idea to explore for #123GP. Interview style shots are used using the rule of thirds this is definitely a feature that will be prominent in our video. Lastly a call to action appears at the end of the video telling the viewers to visit their website. This too is something we are going to use in our video. The quality of production for this video was quite low considering the size of this charity, our video will be of higher audio and video quality.

But there is **hope** for improvement.

Stroke  
association



The Stroke Association are supporting survivors to find new ways to communicate.

Find out how you can help:

[stroke.org.uk/lostforwords](https://stroke.org.uk/lostforwords)

Together we can conquer stroke

Stroke  
association



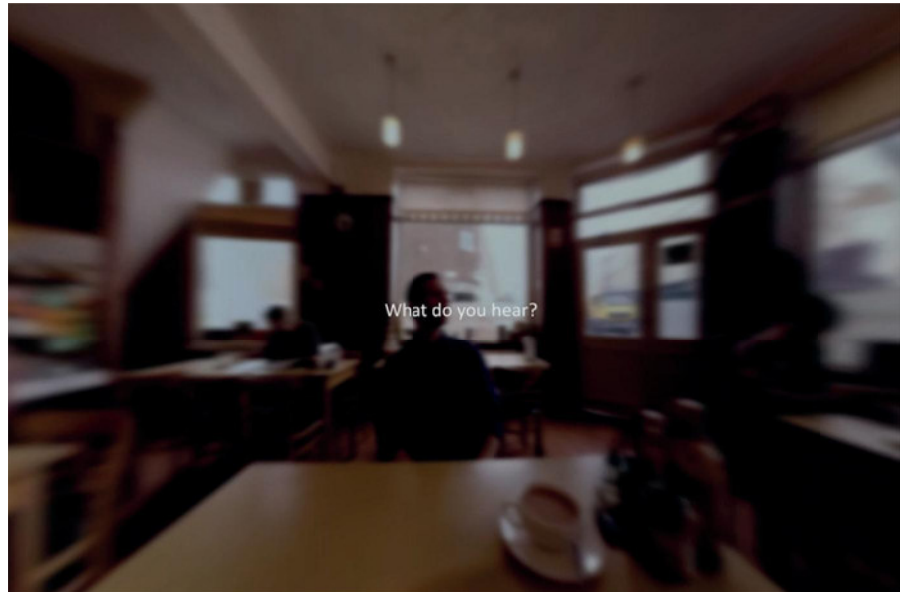
# Bench Marking Competitors

## Samaritans - We Listen

Samaritans have over 20,000 volunteers based in over 200 branches in 5 different nations. They work with schools, universities, workplaces, homeless shelters, prisons and other charities. They offer a safe place to talk to people about anything bothering them in life. Their main goal being able to reduce the number of suicides every year.

This video's purpose was to increase awareness of Samaritans and how important it is to listen to people. They produced a 360 video showing a man having a conversation about his problems. During the conversation there are a lot of distractions going on such as phone notifications always going off and makes it hard to understand what the man is saying at times. This is to get across that there needs to be an appropriate place to talk about these problems and that is a service that Samaritans excel in.

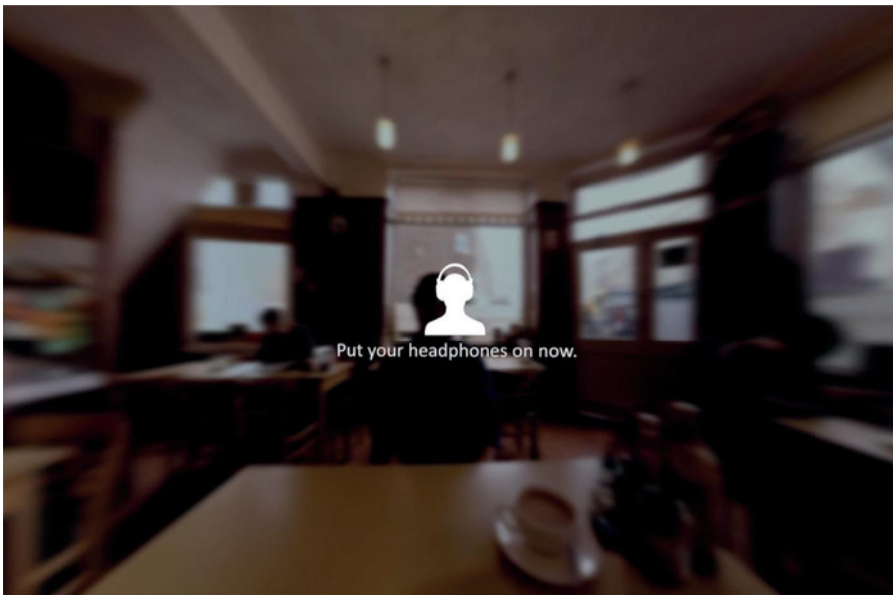
The video itself is very immersive and puts the viewer into the situation very well. This gives the user a first hand experience in the situation and it feels unpleasant.



The video starts off by asking a rhetorical question, engaged the user straight away. This promotional campaign achieved a high level of user engagement and this would benefit our project as getting people to engage in social media content can be very difficult. Asking rhetorical questions and trying to increase interactivity in our video will encourage users to stay engaged with our content, something that is unusual in social media.

The use of audio is very interesting. After a call to action about using earphones is addressed users feel like they are surrounded by these distracting sounds in the background and part of the experience. Text overlays the footage towards the end, setting out a very clear and powerful point. This is very effective but I do not think this technique will feature in our video as it would not suit the style of our video.

There is no call to action at the end of the video which is very unusual but brand identity is shown and kept consistent which will feature in our video too.



Put your headphones on now.



It's not always easy to hear what matters.



We don't just hear you. We listen.  
#welisten



# Bench Marking Competitors

## Oxfam - It all starts with you

Oxfam is a combination of 20 independent charitable organisations that help tackle global poverty.

The video tells a short but very powerful narrative about how the money donated affects the people in poverty. This is very powerful as it shows how even such a small donation can make such a big difference.

The video starts off with the Oxfam colours and font in the design of a banner. This matches their brand identity and allows to people to draw a connection to their charity. They also have their logo in the bottom right throughout the video for users to identify with.

There is a constant narration throughout the video to help tell the story. As a group we highly considered using narration throughout but decided that having music and only people talking in the video would be much better.



The video repeats the same shots throughout to explain the process and the ripple effects that your donation will have. We plan to include a shot from someone directly effected and helps within the #123GP campaign. In this video text is overlaid about a certain shot saying that it is used multiple times. Giving credit for this shot is something that we need to do and doing it this way may be an option.

There is a call to action at the end of the video asking the viewer to donate. At the end of our video after carrying out research we are going to include a call to action. This seems a very common thing for charities to do at the end of their videos and we hope that it will be effective.



# Video Research

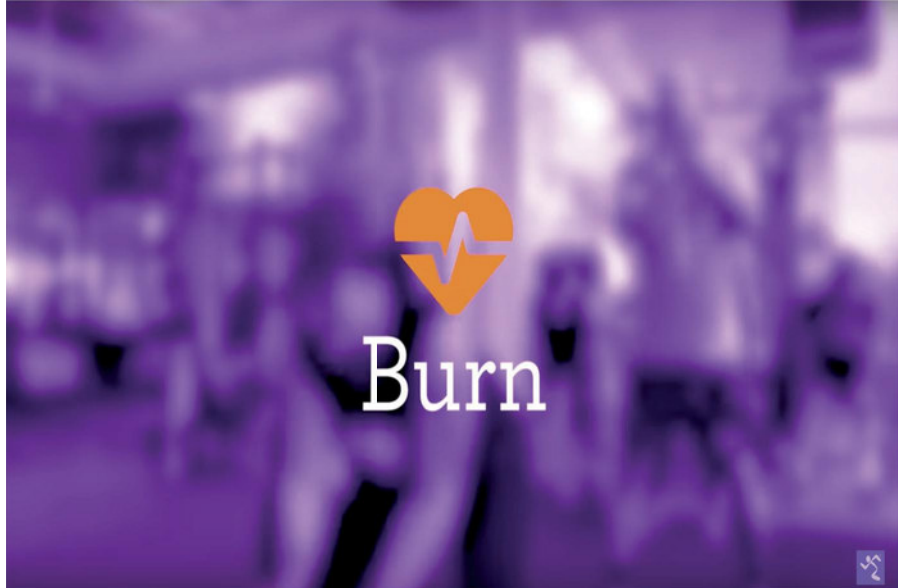
## Anytime Fitness - Burn

Since my group had decided on filming a number of interviews along with B-roll footage I thought looking at these style of videos would best help our research.

Throughout the rule of thirds is used when interviewing the participants. This is essential in filming an interview. Our interviews will be a lot more formal to suit the topic of our clients. The promotional video produced by Anytime Fitness has strong brand identity with good use of colour overlays at the start of the video. They also have their logo featured in the bottom right of the screen throughout the video.

The B-roll footage is the video is very smooth and focused on important subjects of a gym class. This helps to tell the story of the promotional video. To help emphasis our story we are going to capture shots of Belfast relating to the topics discussed. The voices of the people being interviewed overlaps the b-roll footage and that is something we plan to replicate in our project.

At the end of the video there is a call to action which is encouraging the user after watching the video to contact the gym and learn more.







Contact your gym to learn more.

Get to a healthier place.

© 2017 Anytime Fitness, LLC. Each Anytime Fitness club is independently owned and operated. Offers may vary. See local club for details.

# Video Research

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## BNL Productions

This company is very local and I decided to look into their promotional video to see what style of video local business' are producing.

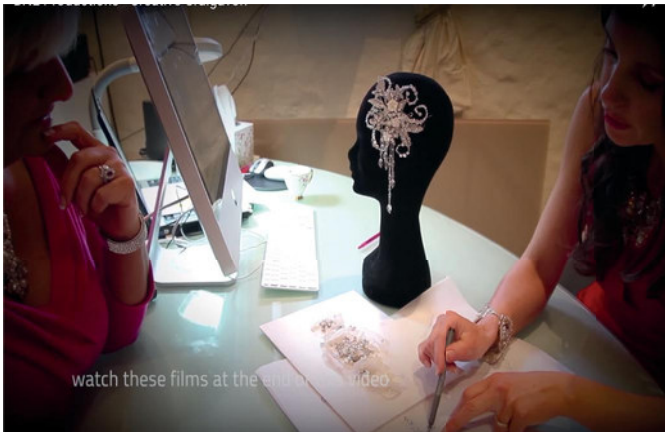
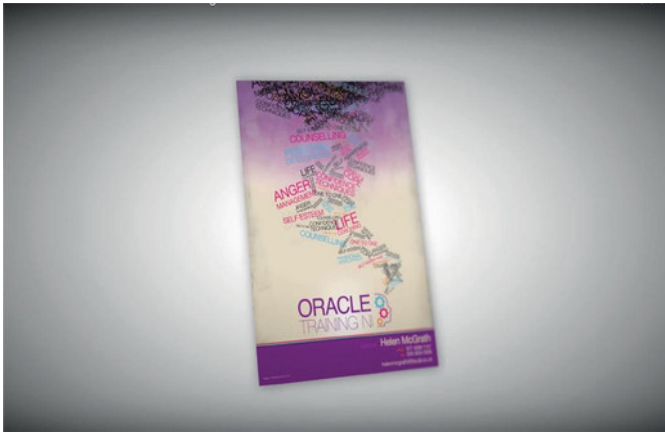
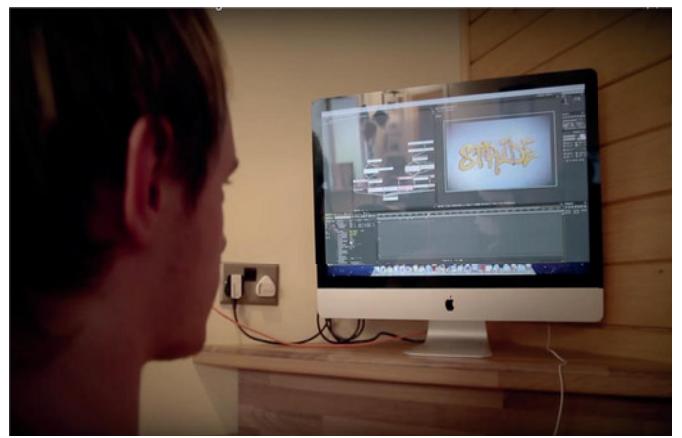
They start of the video firstly sets out brand identity but they do not have a logo present on the video at all times which is unusual compared to previous research. They have a constant narration throughout the scenes and the person talking is shown throughout also. The footage inter-cuts between him speaking to the camera and b-roll footage. These b-roll shots are helping to show what he is talking about.

Motion graphic work is also shown in the video. This helps showcase the business' talents to the viewer in a fluent and does not distract their attention. Towards the end of the video there is text overlaid letting the viewer know that they can watch the events to these b-roll shots at the end of the video. This promotes their other work.

At the end of the video their social media is presented along with links to a lot of their other videos encouraging the user to stay and engage with their content.







watch these films at the end of the video



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 MILLENNIUM COURT ARTS CENTRE	 HELEN RITPATRICK JEWELLERY	 BNL PRODUCTIONS

Creative Craigavon

PRODUCED BY BNL PRODUCTIONS

# Motion Graphic Research

## Action Mental Health - Together For You

The logo is used very creatively throughout this motion graphic. At the start of the video the logo is used to introduce the text and the start of the animation. Elements of the logo are used throughout in transitions to create a good flow to the video. In our motion graphic we plan to create a logo that could be used to animate and help with our transitions throughout such as the use of circles.

The motion graphic is very basic using only the logo and text to animate. Important key words are highlighted and key facts and figures are used throughout. In our motion graphic there will be a lot more graphical animations to help emphasize the use of our key facts and figures, such as the use of a calendar to show the waiting times.

The motion graphic mostly has a white background throughout but changes to blue and then to pink at two different stages. These blue and pink colours are from their logo so the use of colour is kept consistent. We are using PPR colours to help design a new logo and these final colours in the logo will feature in the motion graphic for consistency.



## Trained Staff

Delivering a range of services  
in over 100 sites  
Across Northern Ireland  
(rural and urban)

Who benefit?



35,137 people directly  
51,079 people indirectly  
(86,216 people in total)



To:  
Young and Old  
Men and Women  
Minority Groups (BME/LGBT)  
Marginalised Groups  
(prisoners, unemployed, NEET)





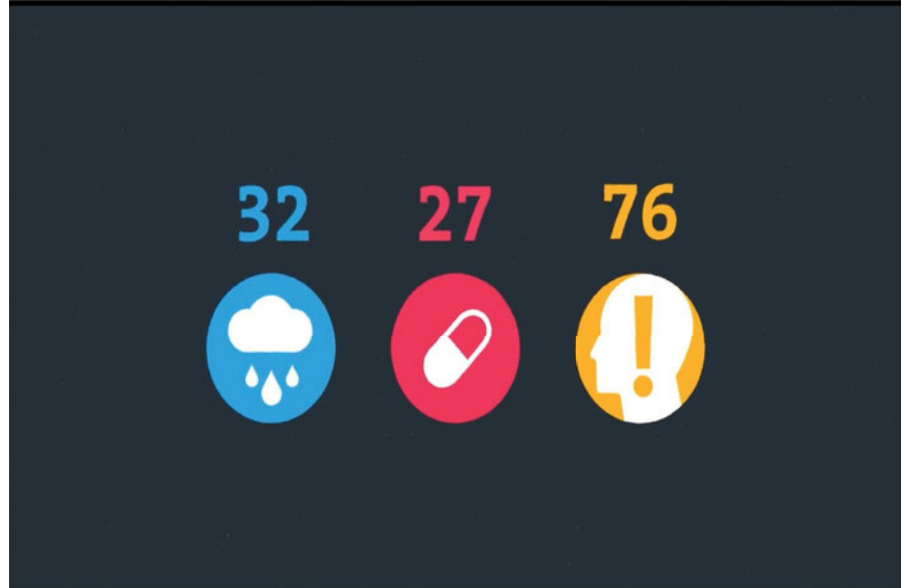
# Motion Graphic Research

## Mental Health Motion Graphic

This video was very useful for analysing transitions. Transitions within this video are very smooth and seamless. It uses elements inside the animation such as numbers to enlarge and create a smooth transition into the next animation.

There is only three colours used mainly white and red. Red to highlight the key figures and white as the content explanation.

The goal is to create a similar motion graphic to this that is very seamless but effective in getting across these figures.



1 in 10 *friends*



Contemplate Suicide

10 *friends*



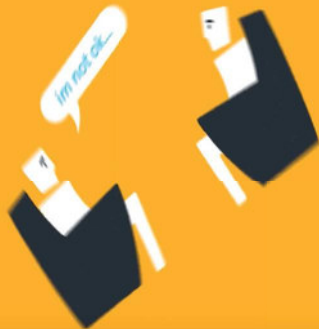
emplate Suicide



1 person every 40 seconds



E A CH OUT!



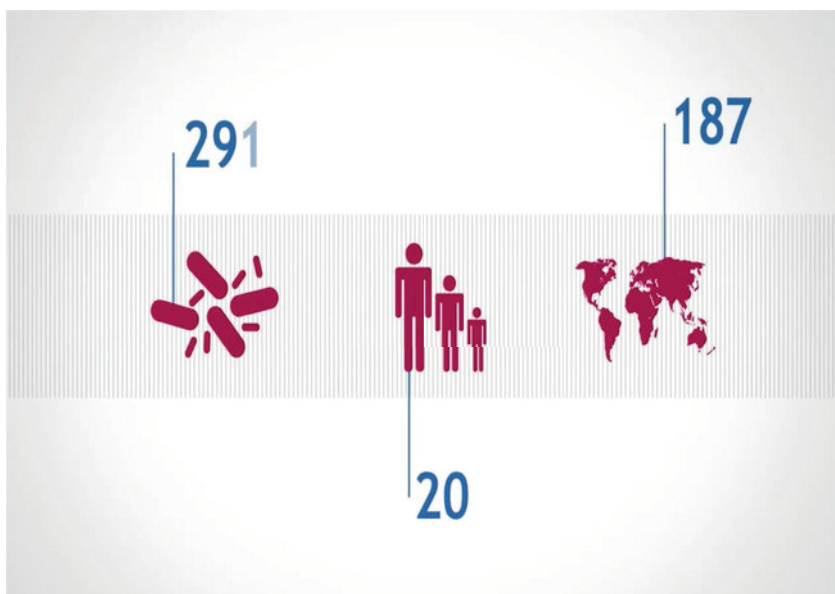
im not ok...

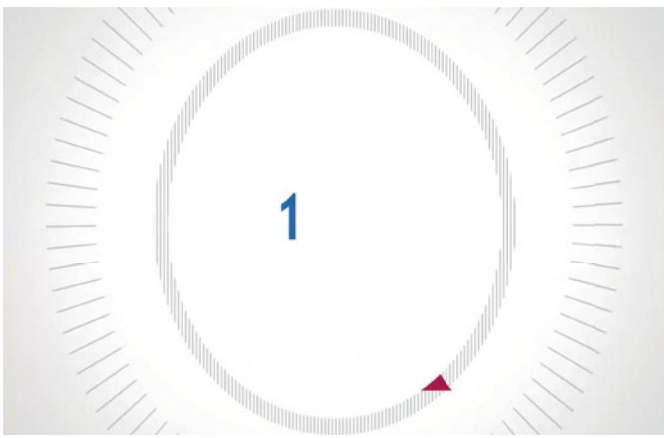
# Motion Graphic Research

## Mental Health Motion Graphic

The motion graphic starts off with text fading in using the opacity feature. This is an effect in after effects that our team will use to generate new information on screen seamlessly.

In this motion graphic the text has been used in transitions a lot. They animate certain words to scale up or down in size to create a new dynamic for the next info-graphic. Letters drop down and gives the illusion that the camera is following them when they are just falling off the screen. Yet again the use of colour is very minimal and red is used to show stand out information.





1990 BURDEN OF MENTAL & SUBSTANCE USE DISORDERS 2010

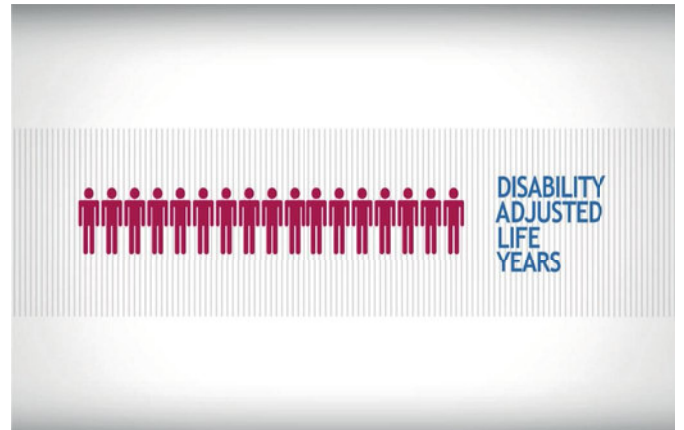
1990 SU 2010

2 MENTAL SUBSTANCE USE

DALYs

DALY

DISABILITY ADJUSTED LIFE YEAR



# Logo Research

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The current logo of #123GP campaign is based off the concept of a wheel of fortune. It plays off the idea that getting a GP is very hard and that you do not know when to expect getting one. The client did not want to change much from this logo but other options may be considered. They liked the idea of getting a GP appointment is like a gamble so I decided to research gambling logos for ideas. A high amount of logos were based off the slot machine design. This was because it enables companies to use the rollers on the machine whilst displaying their abbreviated name. I thought that this idea would be perfect as I could try incorporate the numbers 1,2 and 3 into it. The name in most of these logos sit centered and underneath the logo. I thought that the use of cards may also work as I could use the cards to display text. Coming across the poker chips really caught my eye as I thought that I could use a variety of colours whilst incorporating text in the logo.



## Logo Research

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After researching gambling logos I decided to research mental health logos to see if it could spark any ideas. The mental health charities mainly contain a brain as the logo. My first thoughts was designing a head or brain relating to #123GP campaign. This is how my idea behind the brain logo containing a slot machine came about. From all the logos I have researched most of them contain the name of the business below in the centre.





# Target Audience

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The target audience for this project was made very clear many times to the team. The target audience was to be the Health and Social Care Board. This was stressed heavily to the team during the first client meeting. The aim of the project was to raise awareness to the board and let them know that they are not stopping until they get more funding.

During the design process for the motion graphic, video and branding we were not to produce any content that would seem as an attack to the Health and Social Care Board. #123GP campaign did not want to come across in an angry and hateful manner as that is not how they operate. With our exact target audience in mind we had to make sure all facts and figures were not directed in a harmful way towards anyone such as the individual GP practices. We had an idea of showing each individual GP practice in Northern Ireland who claims funding and who doesn't, but this had to be forgotten about because of our target audience.

Another sub audience we had to target was the general public. This being anyone over the age of 18 that is impacted by mental illness in any way. These people are most likely to be directly impacted through friends or family and lack of funding into these GP's for mental health causes negative externalities to them. Making sure the motion graphic was clear and simple but managed to keep viewers engaged was key. We did not want to create a motion graphic that moved too quick or had too many things going on to keep track. This motion graphic was mainly for the board and keeping it simple to let the facts do the talking was essential.





**Design**



# Design

## Original Branding

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The current logo of #123GP campaign is based off the concept of a wheel of fortune. It plays off the idea that getting a GP is very hard and that you do not know when to expect getting one. On the next page there are several images referring it to the 'post code lottery'. This design is unique and has a nice concept to the logo relating well to the campaign. My first thought was that the logo would need changed immediately along with a completely different set of colours compared to what is currently being used on the logo.



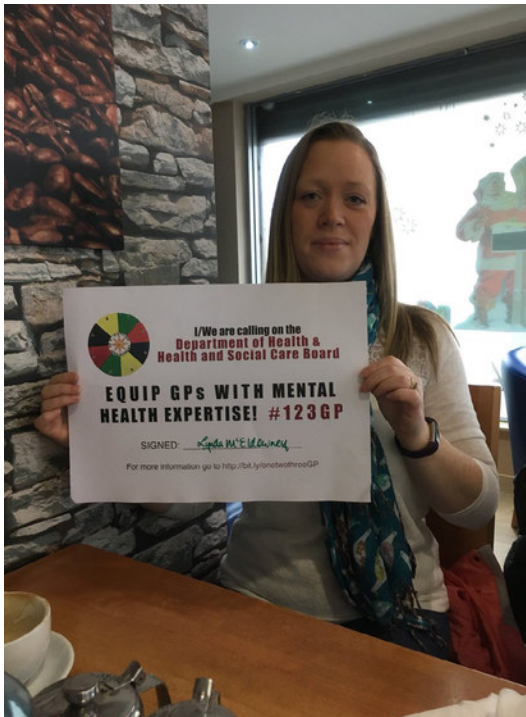
Even though our project was for the #123GP Campaign looking at some design work from PPR was key into helping us design the logo. Knowing what colours to use for the design process was difficult. This PPR logo had a range of colours that I used throughout my design process as I thought this would keep their identity strongly tied to PPR. Since they had 7 different colours in their logo that seemed to mix well together I used this as my project colour palet.



# Original Branding

These are images from #123GP Campaigners. Their logo features on many posters and booklets so making a logo that is effective on these posters is vitally important.

Many of campaigners wear specifically designed t-shirts but does not feature the logo of the campaign. Our new design would need to work on clothing too.

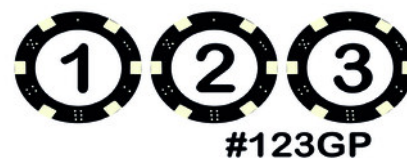


# Logo Design 1

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The logo above was my final submission to the client. I liked this one most as it carried the concept of getting a GP appointment is like the lottery. It also incorporated their name so from looking at the logo you are able to tell who it belongs to. The colours used stood out massively to me, they were all from the PPR and went very effectively together. The reason I used poker chips was for the concept of how it can be a gamble and because it also allowed me to insert text into each chip. I thought that these chips would work very well in the motion graphic as I was visualising them rotating and moving to create a nice opening sequence. I tried a few colour schemes with this logo design but this one stood out the most because of how well the colours complemented each other. From my research many logos had the name of the company centred below the logo. I tried this but it did not work, having it positioned to the right seemed more pleasing to the eye.

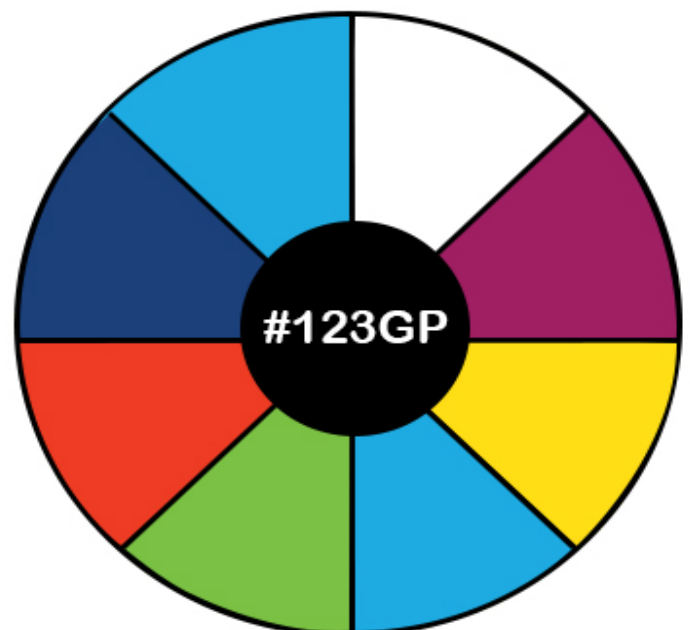




## Logo Designs 2

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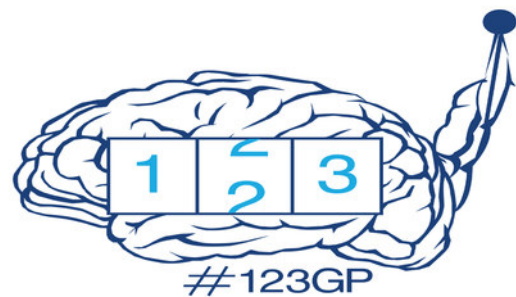
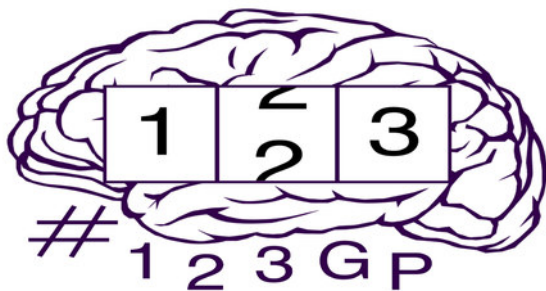
My next idea came from their pre-existing logo on the wheel of fortune. Since they seemed to want to keep their logo or at least the wheel I tried to re-design and modernise the logo. From our module of fundamentals of digital design I learnt that when designing using minimal colours was best. Typically limiting yourself to three colours helps you to really think about the design. We learnt that using black and white is the best as they contrast very well together and are very simple. Red would be used as the third colour as it's bold and contrasting. I then incorporated these three colours into the wheel to see what it looked like but was not pleased. I then tried removing the centre of their logo and replacing it with just text and realised it was a lot better. I changed the colours of the design and done this using the PPR colours and put a colour into each segment. This looked more eye catching than the previous one.



## Logo Designs 3

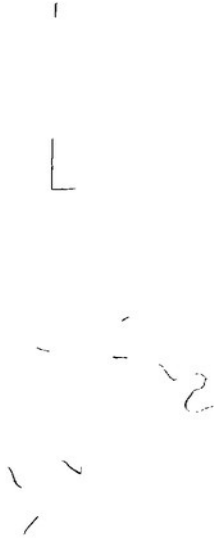
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This idea came from researching between a combination of mental health logos and gambling logos. Many mental health logos contain some use of either the brain or a head indicating exactly what the charity/ company are involved in. This concept of gambling and mental health was hard to mix. I firstly tried by making slot machine rollers inside of the brain along with trying what my research had suggested and putting the name just below in the centre but again this did not work for me. I thought that a few things were missing such as the machine handle as this is a main characteristic of the slot machine, this would make it more identifiable to someone who originally did not know what it was. I also changed the text by bringing it closer together and placing it just to the middle right. I tested how different colours would look on the design but still the logo did not stand out for me like I had hoped.



# Hand-Drawn Storyboards - Motion Graphic

I firstly tried making hand-drawn storyboards which did not look as effective as I would have liked. My drawing skills are not good but I wanted to draw a rough copy of my ideas to produce to the group.

	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	<p>after from behind the</p>	<p>instrumental sound clip fades in and out</p>
<p>EDIT/DURATION OF SHOT -</p>		<p>Narration and background music</p>
<p>EDIT/DURATION OF SHOT -</p> <p>A cost of per person</p>	<p>Ice cream falls</p>	<p>Narration and</p>
<p>EDIT/DURA OF SHOT -</p>		

SHOT TYPE & MOVEMENT

VISUAL & AUDIO

111  
11

What is  
re

Narration and  
mus

/ / //

Shot  
of pie chart  
animating

5 down:

E

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for a bp

ik  
s

Narration  
and  
background  
mus

~~1 2 3 4 5 6 7 8 9~~  
~~10 11 12 13 14 15 16 17~~

6 27 28 29 3

URATION

~~to the~~ to the right

mus

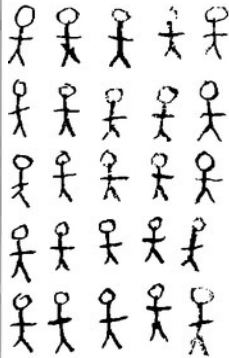
EDIT

SHOT -

SHOT NUMBERS - 9-12

SHOT TYPE & MOVEMENT

VISUAL & AUDIO



90%

with a mental health problem will get treated by their GP's

Static Shot

and

Narration and background music



are

Narration and background music

46%

of transsexuals have taken placement in a mental health setting

music

#1236P

Static Shot

Narration and background music

our petition vs on Twitter




EDIT/DURATION OF SHOT -



# Hand-Drawn Storyboards - Video

When I first drew these storyboards our group was meant to be filming at an event and capturing b-roll footage. This plan was later changed to only interviewing an organised set of people so this meant we had no opportunity to take any b-roll because there was no event. These storyboards show what I had envisioned the video to look like at first and I carried some of these ideas through to my later designs.

	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
#1236P		at
		background MWS.2
◦	medium shot of people having a conversation	MWSi
1 1 1 1		



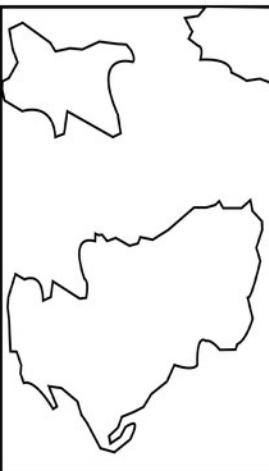


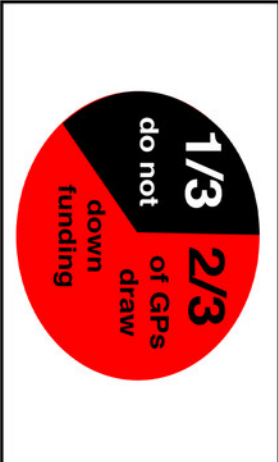
SHOT NUMBERS -	SHOT TYPE °	VISUAL &
5-8	camera	w by
	close up of their hand movement	wds th and
		w d ms.2
		wds th music
EDIT/DURATION OF SHOT -		

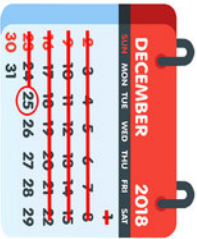
SHOT NUMBERS	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
9-12		
		el sky
E		and low MWS.2
E		and
E		and
S	text from behind	
Follow us on Twitter	n	

EDIT/DURATION OF SHOT -

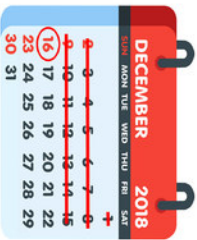
# Digital Storyboards - Motion Graphic

Since drawing my original storyboards as a group we realised it would look better if we all created a digital version of the storyboards. These I were a lot happier with. Since they were digital we were able to copy and paste our logos in and make the storyboards look like an end product to give the client an idea to what we were envisioning for the motion graphic.

<p>Static shot - Chips spin and text fades in after transitioning from out of shot.</p> <p><b>Equip GPs with mental health expertise</b></p> 	<p>Static shot - The ice cream falls and splats on the ground then text animates beside it.</p>  <p><b>A cost of</b> <b>£2.29</b> <b>per person</b></p>
<p>Static shot - Counties of Northern Ireland come together to form the country</p> 	<p>Panning right - Man stands at the bus stop with mental health poster while bus drives past with statistics outside of it</p> 
<p>Static shot - Counties fill up of red for the percentage of GPs who draw down funding</p> 	<p>A circular animation that turns into a pie chart displaying statistics. The percentages will animate popping up large.</p> 

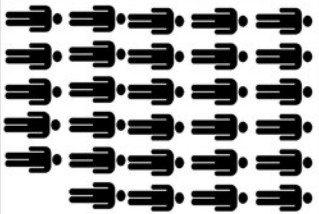


Current waiting times for a GP appointment



Waiting times if ALL funding is drawn down

Static shot - of calendars being crossed out at the same speed



**1/3**  
of GP appointments are for mental health

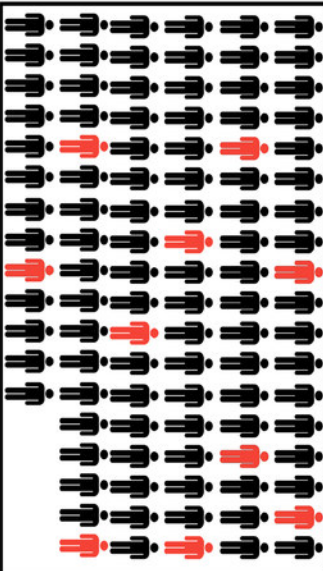
Static shot - Figures move to the left corner and only 1/3 of them appear on screen to match the new statistic



Panning to the right - showing people with mental health problems with animation of text afterwards of the percentage

**46%**  
of trainees have taken placement in a mental health setting

Static shot - Text animates to show statistic



Static shot - animating figures turning red and the figure appears after showing 90% of people with a mental health problem will get treated by their GP



Sign our petition at [change.org](http://change.org)  
Follow us on Twitter @123GPCampaign

Static shot - Spinning chips animation and call to action text animates from the left

# Digital Storyboards - Video

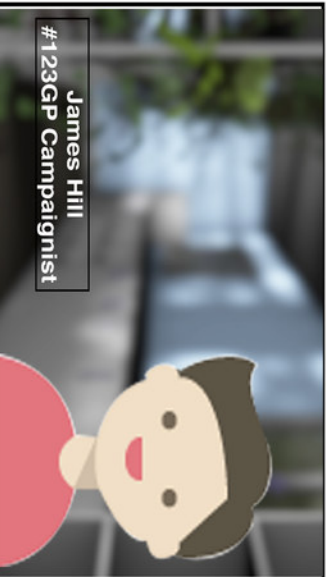
Since last drawing the video storyboards our shot locations changed so we came up with the idea of filming landmarks/ important places around Northern Ireland.







Establishing shot of Queens University with overlapping audio of interview

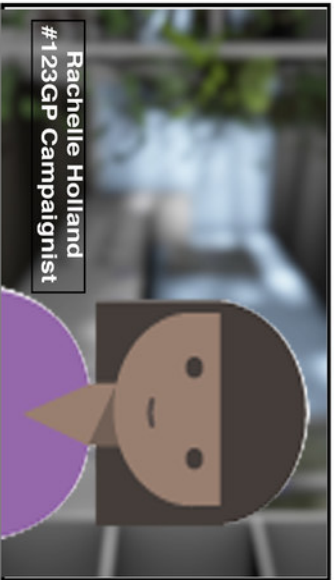


James Hill  
#123GP Campaignist

Medium shot using rule of thirds of GP getting interviewed



Establishing shot of Botanic Gardens with overlapping audio of interview



Rachelle Holland  
#123GP Campaignist

Medium shot using rule of thirds of GP getting interviewed



Establishing shot of City Hall with overlapping audio of interview

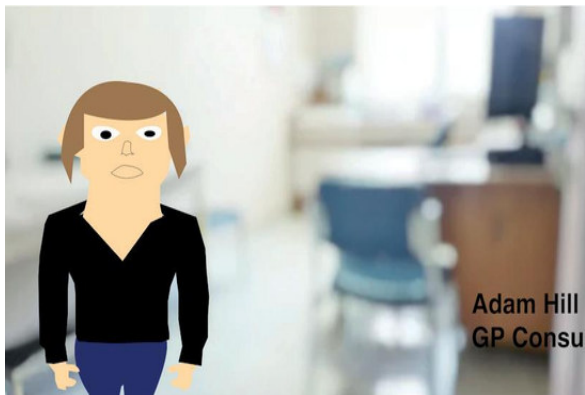
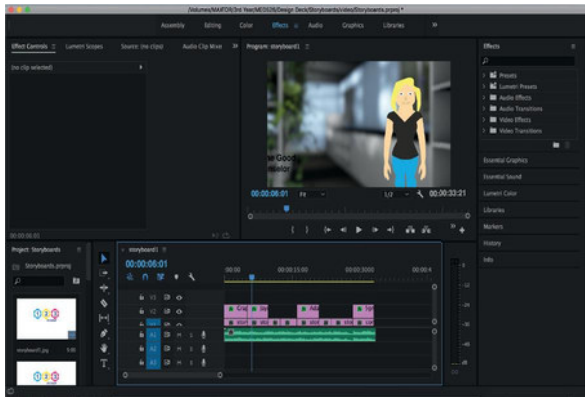
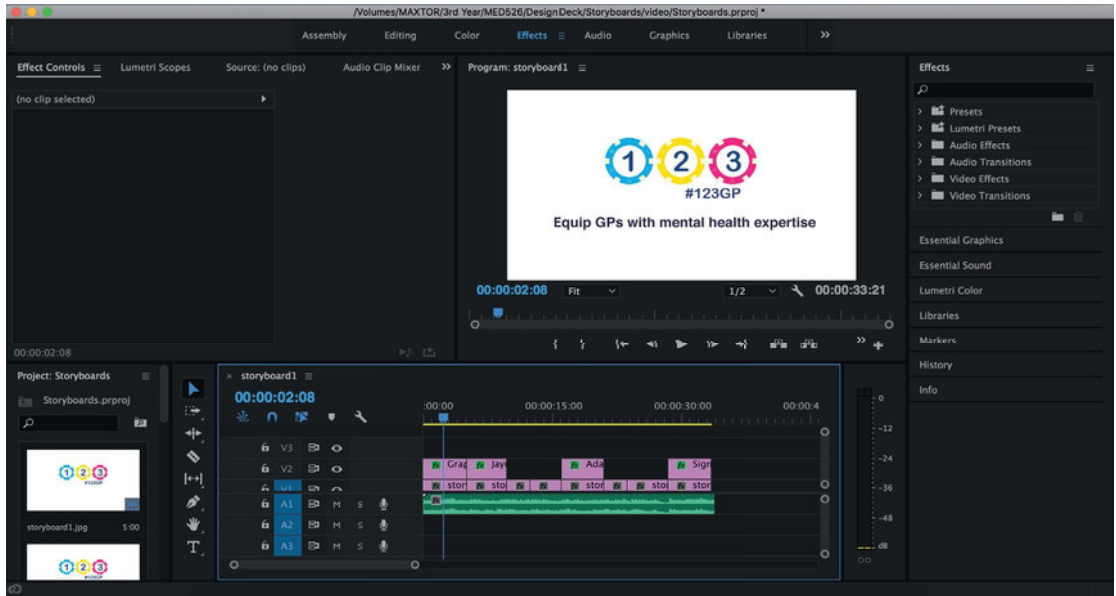


Sign our petition at [change.org](http://change.org)  
Follow us on Twitter @123GPCampaign

Static shot - Spinning chips animation and call to action text animates from the left

# Animated Storyboards - Video

I tried animating the storyboards so if successful I could show the client a rough version of what their video may look like. A video with inter-cutting storyboard designs and sound in the background would give the client a better insight to the feel of the video rather than still pictures. I animated text into the video and a background track suitable for the project. After getting feedback I realised that keeping to digital storyboards was the correct thing to do as this did not look as professional as I had hoped.



# Clothing - Hats

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# Clothing - T - Shirts

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# Clothing - Pins

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# Bus Shelter





# Bus/ Banner Design

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# Final Design

## Combining Ideas

The final design of the #123GP logo is inserted on the page opposite. We got to this end product through our client picking aspects of each group members logo. The client preferred my logo but said it might link too much to gambling and the concept was made clear but not subtle enough. She thought by incorporating the coloured circles into my design and overlapping them would suit well along with the style and font of the lightbulb logo title. The colours were to be kept the same as my logo but instead since the client thought the pink stood out we were to use that as the font colour. They also wanted their tag-line attached to the bottom centre of the logo.



**Equip GPs with  
Mental Health  
Expertise**



**#123GP**  
'Equip GPs with mental health expertise'



**#123GP**



**#123GP**

**Equip GPs with Mental Health Expertise**

# Final Hat Design

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# Final T- Shirt/ Pin Design





# Final Bus Shelter Design

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# Final Banner Design



# Final High Visibility Jacket Design





# Final High Visibility Jacket Design



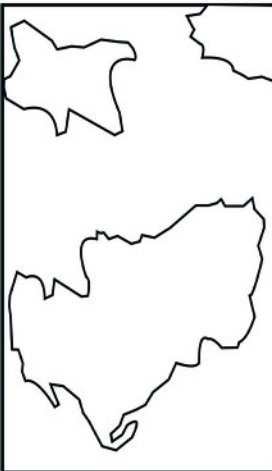
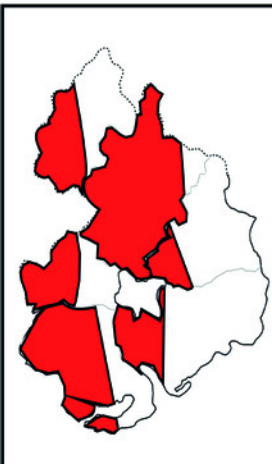
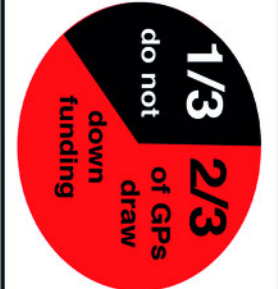


# Final Pop-Up Banner Design

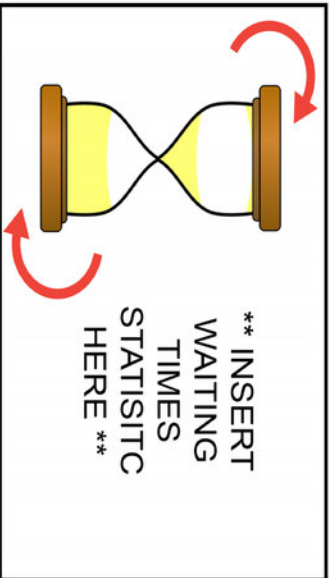


# Final Storyboard Design - Motion Graphic

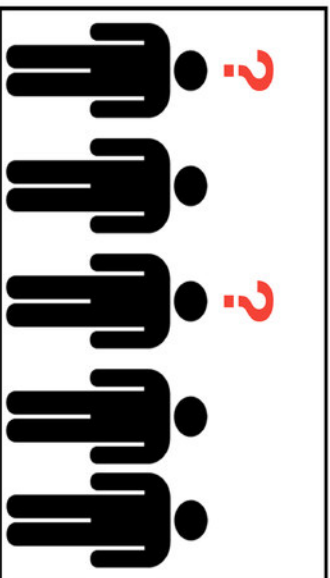
The client decided to go with my storyboards and change a few elements on them. The only thing the client wanted changed here was the glider bus. They did not want to have the glider bus in the animation as it may have caused some sort of conflict.

<p>Static shot - Chips spin and text fades in after transitioning from out of shot.</p> 	<p>Static shot - Chips spin and text fades in after transitioning from out of shot.</p>
<p>A cost of <b>£2.29</b> per person</p> 	<p>Static shot - The ice cream falls and splats on the ground then text animates beside it.</p>
	<p>Static shot - Counties of Northern Ireland come together to form the country</p>
<p><b>4.1m</b> on glider bus marketing <b>1.5m</b> on counselling</p>	<p>Panning right - Man stands at the buss stop with mental health poster while bus drives past with statistics outside of it</p>
	<p>Static shot - Counties fill up of red for the percentage of GPs who draw down funding</p>
	<p>A circular animation that turns into a pie chart displaying statistics. The percentages will animate popping up large.</p>

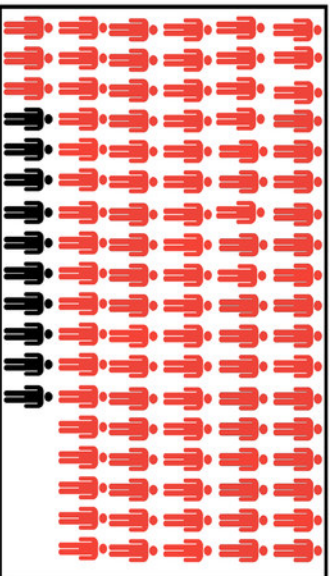




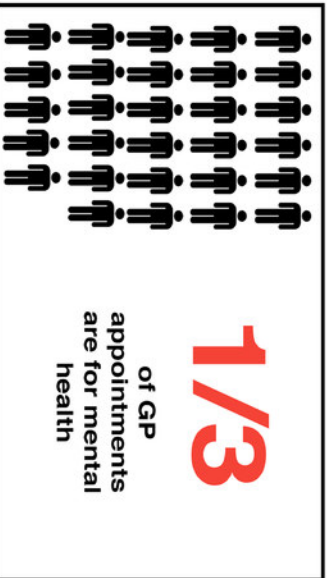
Static shot - of calendars being crossed out at the same speed



Panning to the right - showing people with mental health problems with animation of text afterwards of the percentage



Static shot - animating figures turning red and the figure appears after showing 90% of people with a mental health problem will get treated by their GP



Static shot - Figures move to the left corner and only 1/3 of them appear on screen to match the new statistic



Static shot - Text animates to show statistic



Static shot - Spinning chips animation and call to action text animates from the left

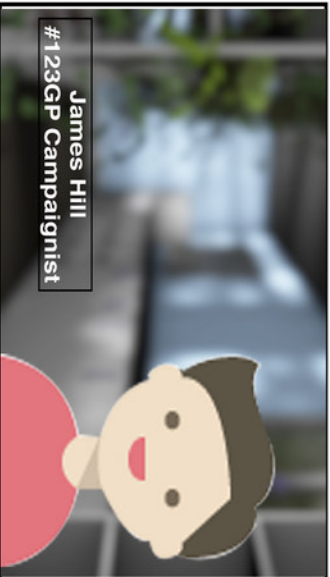
# Final Storyboard Design -Video

The client also picked my storyboards for the video but this time nothing needed changing. After this client meeting we received an email saying that we could not include stormont as it also may cause some sort of conflict.





Establishing shot of Queens University  
with overlapping audio of interview

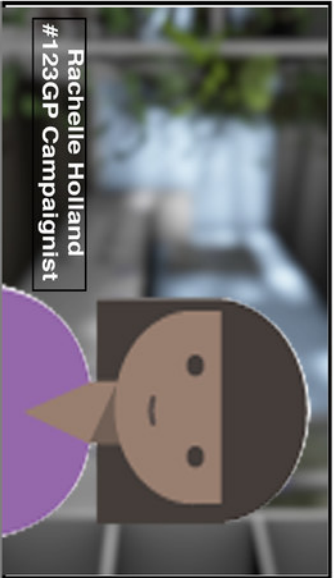


James Hill  
#123GP Campaignist

Medium shot using rule of thirds of GP  
getting interviewed



Establishing shot of Botanic Gardens  
with overlapping audio of interview



Rachelle Holland  
#123GP Campaignist

Medium shot using rule of thirds of GP  
getting interviewed



Establishing shot of City Hall with  
overlapping audio of interview

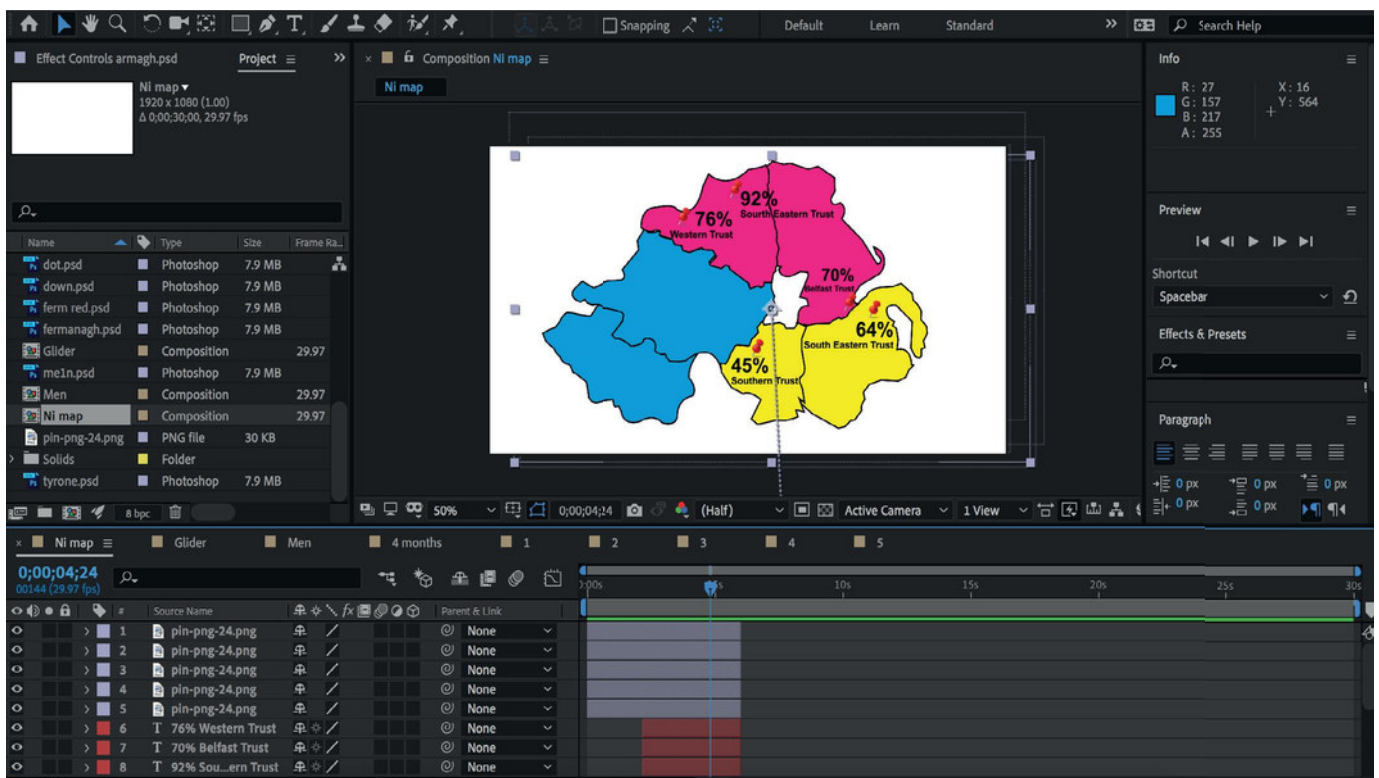
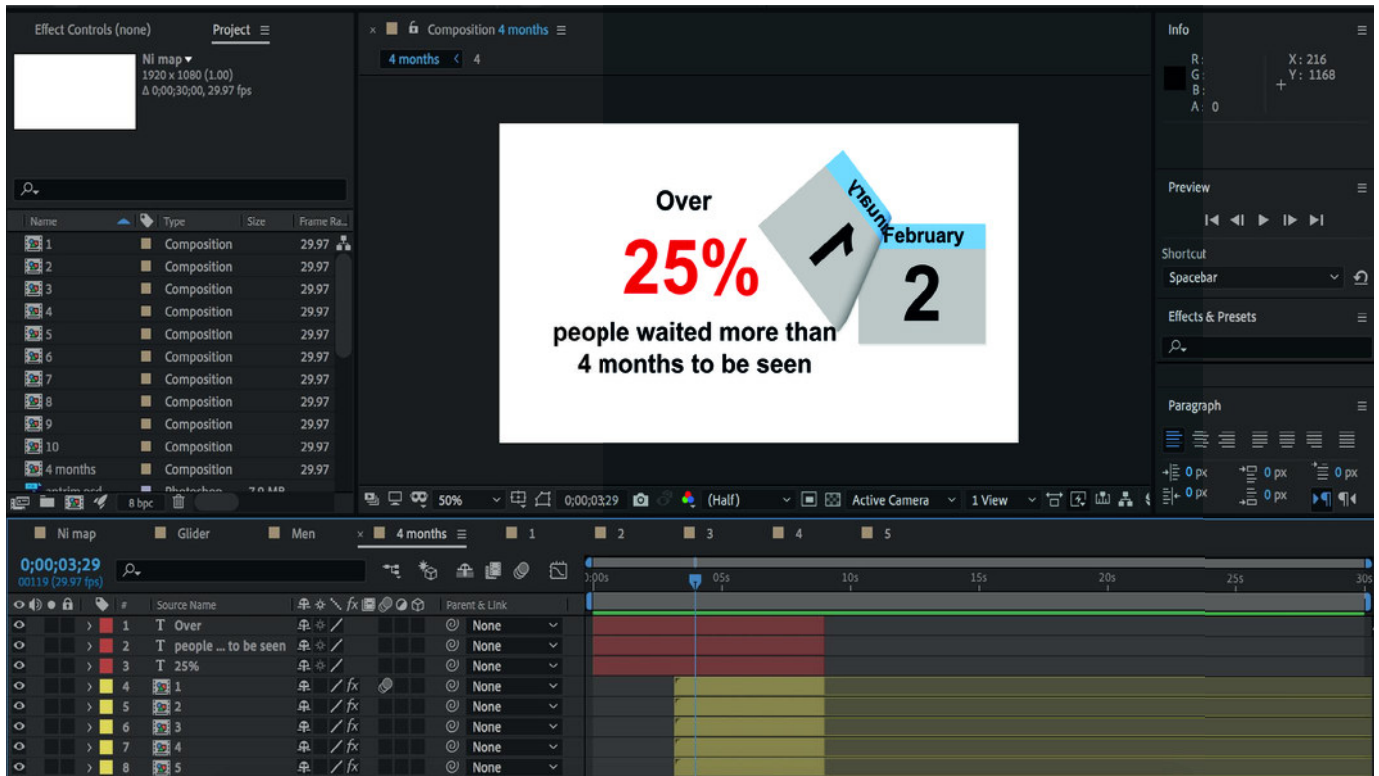


Static shot - Spinning chips animation  
and call to action text animates from the  
left



# Final Motion Graphic

Within our team one person was allocated to edit the interviews and me and another group member were to edit the motion graphic. We decided the best way to do this was animate six parts each as the client wanted twelve facts in the motion graphic. Below are a few examples of the work I produced.





For this animation I made it look like a ball was dropping and bounces back up to show a pie chart that animates.

The screenshot displays the Adobe After Effects interface for a composition named "Glider". The central preview window shows a pie chart with a red section labeled "1/3 of do not" and a black section labeled "2/3 of GP'S draw down funding". A tooltip "Time Ruler (Click to set thumb)" is visible over the chart. The interface includes a Project panel on the left with a list of assets, an Info panel on the right showing coordinates (X: 740, Y: 850), and a timeline at the bottom with a layer list and a time ruler.

Name	Type	Size	Frame Ra...
dot.psd	Photoshop	7.9 MB	
down.psd	Photoshop	7.9 MB	
ferm red.psd	Photoshop	7.9 MB	
fermanagh.psd	Photoshop	7.9 MB	
Glider	Composition		29.97
me1n.psd	Photoshop	7.9 MB	
Men	Composition		29.97
Ni map	Composition		29.97
pin-png-24.png	PNG file	30 KB	
Solids	Folder		
tyrone.psd	Photoshop	7.9 MB	

#	Source Name	Parent & Link
1	T 1/3 of do not	None
2	★ Shape Layer 1	None
3	T draw down funding	None
4	T 2/3 of GP'S	None
5	★ Shape Layer 2	None
6	★ Shape Layer 3	None

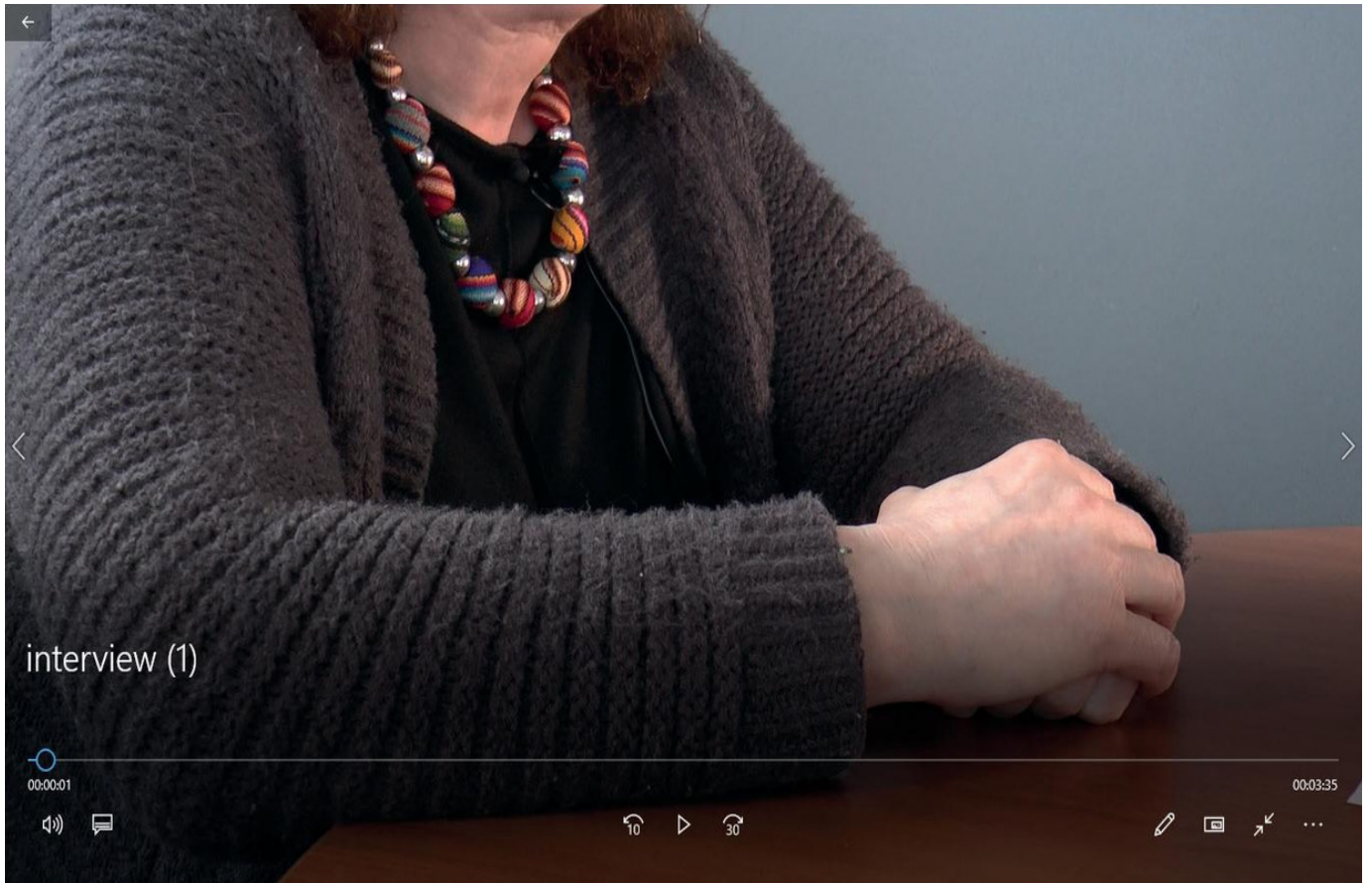
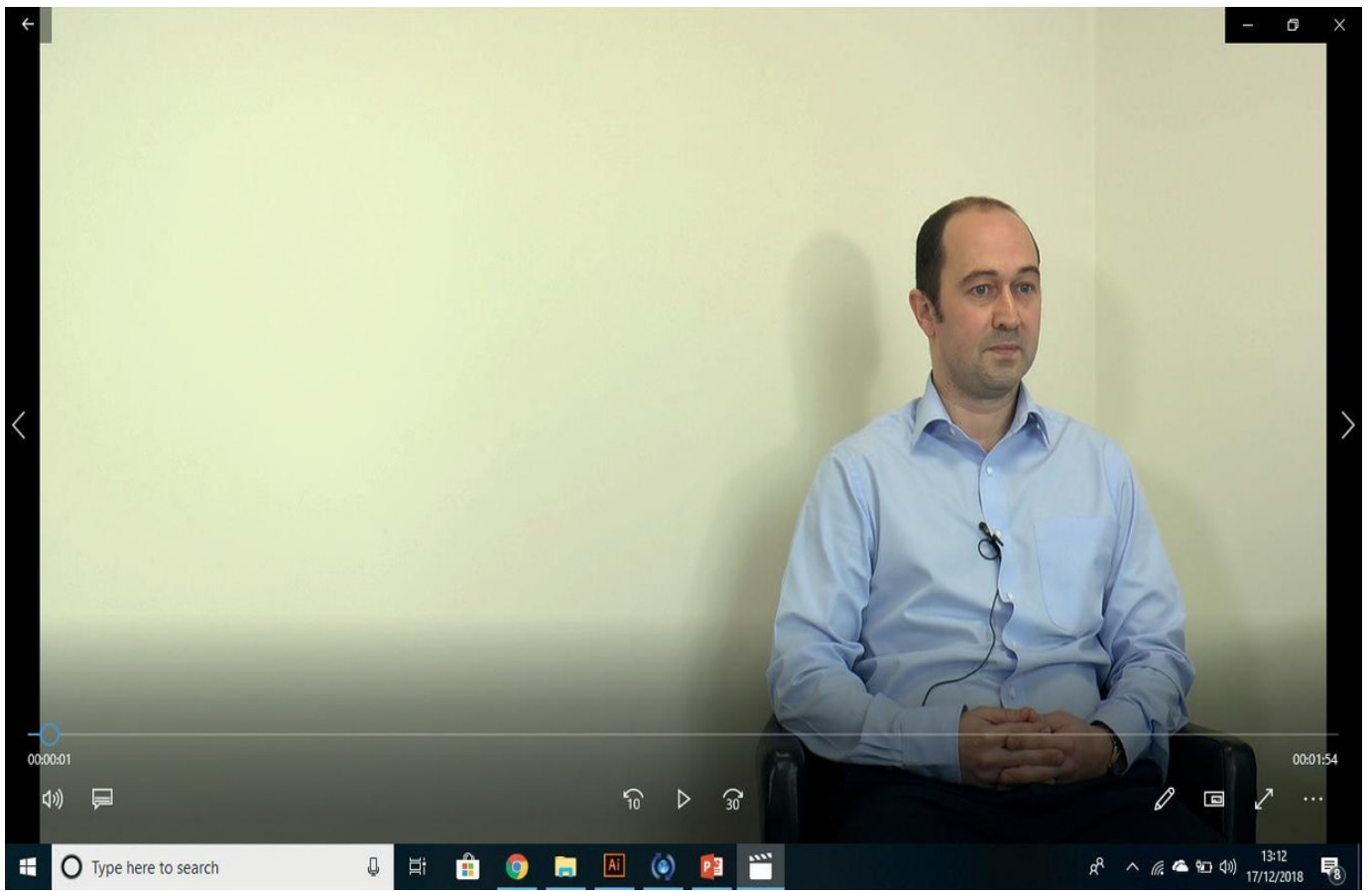
## Final Video

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Below are two photos of the scenes our team recorded the footage in. I was in charge of the lighting within the project and helped with camera framing. The lighting in the project was a limitation as the windows in the rooms we were given had no blinds and the rooms were too small to create effective lighting. I was responsible for capturing cutaway footage around Belfast particularly in Botanic Gardens.









**Evaluation**



# Evaluation

## Evaluation

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Working with the #123GP campaign was very rewarding as all work that we have done will have a direct impact. Overall I am pleased with the work our team has produced but there were certain limitations throughout the project that held us back. The first one being the communication between us and the client. Unfortunately our clients emails were not working for the first few weeks of the project so feedback for the team was delayed.

A second limitation was the footage that we were allowed to capture. The settings for both interviews were very small and meant we could not fully exploit lighting techniques and have a full range of camera angles. Another part of this limitation is that the people telling their stories did not want to show their face so this constrained us to using one camera shot of just their hands. To make up for this we tried getting extra cutaway footage to use during our edit of the video. We wanted to use landmarks such as the Musadem Temple and Stormont but these were locations the client did not want featured in the video.

As a project I feel my team produced exactly what the client was looking for but with less limitations I feel we could've produced slightly higher quality artefacts.

# Timesheet

## TIMESHEET

**University of Ulster**

**Name Group**

**Member:**

Matthew

Eccles

**Month/Year:**

Oct/ Nov/ Dec 2018

**Project Title:**

#123GP

Day	Date	Project (Research and Scoping)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Week 2						
Monday						
Tuesday						
Wednesday	03/10/18			Meeting with Sara from #123GP	1	1
Thursday	04/10/18	Class time Gather research from client and Content analyse Partner analyse Technical analyse	4			4
Friday						
Week 3						
Monday						5
Tuesday	09/10/18	Benchmark against competitors	1			1
Wednesday	10/10/18	Conduct audience research Help with the brief	2			2
Thursday	11/10/18	Class Time		Edit production schedule and project brief		4
Friday						
Week 4						
Monday						
Tuesday	16/10/18	Research 3 video and cinematography projects	1			1
Wednesday	17/10/18	Research 3 mental health infographics in depth and 3 similar logos	1.5			1.5
Thursday	18/10/18	Class Time	4			4
Friday						
Week 5						
Monday						6.5
Tuesday	23/10/18	Design storyboards for the infographic	2	Research competitors	2	4
Wednesday	24/10/18	Design storyboards for cinematography/ Three different designs for new logos for each team member	5			5
Thursday	25/10/18	Class Time	4			4
Friday						
Week 6						
Monday						
Tuesday	30/10/18	Design new set of storyboards for the infographic	2	Research different kind of story boards	1	3
Wednesday	31/10/18	Design new set of storyboards for cinematography	1			1
Thursday						



Friday						
Week 7						4
Monday						
Tuesday	06/11/18	Design merchandise and banners with our logos	2			2
Wednesday	07/11/18	Design merchandise and banners with our logos	2			2
Thursday	08/11/18	Class Time	4			4
Friday						
Week 8						8
Monday						
Tuesday	13/11/18	Finishing touches to design deck	2			2
Wednesday						
Thursday	15/11/18			Present design to client	2	2
Friday						
Week 9						4
Monday						
Tuesday	20/11/18	Re-designing of the new logo. Fix pitch deck and send client all changes.	3			3
Wednesday						
Thursday	22/11/18	Class Time	4			4
Friday						
Week 10						7
Monday						
Tuesday						
Wednesday	28/11/18	Start Motion Graphic	2	Research motion graphics	1	3
Thursday	29/11/18					
Friday						
Week 11						3
Monday	03/12/18			Research on interviews	1	1
Tuesday	04/12/18			Film two interviews	2	2
Wednesday	05/12/18	Work on Motion Graphic	3	Research on how to film anonymous interviews	1	4
Thursday	06/12/18			Film two script recordings and capture footage for b-roll	3	3
Friday						
Week 12						10
Monday						
Tuesday	11/12/18	Work on Motion Graphic	3			3
Wednesday	12/12/18	Work on Motion Graphic	1			1
Thursday	13/12/18	Finish Motion Graphic	4			4
Friday						
Week 13						8
Monday						
Tuesday						
Wednesday						
Thursday						
Friday	21/12/18	Present Final Work to client	1			1

**Total Hours Design & Build**

**58.5**

**Total Meetings & Research**

**18**

Signature Group Member: Matthew Eccles







