



Production Log
MED526: Interactivity for Social Enterprise
B00704425: Sorcha McVeigh



1 2 3 GP

Equip GPs with Mental Health Expertise

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About Our Client

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.

“It’s the way human rights work should be, but isn’t, done” - Mary Robinson Inez McCormick was a Northern Irish trade union leader and human rights activist, 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 activist group within PPR. Their overall goal is to help equip GP’s

with mental health expertise to support the ever increasing need in the community.

The campaign calls on The Health And Social Care Board within Northern Ireland to encourage GP’s to access the funds for mental health counselling.

PPR are very passionate about providing people with a voice who are directly affected. 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.



Project Brief

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

Project Brief

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.

Invitation

Our client has also asked us to make a invitation for a event that is taking place in Stormont. We will create a invitation stating the MLA's name, a space for the name of the person that they are looking to invite, the location of the event, the name of the organisation and also the date of the event.

Another thing that we will be creating for #123GP is a reply slip for the event including the a yes and no section with their name and address of the guest.

Timescale

Design deck pitched in week 6 (1/11/18)
Filming in November
Final Deadline
11/01/19

Deliverables

New Visual Identity.
Mental Health Motion Graphic.
Promotional Campaign Video.
Invitation.

Our Team

Our team was supervised by the module co-ordinator Adrian Hickey and the community engagement manger Claire Mulrone. The group consists of three final year Interactive Media students including myself, Sorcha McVeigh, Jamie Dorman and Matthew Eccles.

Production Schedule

<u>Task</u>	<u>Week</u>	<u>Aim</u>	<u>Action</u>	<u>Completion</u>
<u>Scoping the Project</u>	Week 2 4/10/18	Developing the brief from initial consultation with client. Implementing analysis through scoping form.	Partner analysis. Jamie Content analysis. Sorcha Technical analysis. Matthew Analyse similar project. Jamie, Matthew & Sorcha Collect resources from client. Sorcha	11/10/18
<u>Project Proposal</u>	Week 3 11/10/18	Analysis of clients' needs	Benchmark against competitor. Matthew, Sorcha & Jamie Write the brief. Jamie, Sorcha & Matthew Conduct audience research. Sorcha, Jamie & Matthew	18/10/18
<u>Project Research</u>	Week 4 18/10/18	Build a good knowledge of similar projects already out there.	Research 3 mental health infographics each team member. Matthew, Jamie & Sorcha Research 3 videos and cinematography of similar projects each team member. Matthew, Jamie & Sorcha Research 3 logo design in health organisations each team member. Sorcha, Jamie & Matthew	25/10/18
<u>Design Deck</u>	Week 5 25/10/18	Develop the design deck to present to our client.	Design storyboards for the infographic. Matthew, Sorcha & Jamie Design storyboards for cinematography. Jamie, Sorcha & Matthew Three different designs for new logos for each team member. Sorcha, Matthew & Jamie	1/11/18
<u>Presentation</u>	Week 6 1/11/18	Present design to client.	Have a professional design deck to present to the client. One design for each piece per person. Sorcha, Matthew & Jamie	8/11/18
<u>Development stage- Motion Graphics</u>	Week 7 8/11/18	Logo design. Start Motion graphics	Ensure the logo is how the client wants it. Bring all the information that we have found together to begin creating our motion graphic from basecamp. Sorcha, Matthew & Jamie	15/11/18
<u>Development stage- Filming and Design Adjustments</u>	Week 8 15/11/18	Began filming. Continue with motion graphics.	Go to our client's event and set up our equipment for interviewing people attending. Sorcha, Matthew & Jamie Sort through the footage and see which shots we will use for the video. Sorcha The group will be continuing on with their own part of the motion graphic. Matthew & Jamie	22/11/18
<u>Development stage- Editing Film and Design Adjustments</u>	Week 9 22/11/18	Begin to editing for the video. Continue with the motion graphic.	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. Sorcha All members will continue with their work from the previous week. Matthew & Jamie	29/11/18
<u>Development stage-</u>	Week 10 29/11/18	Continue on with the motion graphic and editing the video.	Each member will continue on with their assigned work until they have everything that is needed completed. Sorcha, Matthew & Jamie	6/11/18
<u>Development Stage- Finish editing and motion graphic.</u>	Week 11 6/12/18	To finish up all pieces of work for the client.	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. Sorcha, Matthew & Jamie	13/12/18
<u>Final Presentation</u>	Week 12 13/12/18	Present final work to the client	We are aiming to present all of our work that the client has asked for during this week. Sorcha, Matthew & Jamie	13/12/18

Logo Research

To start creating a new visual identity I went and looked at health organisation logos that are already out there to give me inspiration in what I should look about creating for our client. I have included a few of the logos that came to my attention when doing my research. By doing this give me a brief idea what other mental health companies and other services that are all ready out there use.

<http://louiebowers.com/healthcare.html>



<https://www.carealliance.ie/membership>



<https://www.hensleypartners.com/clients/>



**NEW
MEDICINE
PARTNERS**

<https://www.graduatesintohealth.co.uk/careers/>



<https://www.iaymh.org/>
**INTERNATIONAL ASSOCIATION FOR
YOUTH
MENTAL HEALTH**

<https://www.artsincriminaljustice.org.uk/new-national-alliance-for-culture-health-and-wellbeing-launches-today/>



<http://teenmentalhealth.org/>



<https://www.hullccg.nhs.uk/2016/06/29/join-the-debate-question-local-health-leaders/>

Benchmarking

Benchmarking Competitors

As part of our research we went and looked at different promotional videos that are similar to what we are going to create to get a better insight in what we wish to make. Here I have included a range of screen-shots of different videos that I looked at to give me a idea of what I would include in the promotional campaign video. I have also included a brief summary of what is included in the videos.

Stoke Association- Lost For Words Video

Mixture between animated text and video.

Not much use of motion graphics

Simple and effective

A call to action at the end of the video



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

Find out how you can help:

stroke.org.uk/lostforwords

Together we can conquer stroke

Stroke
association

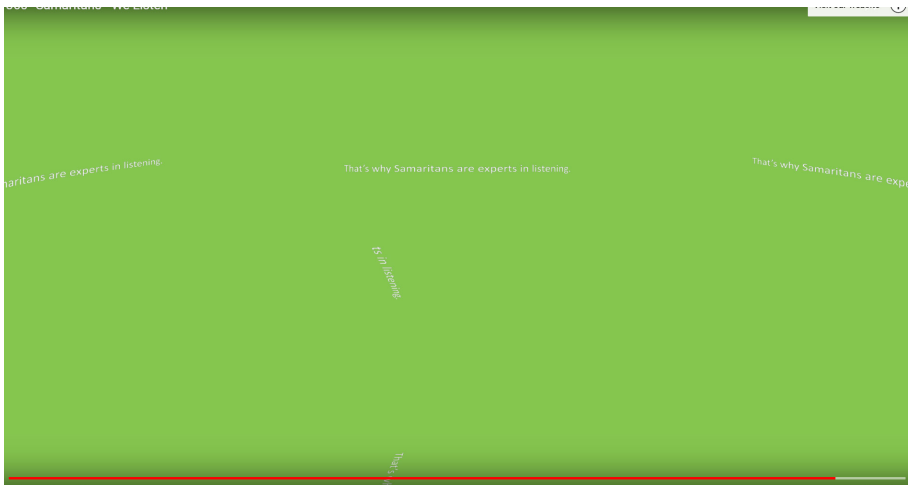
<https://www.youtube.com/watch?v=oeZE4SSbK1g>

Benchmarking

Samaritans- 360° We Listen Video



VR/ 360 video
Very interactive
– asks the user a question at the start
No call to action at the end but shows a hashtag
Very immersive – put the user in a real situation



https://www.youtube.com/watch?v=_55QiweV02U



Oxfam GB- It All Starts With You Video

<https://www.youtube.com/watch?v=X-yyNCKsMSc4>

Narrating over footage
Has a short but powerful narrative
Text over footage
Call to action



Storyboards

Each member of the group had to do storyboards for the motion graphic and also for the promotional campaign video. All members did this to give out client different ideas of what each different piece would look like, and if she wanted to take some ideas from each of them and bring them together as one. To begin with I did hand drawn copies of the storyboard and then went onto do online copies of the storyboards so I could show them to our client.

SHOT NUMBERS - 1-4	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
<p>Equip GP's with Mental Health Expertise</p> <p>#123GP</p>	123 GP logo fades on screen with Equip GP's with mental health expertise appearing along side.	Voice Over Begins discuss 123 GP
<p>4.1m on</p>	Bus representing glider bus appears on screen with 4.1m which they spent.	Voice Over Continued
<p>Getting an appointment</p>	moving timer going slow to represent the waiting time, will speed up when voice over say that the waiting time will decrease	Voice Over Continued
<p>2.29pp =</p>	Ice lolly representing how much funding would be if spent equally to everyone in NE.	Voice Over Continued

SHOT NUMBERS - 5-8	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
<p>4/10 of people who go to GP's is for mental health</p>	Figures displaying that 4/10 of people who go to GP's is for mental health	Voice Over Continued throughout
<p>90% of people with mental health</p>	Figures slowly appear on screen highlighting that 90% of people with mental health got treated.	Voice Over Continued throughout.
	Interactive bar chart appears with the figure from the amount of GP's have access to mental health.	Voice Over Continued throughout
<p>#123GP</p> <p>Help us equip all GP's with mental health expertise by signing our petition @ change.org</p> <p>Follow us on Twitter for all updates</p>	Call to action to get viewers to follow us on Twitter and sign our petition.	Voice Over Saying what's show on screen


Promotional Campaign Video.

SHOT NUMBERS - 1-4	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
<p>#123GP</p>	Fade in logo and #123GP with white background	Background music
	Small shot of people waiting to the event. Teaching shot.	Music continues
<p>Name & occupation shows up on opposite side of the guest.</p>	Mid shot with person being interviewed	Music continues audio from interview
	B-roll of guest chatting among themselves.	Music continues audio from interview continues.

SHOT NUMBERS - 5-8	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	D-roll of speech that's taken place	Visual & audio from audio from 1st interview continues music continued throughout.
<p>Name & occupation shows up at opposite side of guest.</p>	Mid shot of interview with the person at the side	Music continues audio from interview
	B-roll of the guest chatting among themselves	Music continues audio from interview continues.
<p>Name & occupation at opposite side of guest being interviewed.</p>	Mid shot of interview with person at the side	Music continues audio from interview

SHOT NUMBERS - 9-12	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	Side view of audience viewing the speaker = B-roll	Audio from interview music continued
	Mid shot of speaker. low angle shot.	Audio from interview continues.
<p>Name & occupation shown at the side of the screen.</p>	Mid shot of person being interviewed at the side	Music continues audio continues.
	Over the shoulder shot of guest talking	Music continues audio from interview continues.

Motion Graphic Storyboard 1

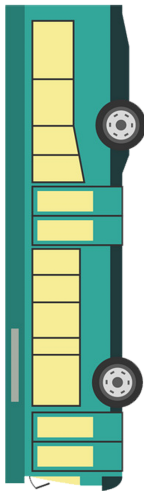


#123GP

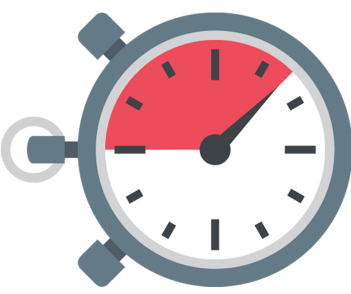
Equip GPs with Mental Health Expertise

The new 123GP logo fades on screen with equip Gp's with mental health expertise. Shot to last 5 seconds. Voice over begins discussing 123GP.

4.1m On GLIDER



The next shot a bus representing the Glider bus appears on screen with 4.1m which represents the money spent on it. 5 seconds shot. Voiceover continued.



Getting an appointment...

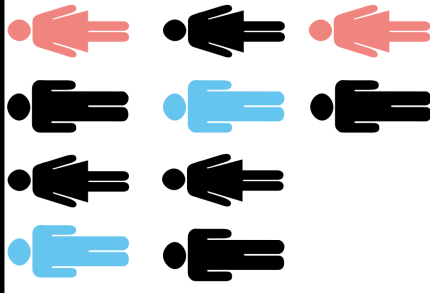
Voiceover continued. Moving timer going slow to represent the waiting time for an appointment, then will speed up when voice over say that waiting time will decrease. 10 second shot



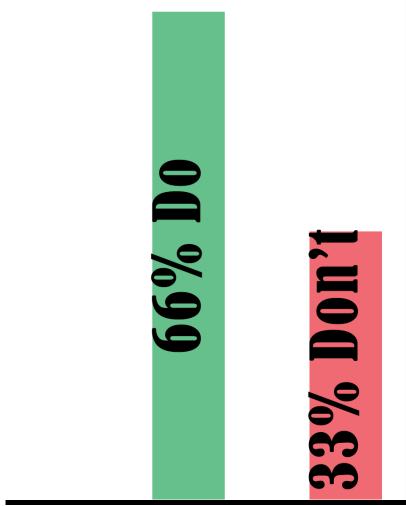
1 icecream equivalent to £2.29pp

Ice cream representing how much money would be spent if the funding was spread equally to everyone over the age of 18 in NI. 5 Second clip. Voiceover continued.

4/10 people who go to GP's is for a mental health issue



Figures displaying that 4/10 of people who go to the GP are for mental health issue. Voiceover continued. 5 second clip.

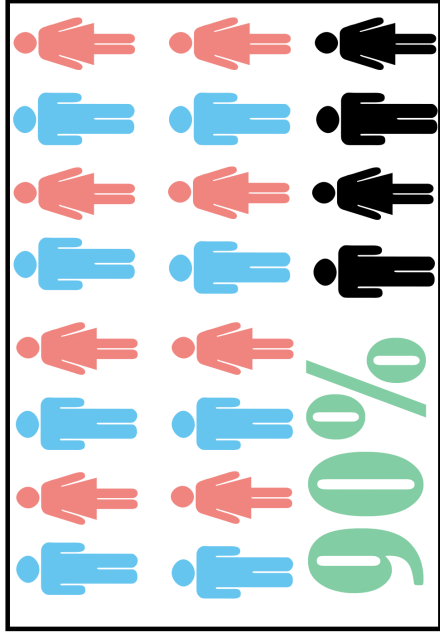


66% DO

33% DON'T

interactive bar chart appears with the figures from the amount of GP's have access to mental health. 10 second clip. Voiceover continued.

Motion Graphic Storyboard 2



Figures slowly appear on screen highlighting that 90% of people with mental health issues get treated. 10 second Shot. Voiceover continued throughout.

1/3

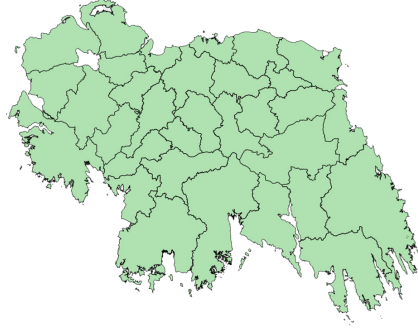
Of GP appointments are for mental health

Text bounces on screen showing both figure and fact about GP appointments. 5 seconds shot. Voiceover continued

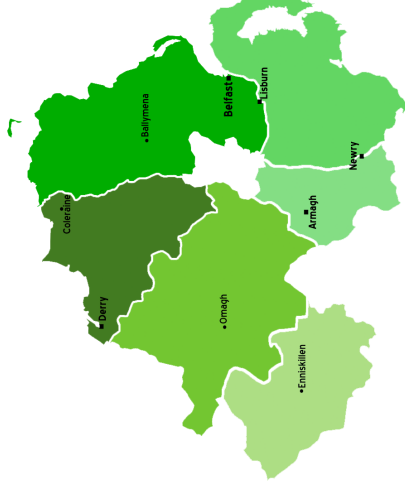
46%

Of GP's have undertaken training placement in a mental health setting

Figure will slide on screen from the side showing the percentage of GP's who have undertaken training placement in a mental health setting. 5 second shot. Voiceover continued.



Map of Ireland, 5 second clip going on to zoom into Northern Ireland. Voiceover continued



Map of NI Showing the statistics of GP's that there are. 10 second clip. Voiceover continued



FOLLOW US ON



Sign our petition @ [Change.org](https://www.change.org)
Equip GPs with Mental Health Expertise

Call to action to get viewers to follow us on Twitter and sign our petition. 10 second clip. Voiceover continued and fade out when clip ends.

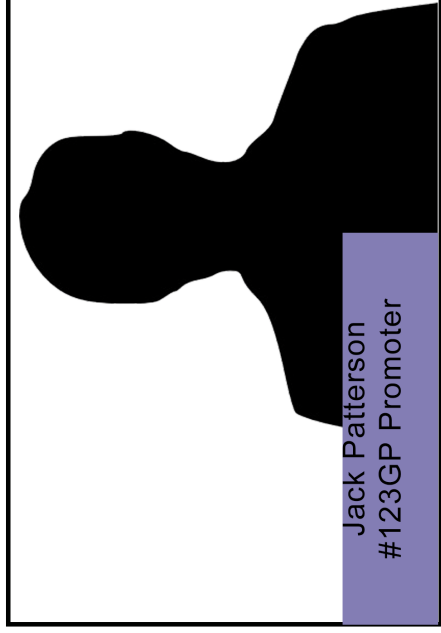
Video Interview Storyboard 1



Opens with new #123GP logo slowly appearing on screen. 5 second clip. Background music begins at end of the clip



5 second broll clip of well known places across Belfast. Background music continues, voice of person being interviewed begins.



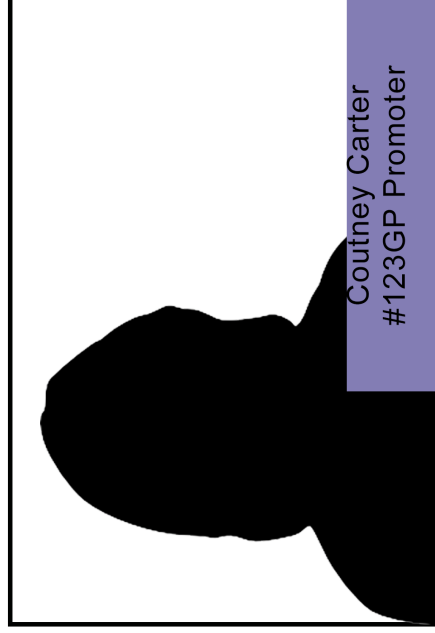
Mid shot of person being interviewed, person will be at side of the screen. Name and job at the other side. 10 second clip.



5 second broll clip of well known places across Belfast. Background music continues, voice of person being interviewed begins.



5 second clip of campaigners of #123GP. Background music continues, voice of person being interviewed begins.

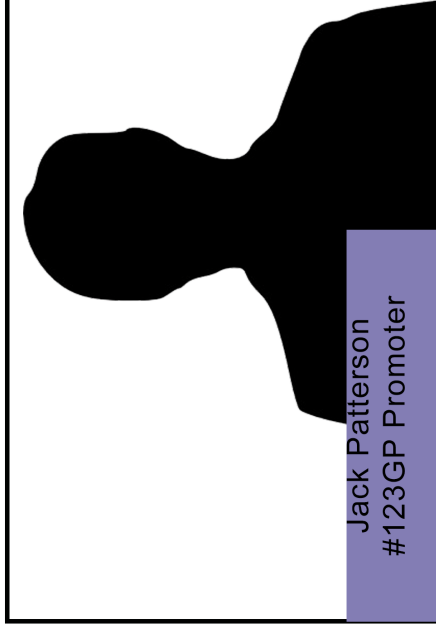


Mid shot of person being interviewed, person will be at side of the screen. Name and job at the other side. 10 second clip.

Video Interview Storyboard 2



5 second broll clip of well known places across Belfast. Background music continues, voice of person being interviewed begins.

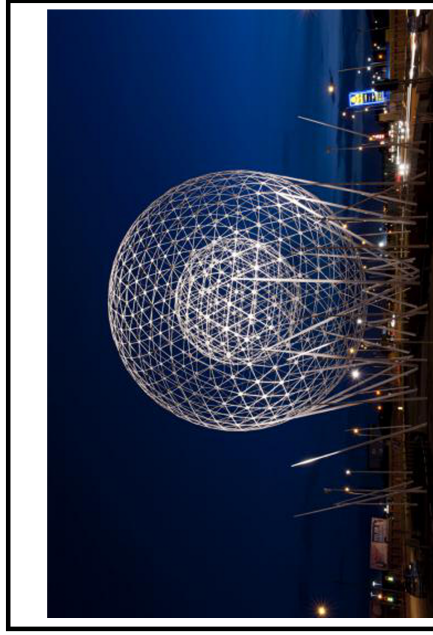


Jack Patterson
#123GP Promoter

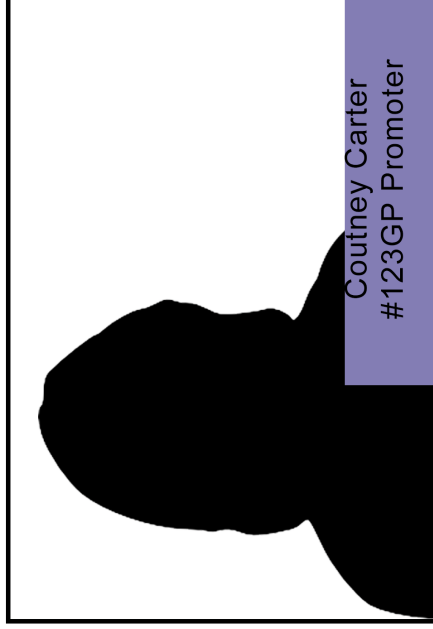
Mid shot of person being interviewed, person will be at side of the screen. Name and job at the other side. 10 second clip.



5 second broll clip of well known places across Belfast. Background music continues, voice of person being interviewed begins.

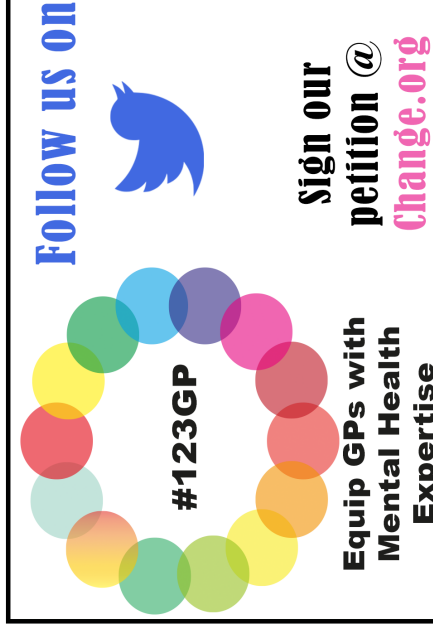


5 second broll clip of well known places across Belfast. Background music continues, voice of person being interviewed begins.



Courtney Carter
#123GP Promoter

Mid shot of person being interviewed, person will be at side of the screen. Name and job at the other side. 10 second clip.



Call to action to get viewers to follow the twitter page and sign the petition. Voice over and background music fade off as clip fades off. 5 second clip.

Visual Identity

Here is the three different logo designs that I done for our client. I decided to create three different designs than the original as there wasn't a lot I could revamp with the original. I looked at different things related with luck with is where they got the idea to go with a wheel idea. I also looked at different logos that are already out there to get a more ideas.



**Equip GPs with Mental
Health Expertise**
#123GP



**Equip GPs with Mental
Health Expertise**
#123GP

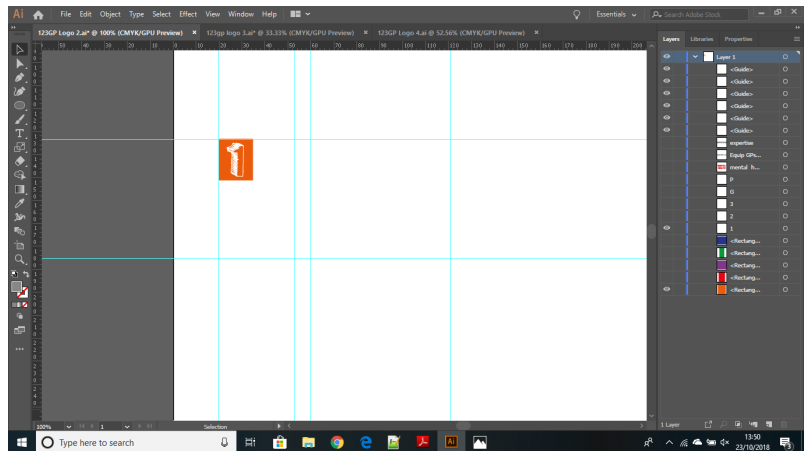


EQUIP GPs WITH
MENTAL
HEALTH
EXPERTISE

Creating My Visual Identity

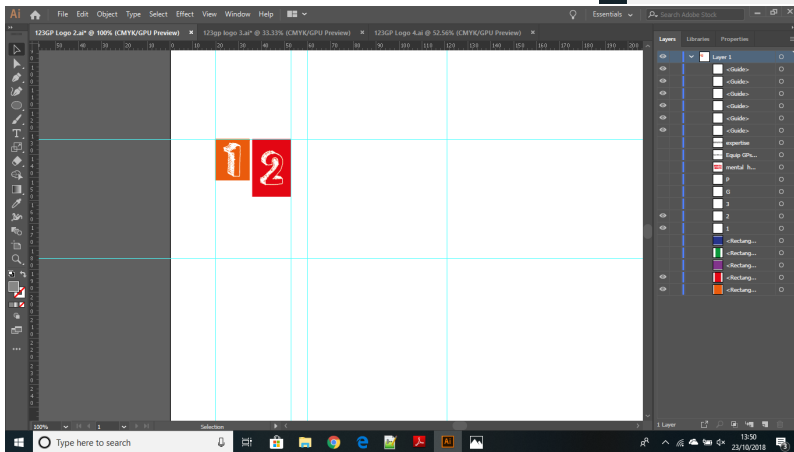
Step 1

To start off with my 1st proposed logo I created a square orange colour box so I could begin to put the name of the campaign into the individual boxes.



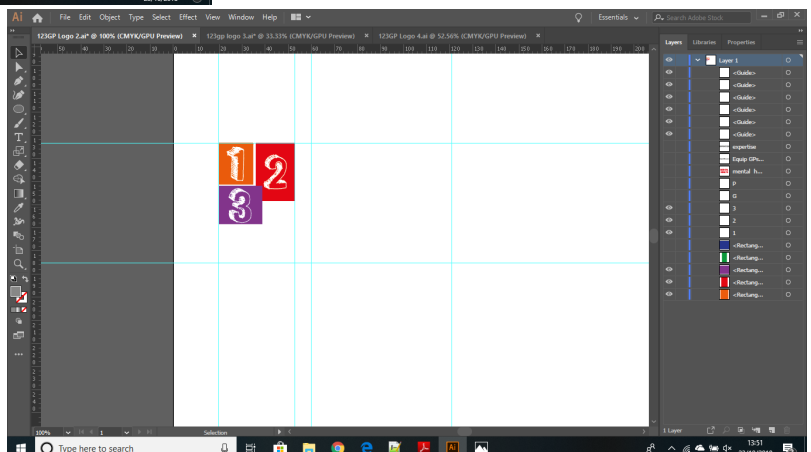
Step 2

I continued with creating the coloured shapes and put the number two inside this shape.



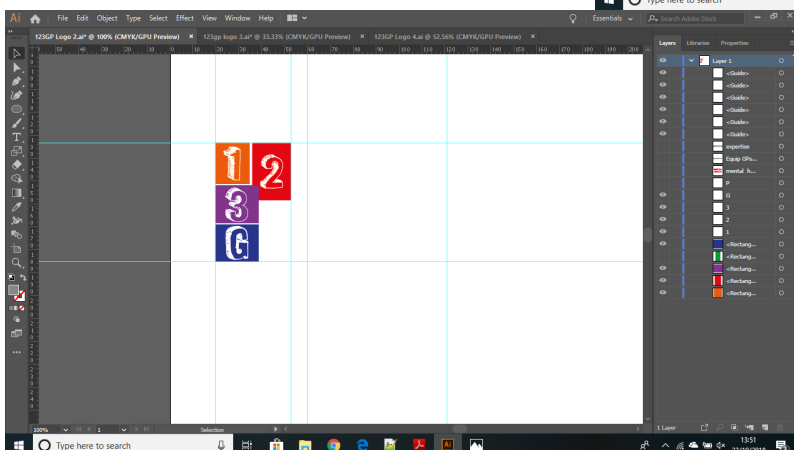
Step 3

I continued with creating the coloured shapes and put the number three inside this shape.



Step 4

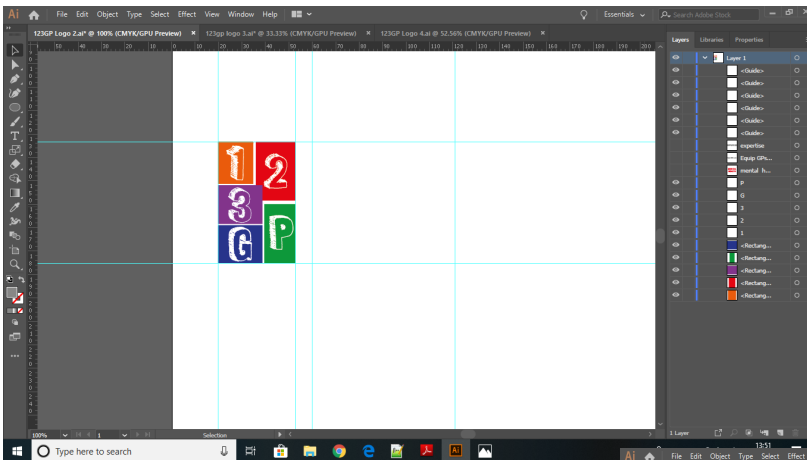
I continued with creating the coloured shapes and put a G inside this shape.



Creating My Visual Identity

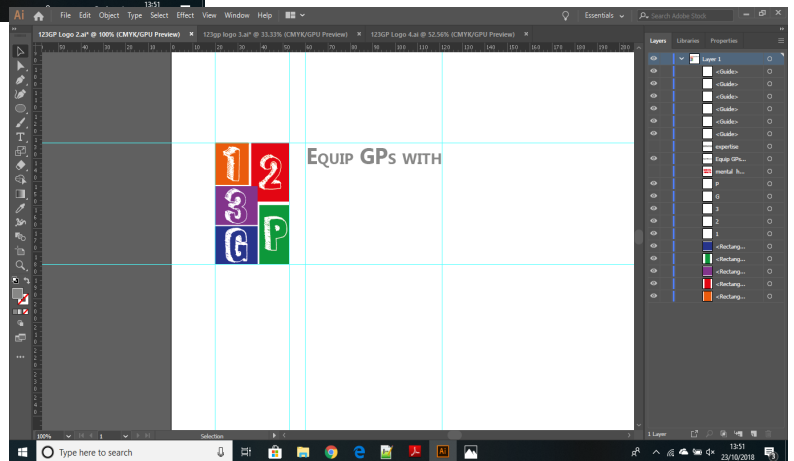
Step 6

I continued with creating the coloured shapes and put a P inside this shape.



Step 7

The next step that I done was to create a text box and put in "Equip GPs with" as I wanted to put the rest of the text below.



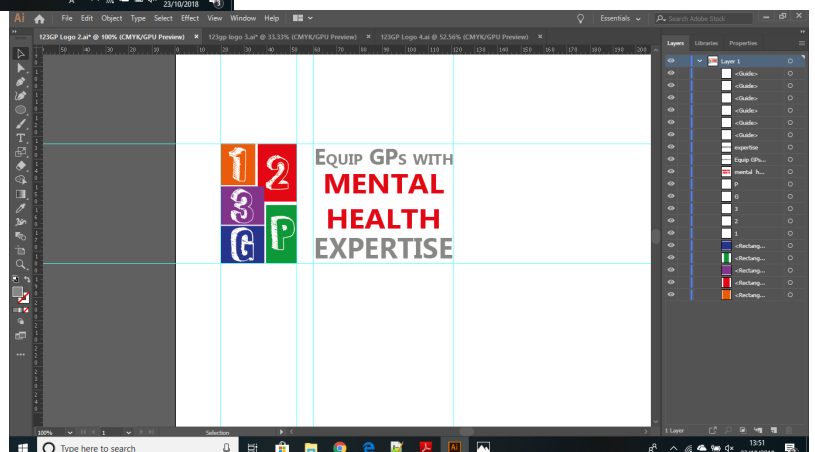
Step 8

The next step that I done was to create a text box and put in "mental health" as I wanted to put the rest of the text below.

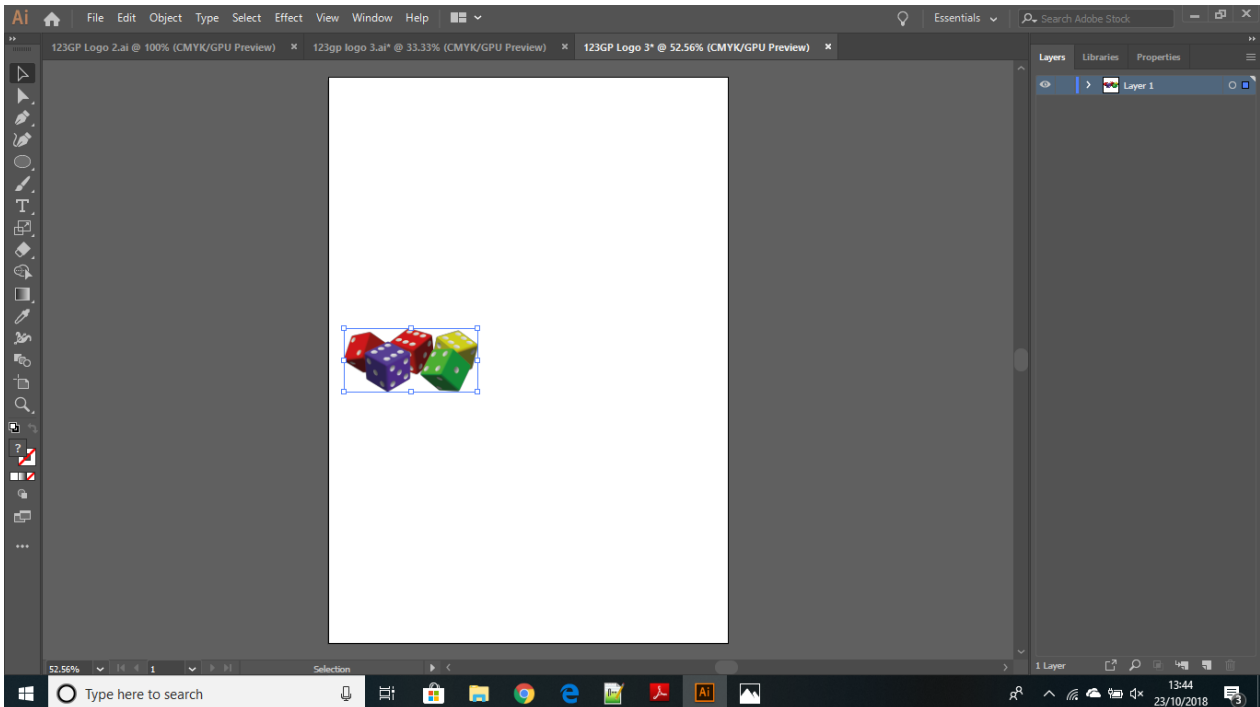


Step 9

The next step that I done was to create a text box and put in "expertise" as I wanted to put the text in a square shape.

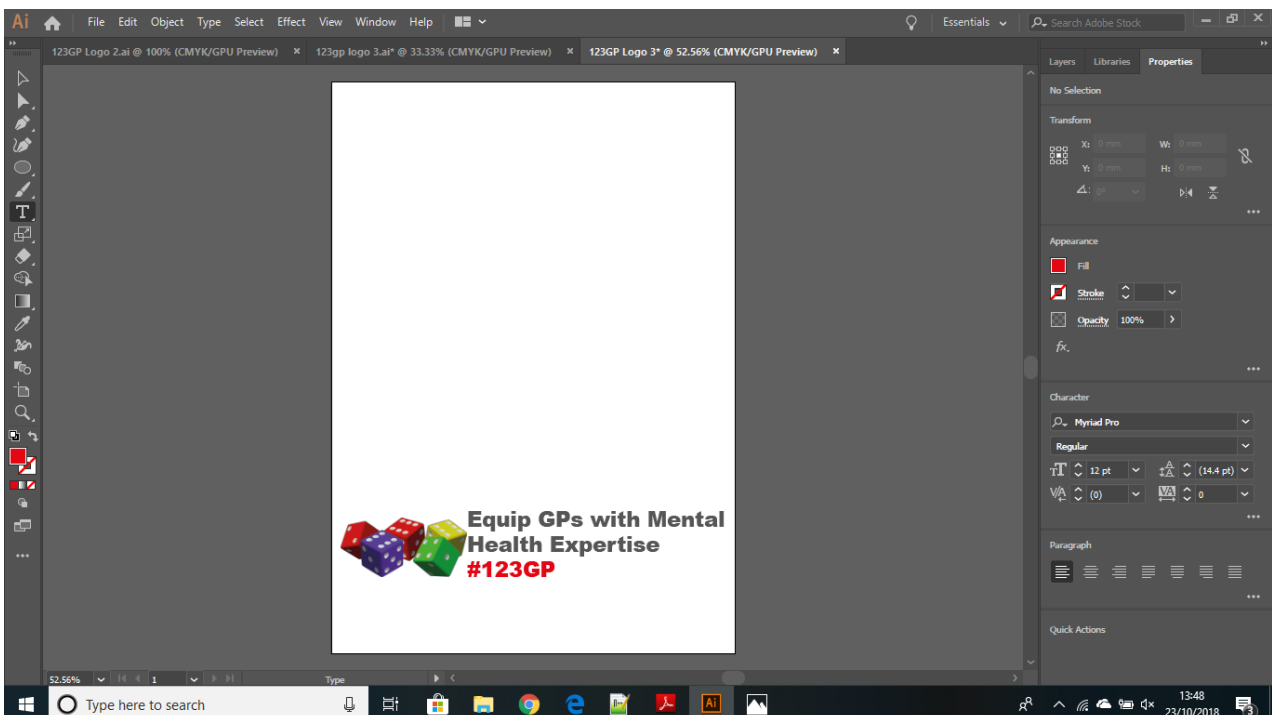


Creating My Visual Identity



Step 1&2

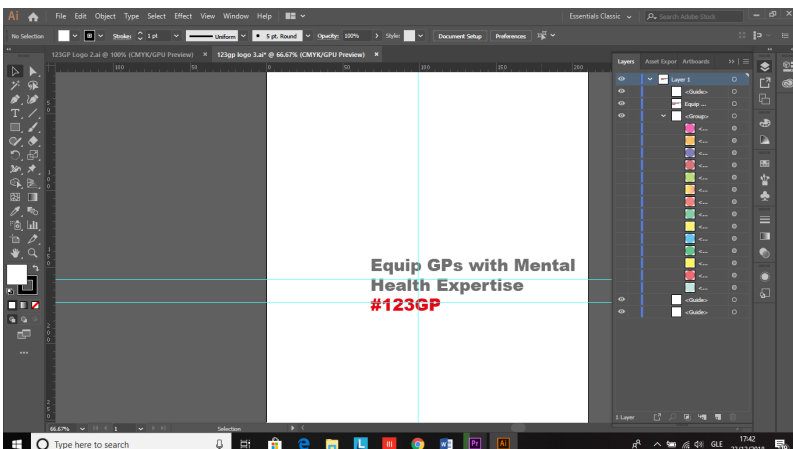
For my final proposed logo I decided to go with the idea of luck as they said that is the luck of the draw if you get the support you need. Therefore I got a photo of dice and included the slogan “Equip GPs with Mental Health Expertise” and also “#123GP” so you are able to tell what the logo is for.



Creating My Visual Identity

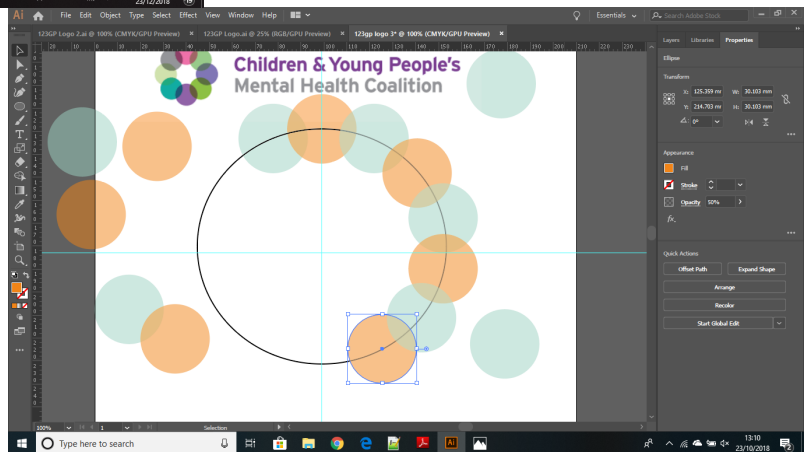
Step 1

To start off with my 2nd proposed logo I created a text box to include the campaign's slogan on it which is "Equip GPs with mental health expertise" and I also included the #123GP



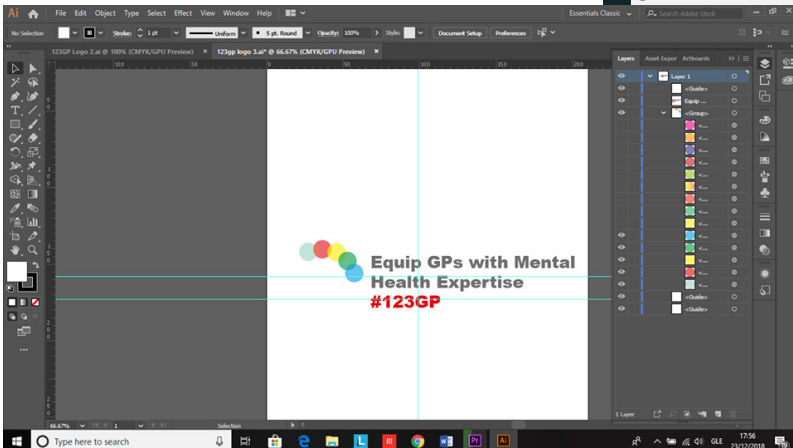
Step 2

The next thing that I did was to create a circle shape to use as an outline for putting the smaller circles around to ensure that they were all fit around the shape and created the circle I wanted.



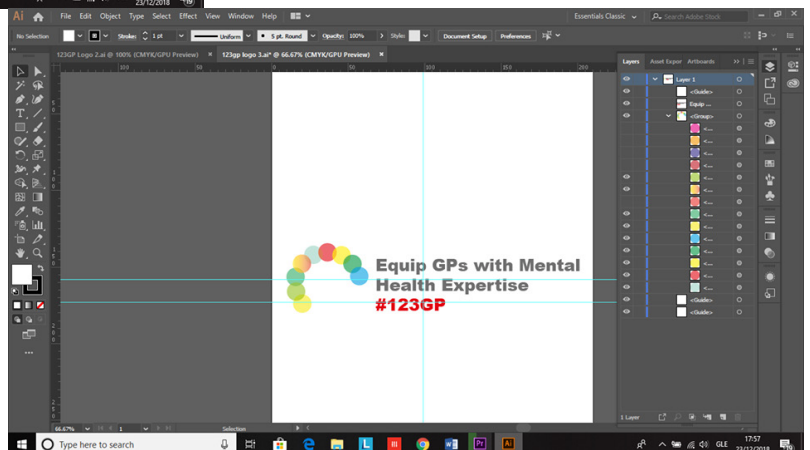
Step 3

Once I had all the circles made and in the correct position I deleted the larger circle which I used to guide me and then went on to change the colours of the smaller circle to the different colours on the colour pallet.



Step 4

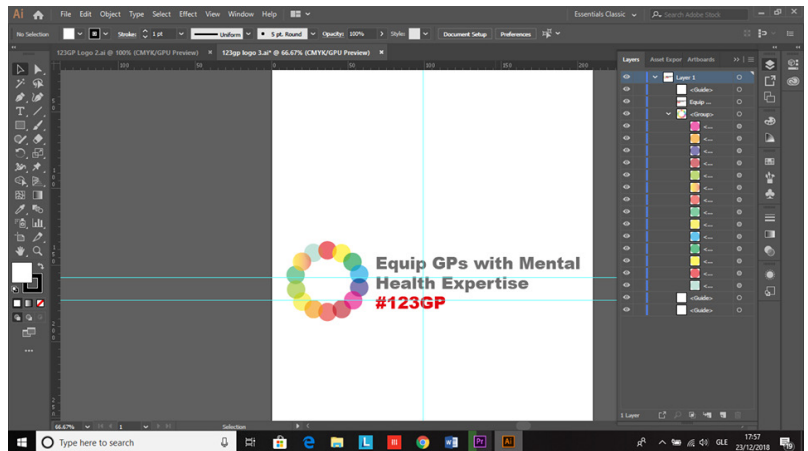
The next step that I did was to continue on with changing the different colours of the smaller circle to the different colours of the colour pallet.



Creating My Visual Identity

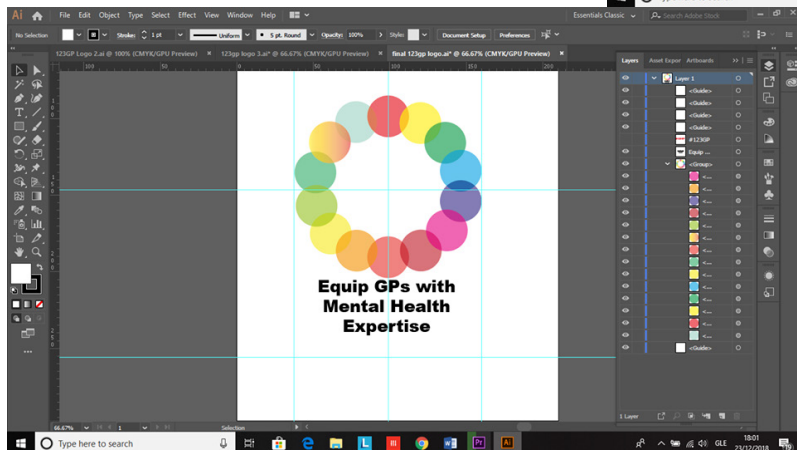
Step 5

This is how the logo looked before I changed the positioning of the text from the feedback I got back when I pitch my ideas to our group and lecture.



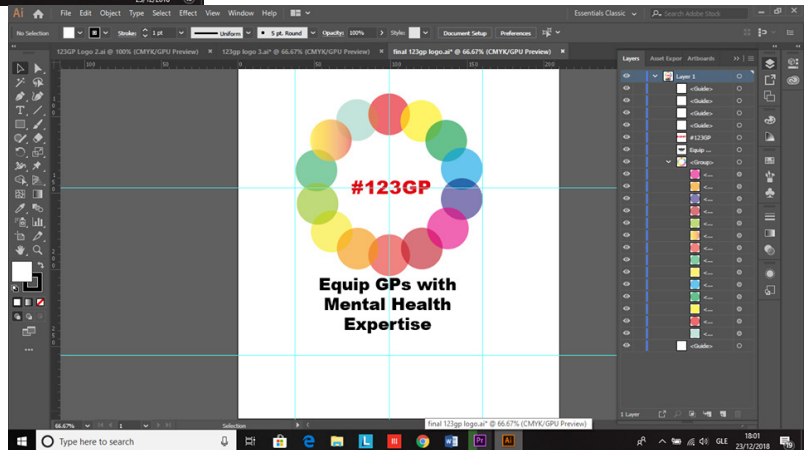
Step 6

From the feedback that I received I changed the positioning of the "Equip GPs with Mental Health Expertise" to underneath the large circle as it would be easier to put the logo on to different products.



Step 7

I then moved the "#123GP" into the centre of the logo which allows it to be seen and reminds you what the logo is for.



Step 8

Finally once I had finished with this design included it into my design deck to show my group and where I decided that this logo would be the one that I pitch to our client in the final pitch meeting.

Visual Identity

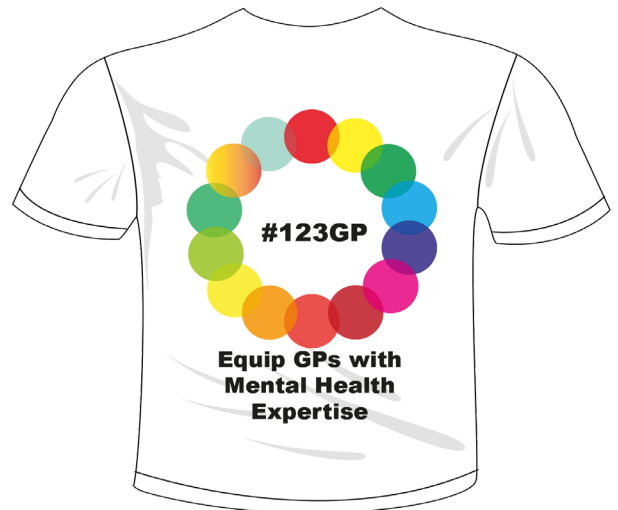
Before we pitched to our client I decided which logo that I wanted to pitch to her and when doing so I changed the shape of the idea from a long rectangle to a shape so that the writing went below the logo rather than along side main logo. By doing this also allows for it to be put on more things.



**Equip GPs with
Mental Health
Expertise**

T-Shirt and Pin Mock Ups

To give our client a idea of what the logo I had created would look like I put it onto a range of different stuff including T-shirts, Pins, hats, the glider bus, bus stop and banners and signs.



Hat Mock Ups



Glider Bus





#123GP

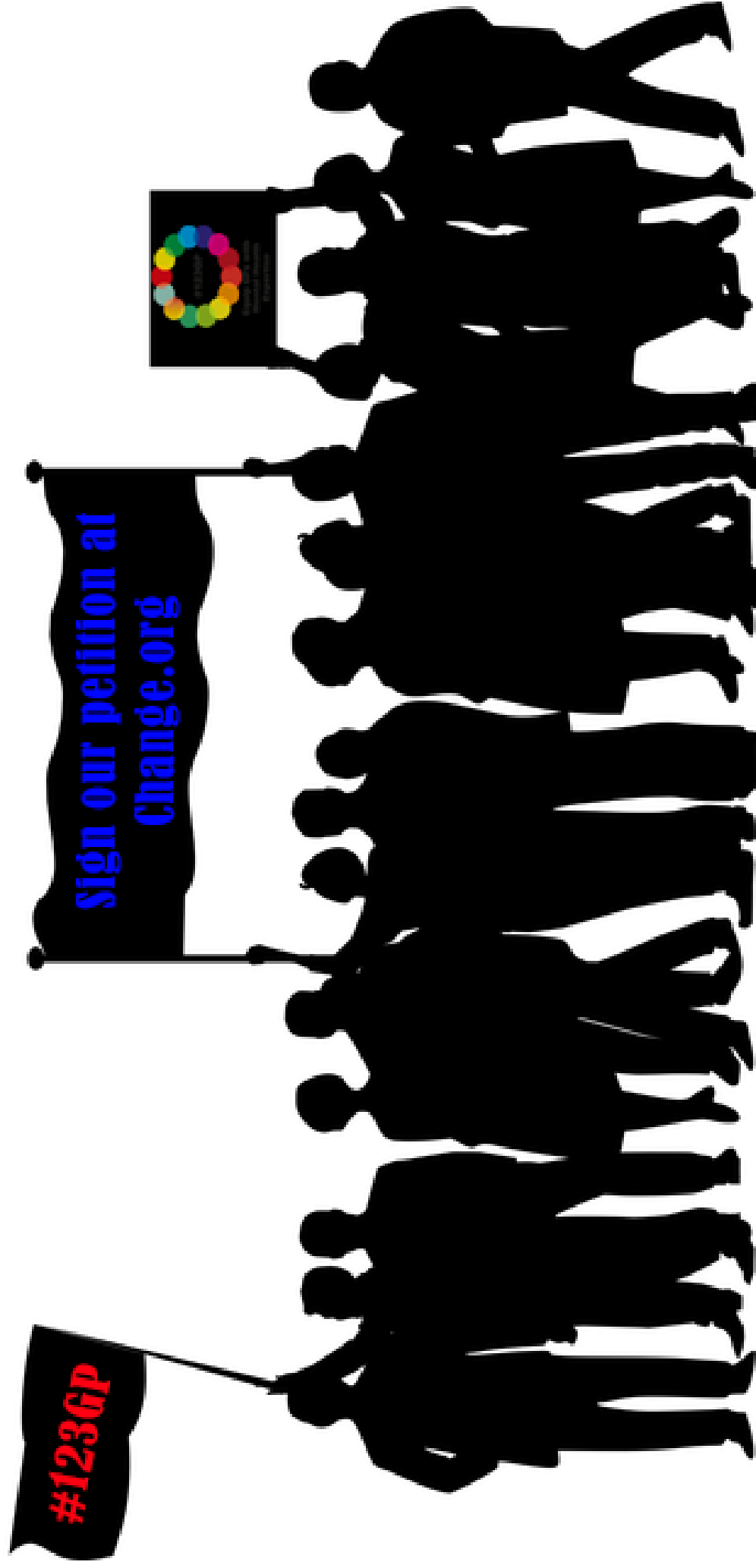
Equip GPs with
Mental Health
Expertise

Follow us on Sign our
petition @
Change.org



Change.org

Banner's and Signs Mock Ups



Pitch Meeting

Claire Mulrone contacted our client in order to schedule the pitch meeting. At our pitch meeting on Thursday the 15th of November each member of the group pitched there design deck of ideas to the client which included logo designs, storyboards for the motion graphic and also the promotional video. During this meeting she discussed what she like about each one of our pieces and also what she didn't like that much. This was a crucial meeting as it allowed us to get the project moving along and plan for the weeks ahead. It also help to schedule when we were filming the different interviews and b-roll footage for the Promotional campaign video that needed done.

From:Mulrone, Claire [<mailto:cm.mulrone@ulster.ac.uk>]
Sent:08 November 2018 19:52
To:Sara Boyce; Stephanie Green
Cc:Hickey, Adrian
Subject:Two student pitches from Ulster Interactive Media students
Importance:High

Good morning Sara and Stephanie

Can you both able to hear the two pitches from your respective student teams.

Are you available to meet at the Belfast campus on Thursday 15th, in total this should last about an hour and a half.

Let me know what would suit you and I can book a room.

Kind regards

Claire

Claire Mulrone |Senior Fellow Higher Education Academy (SFHEA)
Community Engagement Manager | Centre for Flexible Education |

Ulster University | Magee campus | Derry/ Londonderry | BT48 7JL
T: +44 (0)28 716 75992
M: 07940 656299

Thanks Sara and Stephanie

Lets meet at the Belfast campus at 11.00am to 12.30.

I'lll book a room and meet in the foyer just before 11.00am

Claire

Claire Mulrone |Senior Fellow Higher Education Academy (SFHEA)
Community Engagement Manager | Centre for Flexible Education |

Ulster University | Magee campus | Derry/ Londonderry | BT48 7JL
T: +44 (0)28 716 75992
M: 07940 656299
E: cm.mulrone@ulster.ac.uk

From: Sara Boyce <sara@pprproject.org>
Date: Monday, 12 November 2018 at 10:07
To: Claire Mulrone <cm.mulrone@ulster.ac.uk>, Stephanie Green <stephanie@pprproject.org>
Cc: "Hickey, Adrian" <a.hickey@ulster.ac.uk>
Subject: RE: Two student pitches from Ulster Interactive Media student:

Hi Claire

Yes, I can do Thurs 15 , what time are you thinking of?

Sara

Reply all | Delete Junk | ...

Action Items

Hi Matthew, Sorcha and Jamie

Thanks very much for sending this through, I'll get a good look at it and get back to you. Great to see it all coming together, and thanks for all your hard work on this to date.

[Update on 123GP survey launch event – we have Stormont confirmed for Wed 30 January 11.30-1.30pm.](#) It's a 1.30hr long event followed by lunch. We plan to show the video and motion graphic at this and would love you all to be there? [Can you put it in your diaries?](#)

Just a few things to follow up on:

1) **Motion Graphic:**

What's your deadline for finalising the content for this? I sent through the key facts and figures that we want to see included. It needs to tell a more coherent story, working through each slide. So for example, slide 6 (black and red pie chart) should go beside the 3rd slide of the counties, and the 10th slide on 1/3 of GP appts are for mental health should be the first slide possibly, followed by Slide 9 moving to 2nd place. Some of what's there at the moment also needs to go, like the 46% of trainee GPs undertaking mental health training. It would be good to see the text that is going to go along with each slide.

2) **Interview Storyboard**

- **Interviewees** : We have a GP and a Practice based Counselling Manager lined up for interview, plus a 123GP campaigner, and working on a person directly affected who has had a positive experience. Might be either Belfast or Draperstown area, still to be confirmed, and it would be great if we could get them all together at the same time, but this mightn't be possible.
Date for interviews with the GP Dr. David Johnston and Counselling Manager Bobby Carlin– **Tues 4 December 12.15-2pm in Ballymena** GP Practice (will get you address) This is likely the only slot they will be able to offer us so I'm hoping you can do it? **Can you confirm on that asap and then we can work out the logistics.**
Involvement of 123GP campaigners –we want to use this as an opportunity to build the campaigners' skills and confidence. **They will come up with 3 questions for each of the interviewees.** They would also like if possible to be the people asking the questions of the GP, the Counselling Manager and the person with experience of counselling. **Can that happen?**
Interview Storyboard images – we need to have a think about the images being used i.e. QUB, Botanic, City Hall. Very Belfast centric and also very 'normative' and not as relevant to the subject matter as might be possible. **Can we have another look at these and get back to you?**

3) **Logo**

Just waiting for a few more campaigners to get back to me on the logo. So far most people are opting for the top one, although my own preference is for the middle one. We'll go with what people want. **Will get back to you on this by tomorrow.**

4) **Take Action**

Bus Shelter – does the capitalisation of letters in the twitter handle matter? Wasn't sure. It's @123GPCampaign. Also, I don't think there's a hyphen after GP, so it's GPs not GP's
Change.org – when I went on the site I remembered we had closed the petition back in August, not sure of the optics of opening it up again, we could do, as this re-vamp of the campaign will definitely generate renewed interest and opportunities to get more people to support it. Any thoughts yourselves on this?

Finally, let me know if there was anything else I was to send through to you?

Thanks again

New Logo

The final logo that was chosen was different aspects from each of the group members pitched logo, for example the coloured circles that the numbers are in came from my idea of the circles made up from the different coloured circles which are over laid. The numbers in the circles came from Matthew logo design idea of the poker clips which he said represented how it is a roll of the dice if you get treated. Finally the last part of our logo design came from Jamie's idea of the light bulb and the clogs inside it we took the font and writing below the image and used that for our final font for the text in our logo.

My design.



**Equip GPs with
Mental Health
Expertise**

Matthew's design.



New Logo

Jamie's design.



#123GP

'Equip GPs with mental health expertise'

Final design.



#123GP

Equip GPs with Mental Health Expertise

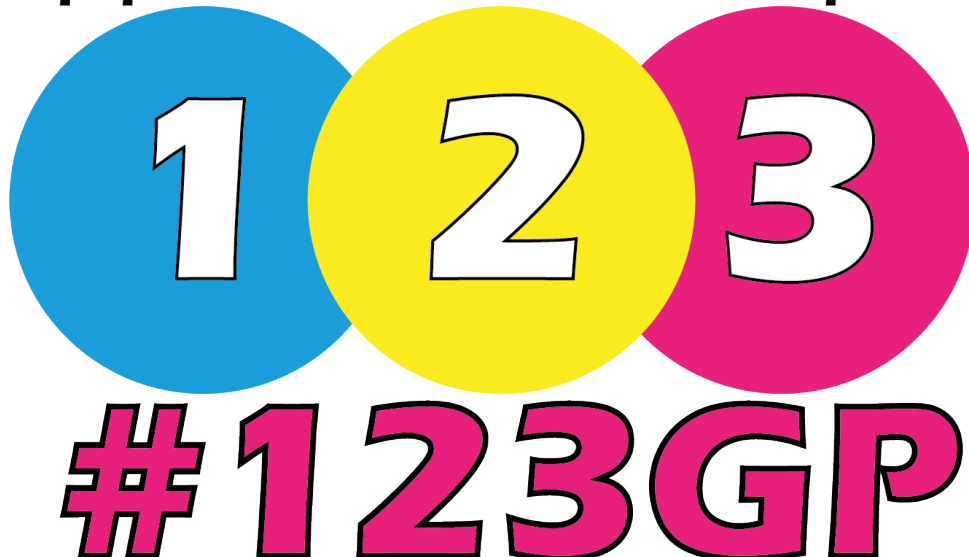
3 Versions of the Final Logo



Equip GPs with Mental Health Expertise



Equip GPs with Mental Health Expertise



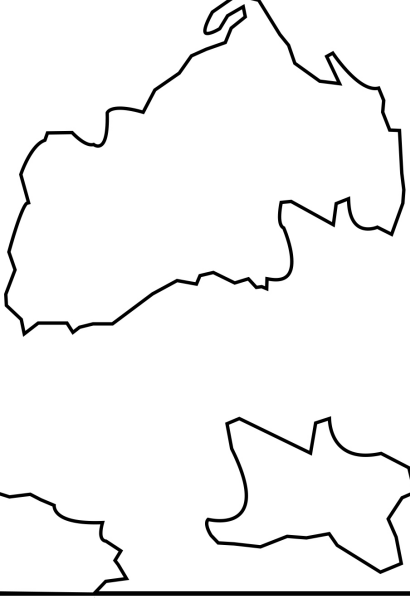
Equip GPs with Mental Health Expertise

Final Video Interview Storyboard 1

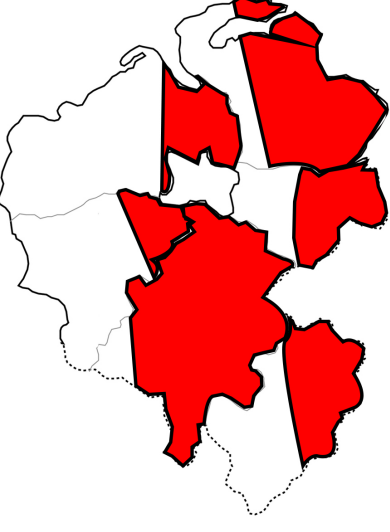


Equip GPs with mental health expertise

Static shot - Chips spin and text fades in after transitioning from out of shot.



Static shot - Counties of Northern Ireland come together to form the country



Static shot - Counties fill up of red for the percentage of GPs who draw down funding



A cost of
£2.29
per person

Static shot - The ice cream falls and splats on the ground then text animates beside it.

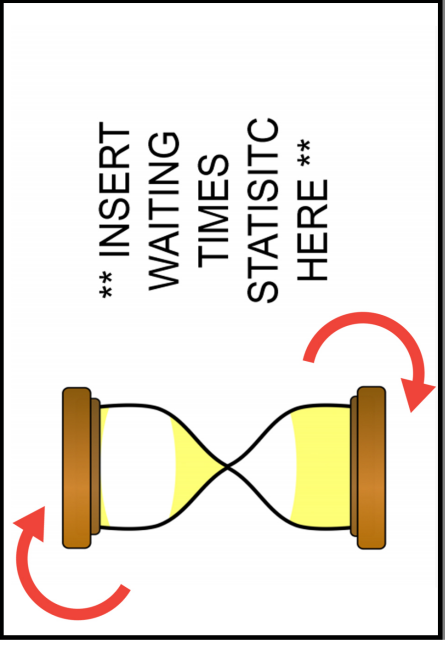
4.1m on glider
bus marketing
1.5m on
counselling

Panning right - Man stands at the bus stop with mental health poster while bus drives past with statistics outside of it

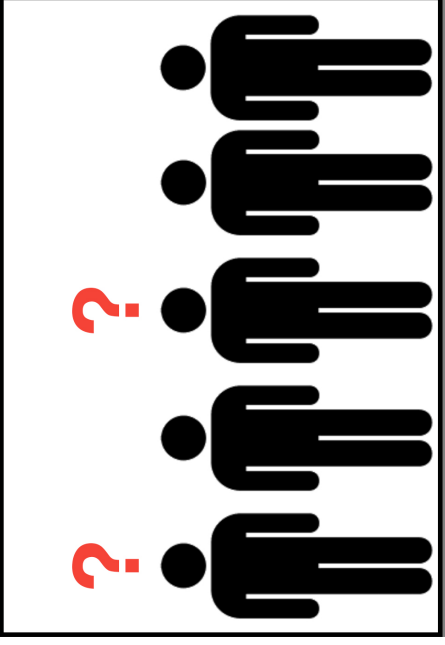


A circular animation that turns into a pie chart displaying statistics. The percentages will animate popping up large.

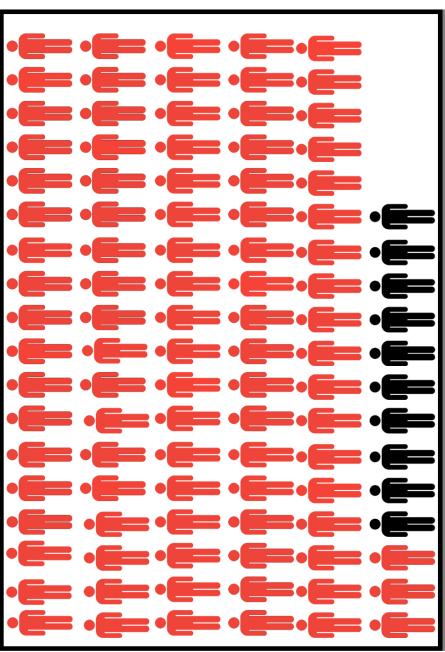
Final Video Interview Storyboard 2



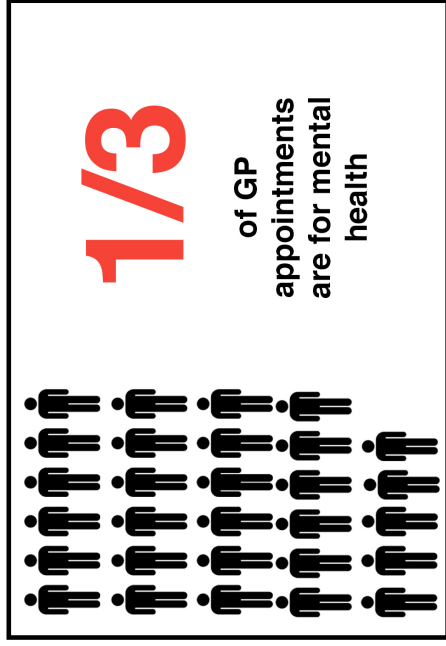
Static shot - of calenders being crossed out at the same speed



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



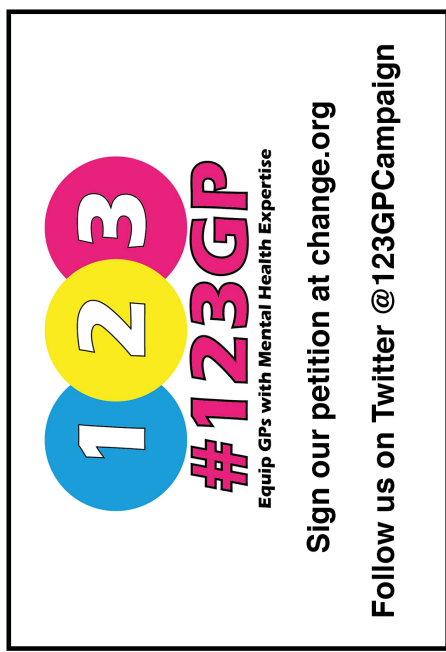
Static shot - animating figures turning red and the figure appears after showing 90% of people with a mental health problem will get treated by their GP



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



Sign our petition at change.org
Follow us on Twitter @123GPCampaign

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

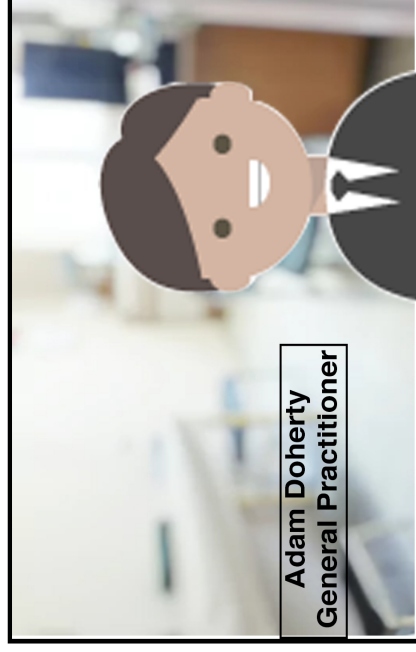
Final Video Interview Storyboard 1



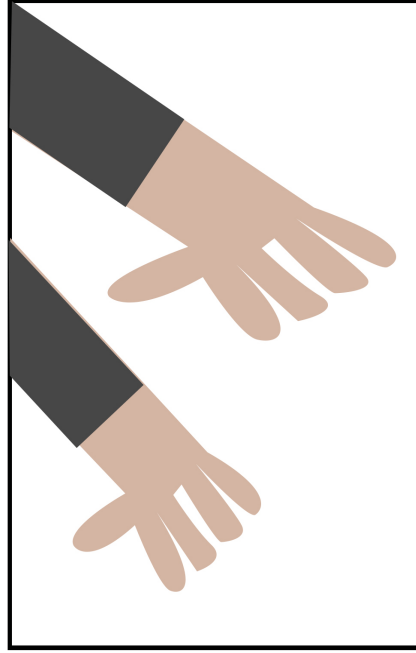
Static shot - Spinning chips animation and text fades in and out



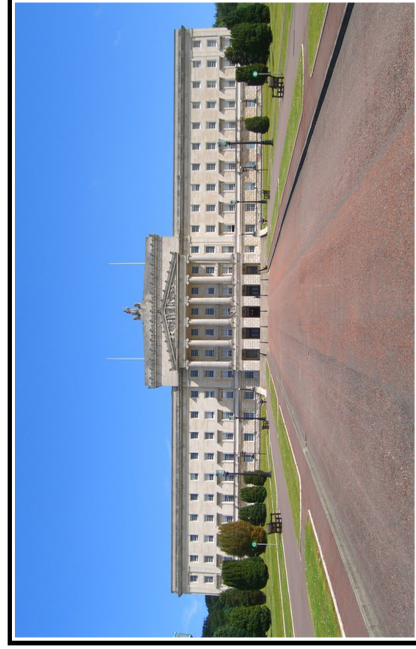
Panning to the right - Shot of GP practice with dialogue of GP speaking bridging between this shot and the next.



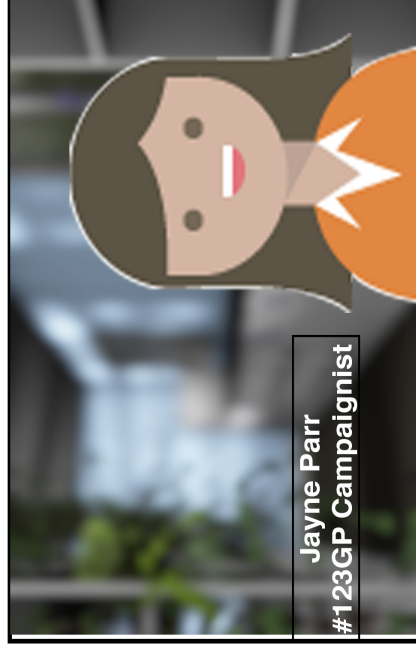
Medium shot using rule of thirds of GP getting interviewed



Close up of GPs hands moving while he is still talking intercutting between the medium shot of his face and hands



Establishing shot of stormont with overlapping audio of interview

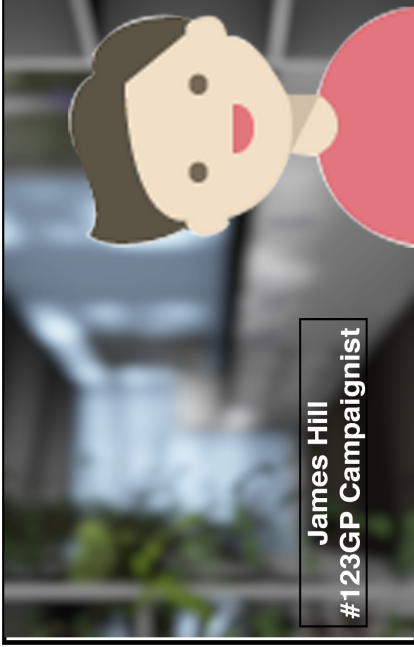


Medium shot using rule of thirds of GP getting interviewed

Final Video Interview Storyboard 2



Establishing shot of Queens University
with overlapping audio of interview

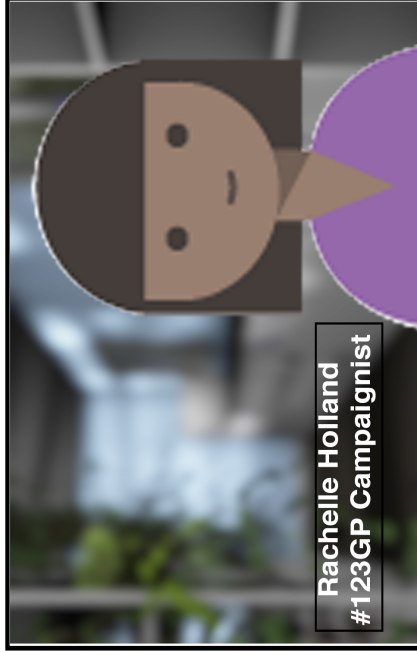


James Hill
#123GP Campaignist

Medium shot using rule of thirds of GP
getting interviewed



Establishing shot of Botanic Gardens
with overlapping audio of interview

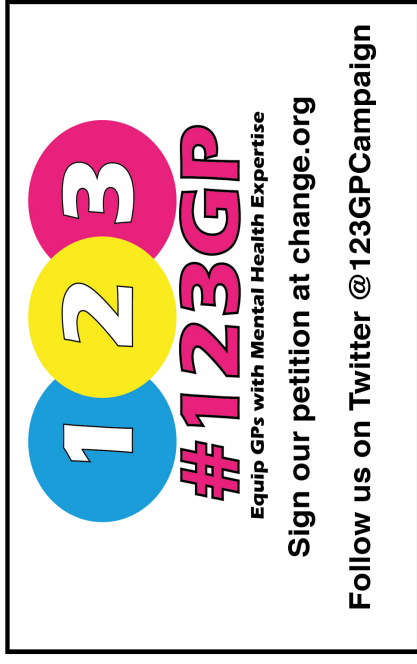


Rachelle Holland
#123GP Campaignist

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

Follow us on Twitter @123GPCampaign

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

Final Products



Final Products



Song Choice

For our promotional campaign video I need to find royalty free music to put in the background of the video and behind the voice's of the people being interviewed. Therefore I went and looked on Ben Sound which is a website that has a wide range of royalty free music and it is where I found the one that I wanted to use for the video. A new beginning is what the music I choose is called and said to be a pop rock song with an epic and "achievement" feeling which is one of the reason i felt that this song would work well with our video.

The screenshot shows the Bensound website interface. At the top, the Bensound logo is on the left, and navigation links for 'ROYALTY FREE MUSIC', 'LICENSING', 'SUBSCRIPTION', 'FAQ / HELP', and 'CONTACT' are on the right. Below this is a category menu with 'ALL', 'ACOUSTIC / FOLK', 'CINEMATIC', 'CORPORATE / POP', 'ELECTRONICA', 'URBAN / GROOVE', 'JAZZ', 'ROCK', and 'WORLD / OTHERS'. The main content area features the song 'A NEW BEGINNING | ROYALTY FREE MUSIC'. To the left is a stylized mountain range illustration with a red flag on top. To the right, the composer is identified as Benjamin TISSOT (also known as Bensound). The description states it's a pop rock royalty free music with an epic and 'achievement' feeling, starting with a guitar intro. A play button and a 00:00 timer are visible. Below the description is a list of tags: rock, uplifting, success, positive, hope, hopeful, optimistic, motivation, invincible, corporate, electric, guitar, epic, energy, energetic, emotional, confidence, business, piano. At the bottom, there are two license options: 'FREE Creative Commons License' and 'PRO License (?)'. The 'FREE' license allows use in multimedia projects with attribution to Bensound.com, but prohibits audiobooks, audio podcasts, song making, and music remixes. The 'PRO' license offers two options: 'Standard License' for €24 (add-on) and 'Extended License' for €58 (add-on), both including MP3+WAV files, no credits required, and a license certificate. The extended license also covers cinema, TV/radio, software, games, applications, CDs, DVDs, and public shows.

Bensound

ROYALTY FREE MUSIC LICENSING SUBSCRIPTION FAQ / HELP CONTACT

ALL ACOUSTIC / FOLK CINEMATIC CORPORATE / POP ELECTRONICA URBAN / GROOVE JAZZ ROCK WORLD / OTHERS

A NEW BEGINNING | ROYALTY FREE MUSIC

Composer: Benjamin TISSOT (also known as Bensound)
Pop rock royalty free music with an epic and "achievement" feeling. The song start with a guitar intro that progressively lead to a powerful and energetic chorus.
Image copyright: Olga Zakharova - Shutterstock

00:00

rock uplifting success positive hope hopeful optimistic motivation invincible
corporate electric guitar epic energy energetic emotional confidence business
piano

FREE Creative Commons License

You are free to use this music in your multimedia project (online videos(YouTube,...), websites, animations, etc.) as long as you credit **Bensound.com**, For example: "Music: www.bensound.com" or "Royalty Free Music from Bensound"

✗ No Audiobook ✗ No Song Making
✗ No Audio Podcast ✗ No Music Remix

PRO License (?)

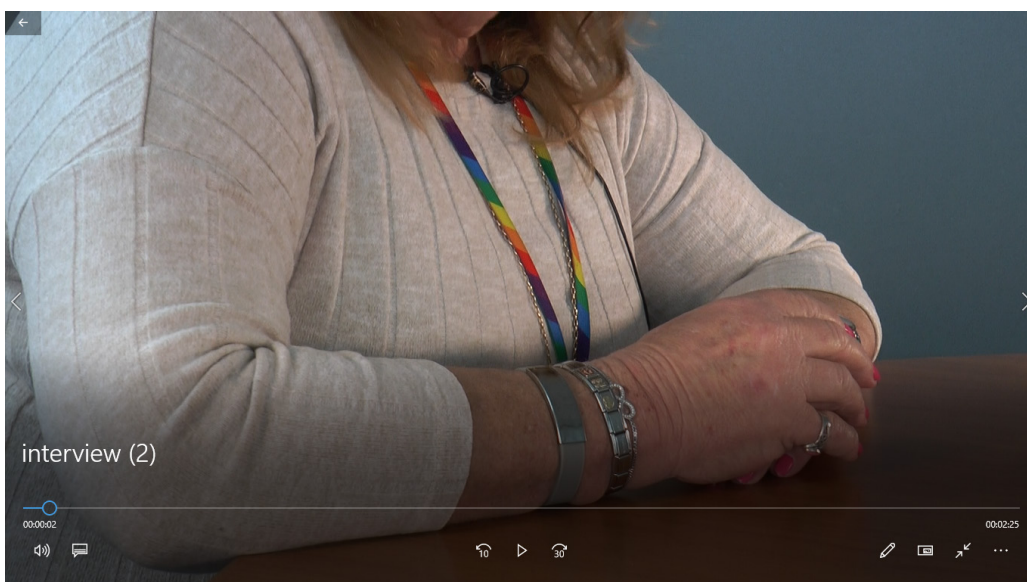
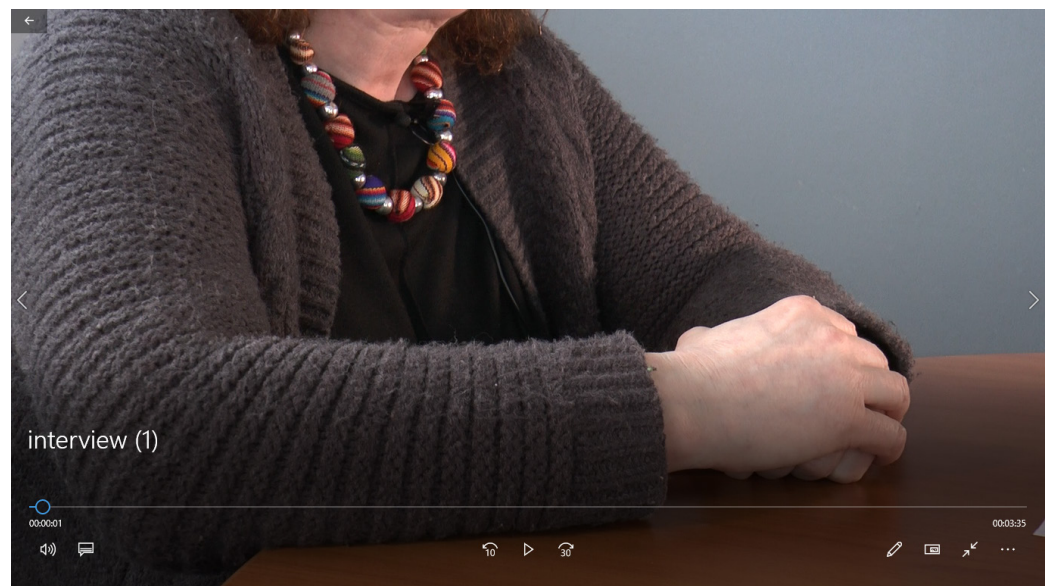
✔ Mp3 + Wav ✔ Credits Not Required ✔ License Certificate

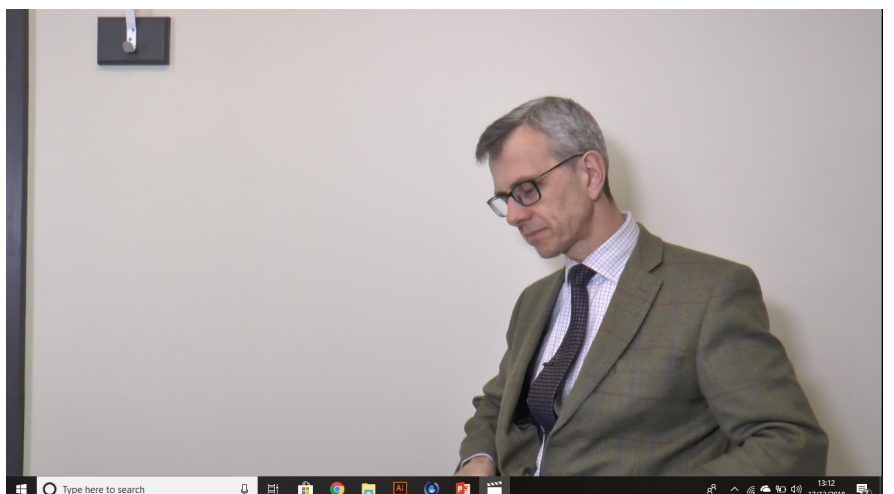
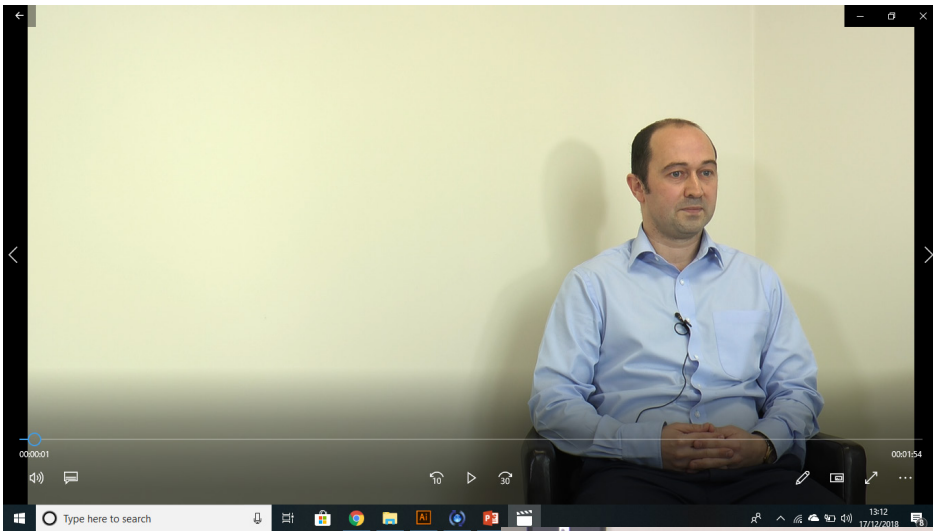
Standard License: Online Videos (youtube,...), animation, slideshow, presentation, music on hold. **€ 24 - Add ***

Extended License: Std License + Cinema, TV/Radio, software, game, application, cd, dvd, Public show. **€ 58 - Add ***

Shots for the promotional campaign video.

As we had to interview four people for the promotional campaign video two of which who were telling stories about the support that they received one who received great support and one who did not receive the support they need, we decided to shoot these interviews without their faces in the shot so we focused on the mid section on of their body instead. The other two people we interviewed was Dr. David Johnston (GP) and Bobby Carlin (Counselling Manger). For these shots we used two cameras on them one from a side angle/ mid shoot and the other was from a front point of view and is also a mid shot of the person being interviewed.





B-roll Shots

For our b-roll shot we decided to go for scenic areas around Belfast instead of the tourist attractions in the city centre. A few of the places we went to collect some b-roll footage included;

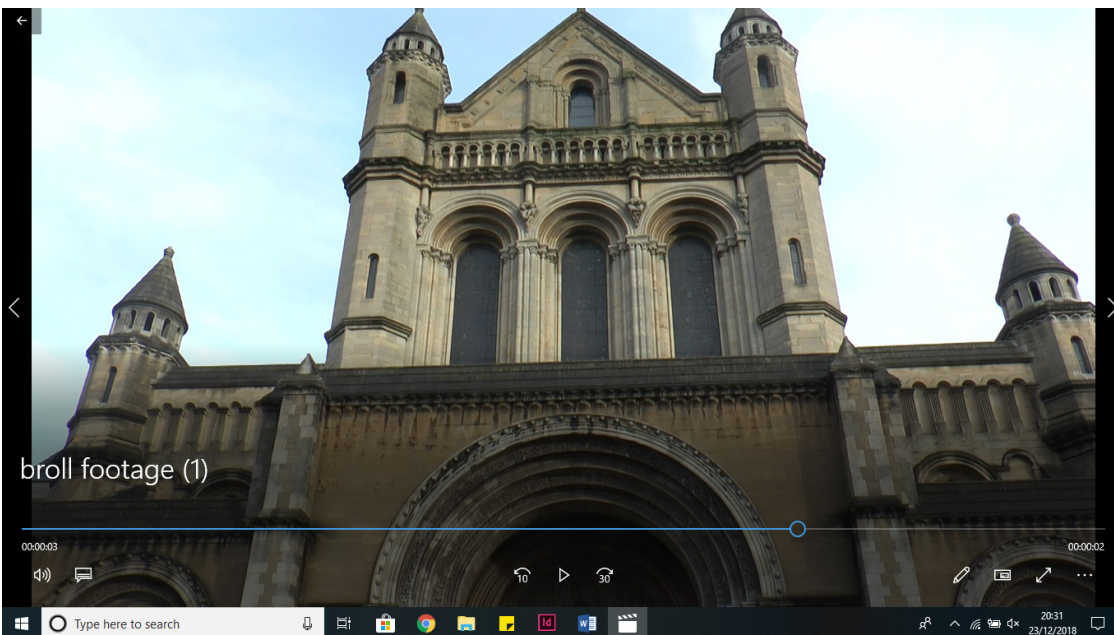
Cavehill,

Belfast Castle,

The Garden of Remembrance on the falls Road,

and St Anne's Cathedral.

At these different location we took a range of different types of shot showing different things so it would give us more footage to work with for the video.



Questions for interviews

Questions for Dr. David Johnston

- 1) You have an in-house counsellor working in your practice. Can you tell us how that works?**
- 2) As a GP, what do you see as the benefits of having this service located in your practice?**
- 3) What additional steps could be taken by the Health and Social Care Board to further develop this service across NI?**
- 4) We know that appropriate and timely mental health care provided at the primary care level reduces referrals to secondary care but also improves patient outcomes. What might a 'gold standard' mental health care provision within primary care look like?**

Questions for Mr. Bobby Carlin Counselling Manager

- 1) We know that the number of people experiencing mental health problems, such as anxiety and depression, are on the rise across society. How can counselling help these people?**
- 2) As a counselling manager, what do you see as the benefits of having a counselling service located within a GP practice?**
- 3) What are some of the challenges of providing this service and how could these be overcome?**
- 4) How could this service be expanded further as a model of best practice?**

Invitation and Reply Slip

For our invite and reply slip we had a very limited time to create it as we were only asked to create it last minute and they need to be sent out in time so they could reach all of the guest. We were also giving the information that need to be in the invite and the reply from Sara. I created a few different versions for Sara where she gave me feedback on what need fixed or added onto the invite itself.

Hi there

Here's the text for the invitation – we have been given a format by the Events office in Stormont that we have to stick with in general terms- see attached.

Text for the front of the invite as follows:

Ms. Órlaithí Flynn MLA
Chair APPG on Suicide Prevention

Requests the pleasure of the company of

.....

at *'Equipping GPs with Mental Health Expertise'*
Launch of Report and Social Media campaign

in the

Long Gallery, Parliament Buildings, Belfast

on behalf of #123GP

on Wednesday 30 January 2019 at 11am

Note: press have been invited to attend

Please RSVP to sara@pprproject.org by 9 January 2019
Tel 028 90 313315

The **back of the invite** can be the exact same as the attached sample.

Can you add in the new campaign logo

Will leave it up to you whether it's best to have plain black text or white background or something that has the campaign colours on it.

Thanks a lot

Paige and Steph, just cc'ing you both in , you might spot something I've missed.

Thanks

Sara

Sara Boyce
Development Worker (Mental Health)

Ms. Órlaithí Flynn M.L.A.
 Chair APPG on Suicide Prevention requests
 the pleasure of the company of

at
 'Equipping GPs with Mental Health
 Expertise'
 Launch of Report and Social Media
 campaign
 in the
 Long Gallery, Parliament Buildings, Belfast
 on behalf of #123GP

on **Wednesday 30 January 2019 at 11am**

Note: Press have been invited to attend
 Please RSVP to sara@pprproject.org by
 9 January 2019
 Tel 028 90 313315

1st Version of Invite.

1st Version of Reply Slip.

#123GP Event at Stormont on 30th of January

(Tick appropriate box)
 Yes, I will attend the above event
 No, I will not attend the above event

Name: _____
 Address: _____

Tel No: _____ E-mail: _____
 Vehicle Registration: _____

Tick box if you require special access arrangements
 (e.g. due to injury or disability)

I have special dietary needs as follows:

Ms. Órlaithí Flynn M.L.A.
 Chair APPG on Suicide Prevention requests
 the pleasure of the company of

at
 'Equipping GPs with Mental Health
 Expertise'
 Launch of Report and Social Media
 campaign
 in the
 Long Gallery, Parliament Buildings, Belfast
 on behalf of #123GP

on **Wednesday 30 January 2019 at 11am**

Note: Press have been invited to attend
 Please RSVP to sara@pprproject.org by
 9 January 2019
 Tel 028 90 313315



2nd Version of Invite

2nd Version of Reply Slip.

#123GP Event at Stormont on 30th of January

(Tick appropriate box)
 Yes, I will attend the above event
 No, I will not attend the above event

Name: _____
 Address: _____

Tel No: _____ E-mail: _____
 Vehicle Registration: _____

Tick box if you require special access arrangements
 (e.g. due to injury or disability)

I have special dietary needs as follows:



Final Version



Ms. Órlaithí Flynn MLA

Chair APPG on Suicide Prevention requests
the pleasure of your company

at

'Equipping GPs with Mental Health
Expertise'

Launch of Report and Social Media
campaign

in the

Long Gallery, Parliament Buildings, Belfast

on behalf of #123GP

on **Wednesday 30 January 2019 at 11am**

#123GP

Note: Press have been invited to attend
Please RSVP to sara@pprproject.org by
9 January 2019
Tel 028 90 313315

#123GP Event at Stormont on 30th of January

(Tick appropriate box)

Yes, I will attend the above event

No, I will not attend the above event

Name: _____

Address: _____

Tel No: _____

E-mail: _____

Vehicle Registration: _____

Tick box if you require special access arrangements
(e.g. due to injury or disability)

I have special dietary needs as follows:



Communicating

The screenshot shows a Basecamp workspace for a project named '#123GP'. At the top, there are three profile icons and a button labeled 'Add/remove people'. The workspace is divided into six main sections:

- Campfire:** A chat area with a speech bubble icon and the text: 'Chat casually with the group, ask random questions, and share stuff without ceremony.'
- Message Board:** A list of messages with user avatars and text: 'well done today The pitch went very well and', 'Are you on campus', 'Pitch change of time meeting will NOW be', 'Pitch Don't forget to have your pitch', and 'Pitch Belfast campus Thursday 15th November at'. Some messages have a '2' in a blue circle, indicating replies.
- To-dos:** A list of tasks: 'Invite for Event', 'Interview filming rolls', and 'broll shots'. A green circular badge with 'ALL DONE!' is next to the tasks.
- Schedule:** A section with a calendar icon and the text: 'Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.'
- Automatic Check-ins:** A section with a question mark icon and the text: 'Create recurring questions so you don't have to pester your team about what's going on.'
- Docs & Files:** A grid of file thumbnails including 'MOTION GRAPHIC LOGO...', 'Final Media', 'Final Pitch', and 'Design Deck.pdf'.

Base Camp

Basecamp was an essential part of this project as it was were we were able to upload the work we had done and show both Claire and Adrian. Basecamp also allowed us to get feedback from them. Base came was very useful as it allowed us to post messages to other members of the group and also to Adrian and Claire if we had any questions about work. Throughout the semester we created a range of different to-do lists which helped us to ensure that we were on track with the work that need to be done and also reminded us of the different tasks each member had.



+ New...

Docs & Files

Unsorted

MOTION GRAPHIC LOGO FINAL.mp4

NB
Hi Adrian,
Lauren noticed a circle in the motion graphic that is flying

Final Media

Final Design Deck

Final Invite and reply slip .png

#123GP

1 2 3 #123GP

Equip GPs with Mental Health Expertise

Final Pitch Deck.pdf

1 2 3 #123GP

Design Deck .pdf

Finished version

#123GP

Equip GPs with Mental Health Expertise

fixed design deck.pdf

Can you have a look at my fixed design deck for me so we can arrange a date with our client

#123GP

Equip GPs with Mental Health Expertise

UPDATED DESIGN DECK JAMIE DORMAN.pdf

#123GP

Project Brief fixed.pdf

#123GP Design Deck

Equip GPs with **MENTAL HEALTH EXPERTISE**

design deck work.pdf

#123GP

1 2 3 #123GP

Equip GPs with Mental Health Expertise

Updated Design Deck - Matthew.pdf

DESIGN DECK MED526 #123GP

Jamie Dorman

DDECK JAMIE.pdf

#123GP

Design Deck #123GP.pdf

Motion graphic page 3.JPG

Motion graphic page 2.JPG

Motiongraphicpa ge1.JPG

DOCX

Logo & Infographic research.docx

#123GP

Project Brief fixed.pdf

#123GP

Project Brief fixed.pdf

DOCX

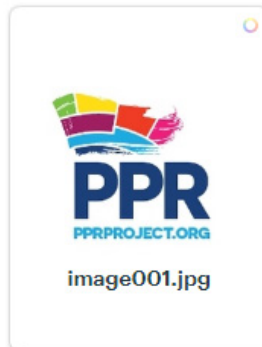
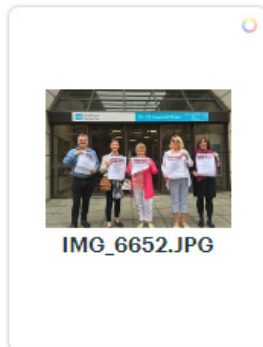
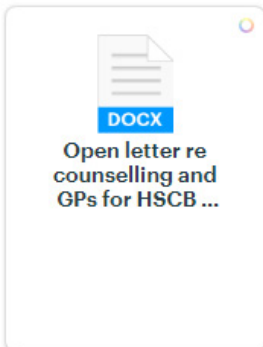
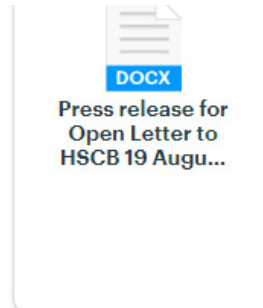
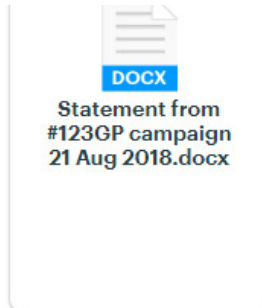
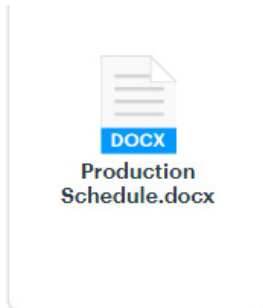
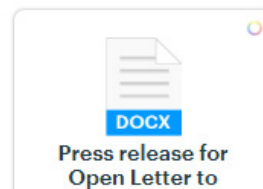
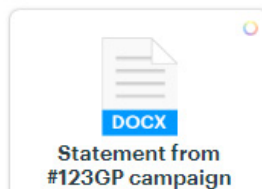
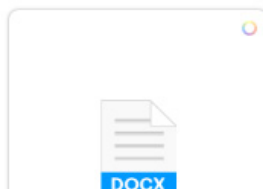
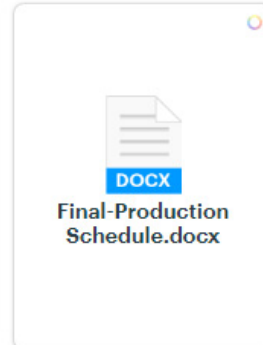
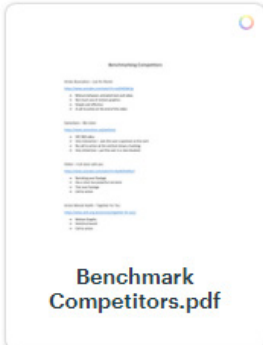
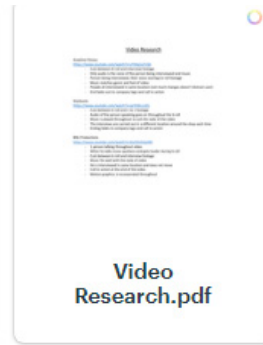
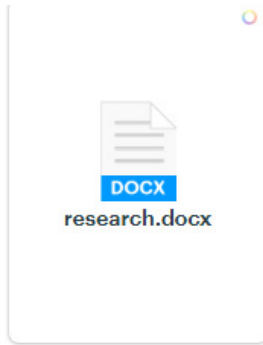
777 CASINO

Calendula

777 CASINO

Calendula

Video Research



- well done today**
Claire Mulrone • Nov 15 — The pitch went very well and you all presented with confidence. The new logo design incorporates elements from all of the design
- Are you on campus** 2
Claire Mulrone • Nov 15 —
- Pitch change of time meeting will NOW be 2.30pm on 15th at Belfast campus.** 2
Claire Mulrone • Nov 12 —
- Pitch**
Claire Mulrone • Nov 12 — Don't forget to have your pitch printed before you come.
Claire
- Pitch Belfast campus Thursday 15th November at 11.00am to 12.30**
Claire Mulrone • Nov 12 — Thanks Sara and Stephanie Lets meet at the Belfast campus at 11.00am to 12.30. I'lll book a room and meet in the foyer just before
- From SARA**
Claire Mulrone • Oct 5 — Please remember to send a thank you email to the client with all of your team emails included. This will help to you and client establish
- from client**
Claire Mulrone • Oct 3 — Hi Claire A few more bits and pieces for Jamie and Matthew Open letter, text of letter and press release, photo, plus Bel Telgraph
- Links from Client** 3
Claire Mulrone • Oct 3 — Hi Claire Thanks to you and your students for meeting with Stephanie and I earlier. Really delighted that they have selected both the
- Confirmation requested** 3
Claire Mulrone • Oct 3 — Don't forget you have a meeting this morning,!!!!!!!!
Check calander for details. Representatives traveling from Belfast. All team

+ New list

To-dos ● All done!

View as... ▾

1/1 completed - [Archive list](#)
Invite for Event

Add a to-do

✓ Make invite for Stormount event in January 📅 Tue, Dec 18 👤 SM Sorcha M.

1/1 completed - [Archive list](#)
Interview filming rolls

Lighting -Matthew Filming - Sorcha Sound - Jamie

Add a to-do

✓ Interview Filming Rolls 👤 ME Matthew E. 👤 JD Jamie D. 👤 SM 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 👤 ME Matthew E. 👤 JD Jamie D. 👤 SM Sorcha M.

☰ **Week 9-13**

Add a to-do

- ✓ Edit Interviews  Thu, Dec 13  Sorcha M.
- ✓ Production Log  Thu, Dec 13  Matthew E.
- ✓ Motion Graphic  Thu, Dec 6  Matthew E.  Jamie D.


[And 1 more completed to-do...](#)

1/1 completed - [Archive list](#)

☰ **To do for week 5 1/11/18**

Storyboards for infographic Storyboards for Video 3 designs each for logos

Add a to-do


- ✓ To do for week 5  Thu, Oct 25  Matthew E.  Jamie D.  Sorcha M.

1/1 completed - [Archive list](#)

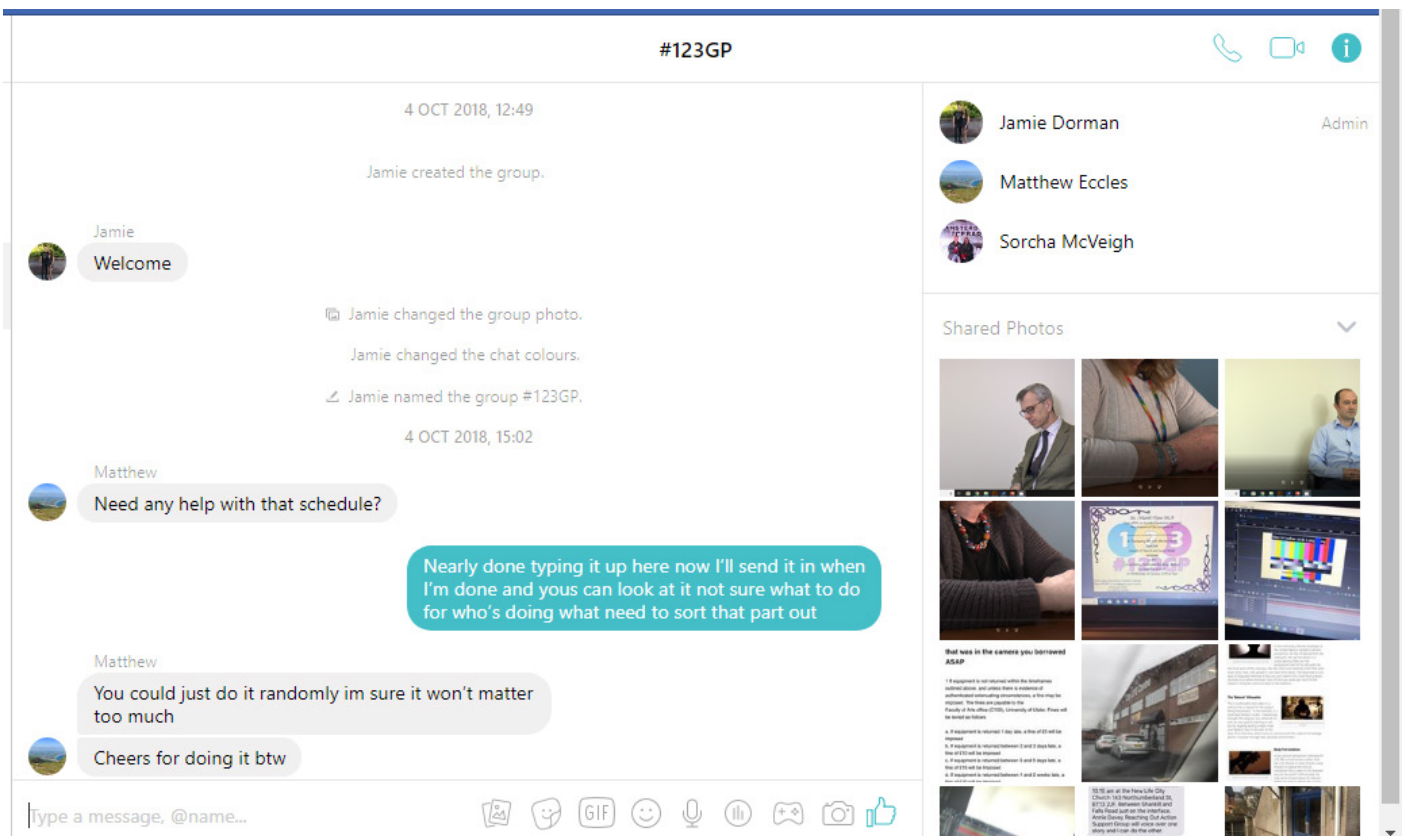
☰ **To do for week 4- 18th of October 1**

1. Conduct audience research. All members. 2. Research 3 mental health infogr...

Add a to-do

- ✓ Week 4 work due  Thu, Oct 18  Matthew E.  Jamie D.  Sorcha M.

Basecamp was not the only form of communication that we used throughout this project, as a group we also created a facebook group-chat to discuss more about the project, we also exchanged a range of emails to each other with different pieces of work on them.



The screenshot shows a Facebook group chat interface for a group named "#123GP". The chat history includes:

- A timestamp: 4 OCT 2018, 12:49.
- A system message: "Jamie created the group."
- A message from Jamie: "Welcome"
- System messages: "Jamie changed the group photo.", "Jamie changed the chat colours.", "Jamie named the group #123GP."
- A timestamp: 4 OCT 2018, 15:02.
- A message from Matthew: "Need any help with that schedule?"
- A response from Matthew: "Nearly done typing it up here now I'll send it in when I'm done and you can look at it not sure what to do for who's doing what need to sort that part out"
- A message from Matthew: "You could just do it randomly im sure it won't matter too much"
- A message from Matthew: "Cheers for doing it btw"

On the right side, the group members are listed: Jamie Dorman (Admin), Matthew Eccles, and Sorcha McVeigh. Below the members list is a "Shared Photos" section showing a grid of images, including photos of people, a calendar, and various documents.

Communicating with the Client

Communicating with our client we used a range of different ways to keep in touch about our work such as exchanging emails and also through text messages and phone calls. Whenever our client need to get in touch with us quickly she would either send myself a text message or give me a ring. When we had to exchange work or information we would communicate through emails.



Sara Boyce

19 Dec

To Jamie Dorman, Matthew Eccles + 2

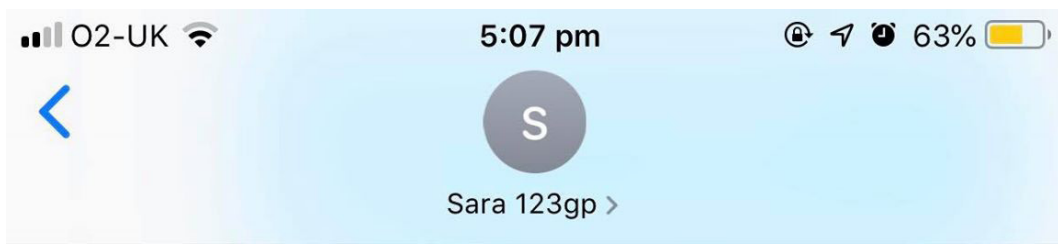


Hi Sorcha, Jamie and Matthew

Just to say thanks to you all for your work on #123GP. It's shaping up really well, and you've all made it so easy working with you. Thanks too for doing the invite.

Hope you all have a lovely Christmas and best wishes for 2019.

Sara

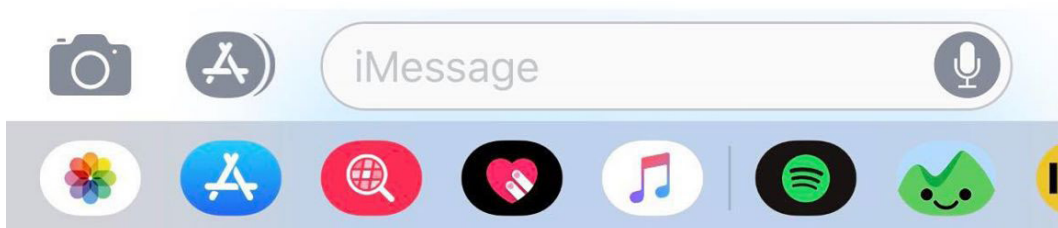


Hi Sorcha, the group starts at 11 am so if it's possible to do it a bit earlier that'd be great. But if you can't make it till 11am don't worry, we can go with that. Matthew has sent a message saying you'd be there about 10.30? Sara

If we could do around 11 that would be great. Are you looking to be seen in the shot or just voice over clips?

No worries Sorcha, we can go for 11am. I'll be there, just come into the cafe on the ground floor. Any problems give me a ring. We don't want the focus on our faces, so from the side / behind or whatever way it works best. Going to email through the scripts now, think one might be too long so have a look.

No problem that great see you tomorrow



Fw:



Jamie Dorman
To You

13 Dec
...

- icecream aep - 184 KB
- title scene aep - 114 KB

2 attachments (298 KB)

From: Jamie Dorman <Dorman-J1@ulster.ac.uk>
Sent: 05 December 2018 06:29
To: Jamie Dorman
Subject:

b



Matthew Eccles
To Jamie Dorman and You

19 Dec
...

- Final Badge jpg - 362 KB
- Final t shirt design jpg - 2 MB
- Fir jpg

6 attachments (16.6 MB)

Reply

think thats all them



Reply to All

TIMESHEET

University of Ulster

Name Group

Member:

Sorcha McVeigh

Month/Year:

October 2018

Project Title:

#123GP

Day	Date	Project (Research & Scoping)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Week 2						
Monday						
Tuesday						
Wednesday						
Thursday	4/10/18	Class time. Collect Research from client. Content analyses. Partner analyses. Technical analyse	4 hours	Production schedule.	2 hours	6 hours
Friday						
Week 3						
Monday						
Tuesday	9/10/18	Benchmark against competitors.	1 ½ hours			1 ½ hours
Wednesday	10/10/18	Start writing the brief.	1 hour			1 hour
Thursday	11/10/18	-		Edit production schedule. Introduction of the client and what they are about for the brief. Edit the brief.	4 hours	4 hours
Friday	12/10/18	Conduct audience research	2 hours			2 hours
Week 4						
Monday	15/10/18	Research 3 mental health infographics	1 ½ hours			1 ½ hours
Tuesday	16/10/18	Research 3 videos and cinematography of similar projects	1 ½ hours			1 ½ hours
Wednesday	17/10/18	Research 3 logo design in health organisations each team member.	1 hour			1 hour
Thursday	18/10/18			Class	4 hours	
Friday	19/10/18					
Day	Date	Project (Designing)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Week 5						
Monday	22/10/18	Motion graphic storyboard Logo designs	3 ½ hours			3 ½ hours
Tuesday	23/10/18	Logo designs	2 ½ hours			2 ½ hours

Wednesday	24/10/18	Storyboard for Promotional Campaign. Storyboards for Motion Graphic.	3 hours			3 hours
Thursday	25/10/18			Class Building Design Deck Storyboards	6 hours	6 hours
Friday	26/10/18					
Week 6						
Monday	29/10/18	Design deck	2 hours			2 hours
Tuesday	30/10/18	Production log	2 hours			2 hours
Wednesday	31/10/18					
Thursday	1/11/18					
Friday	2/11/18					
Week 7						
Monday	5/11/18	Production log	1 hour			2 ½ hours
Tuesday	6/11/18	Production log	2 ½ hours			2 ½ hours
Wednesday	7/11/18					
Thursday	8/11/18	Fixing Design deck up for pitch	3 hours			3 hours
Friday	9/11/18					
Week 8						
Monday	12/11/18					
Tuesday	13/11/18					
Wednesday	14/11/18	Getting stuff ready for pitch meeting	2 hours			2 hours
Thursday	15/11/18			Pitch meeting with Sara	2 hours	2 hours
Friday	16/11/18					
Week 9						
Monday	19/11/18	Create new storyboards.	3 hours			3 hours
Tuesday	20/11/18	Create new logos.	3 hours			3 hours
Wednesday	21/11/18	Creating new merch.	3 hours			
Thursday	22/11/18					
Friday	23/11/18					
Week 10						
Monday	26/11/18	Production log	1 hour	Deciding on shots to film for b-roll Class	4hour	5 hour
Tuesday	27/11/18	Fixing Storyboards for interview	2 hours			
Wednesday	28/11/18					
Thursday	29/11/18	Production log	2 hours			
Friday	30/11/18					
Week 11						
Monday	3/12/18	Getting ready for filming.	1 hour			1 hour
Tuesday	4/12/18	Filming interviews	3 hours			3 hours
Wednesday	5/12/18					

Thursday	6/12/18	Filming more interviews. Filming B-roll footage.	7 hours			7 hours
Friday	7/12/18	Editing footage.	3 hours			3 hours
Week 12						
Monday	10/12/18	Editing footage.	2 hours	Production log	1 hour	3 hours
Tuesday	11/12/18	Looking for sound.	2 hours			2 hours
Wednesday	12/12/18	Editing footage.	2 hours	Production log	1 ½ hours	3 ½ hours
Thursday	13/12/18					
Friday	14/12/18			Production log	1 hour	1 hour
Week 13						
Monday	17/12/18	Editing footage	2 hours	Production log	1 ½ hours	3 ½ hours
Tuesday	18/12/18	Editing footage	2 hours	Production log	1 ½ hours	3 ½ hours
Wednesday	19/12/18	Editing footage	2 hours	Production log	2 hours	4 hours
Thursday	20/12/18			Production Log	2 hours	2 hours
Friday	21/12/18					
Week 14						
Monday	24/12/18	Editing footage	2 hours	Production log	1 ½ hours	3 ½ hours
Tuesday	25/12/18					
Wednesday	26/12/18					
Thursday	27/12/18	Editing footage	4 hours	Production Log	2 hours	6 hours
Friday	28/12/18					

**Total Hours Design &
Build**

80

**Total Meetings
& Research**

37

Signature Group Member: Sorcha McVeigh



#123GP

Equip GPs with Mental Health Expertise

B00704425: Sorcha McVeigh