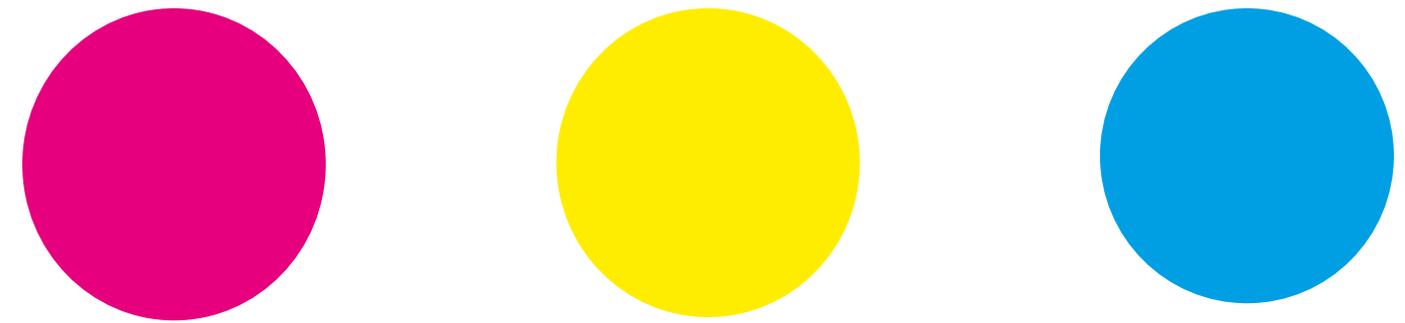


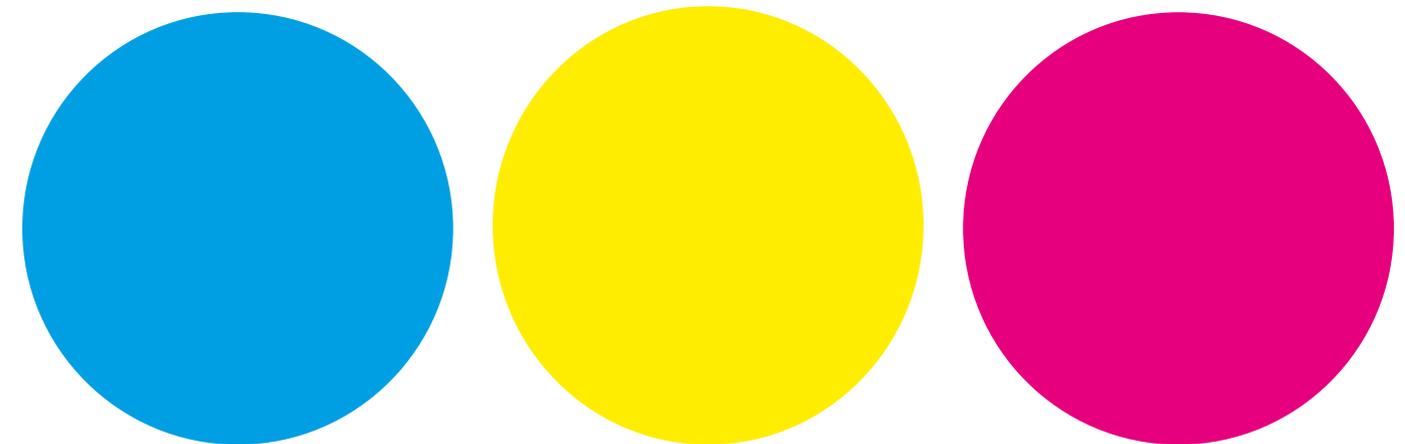
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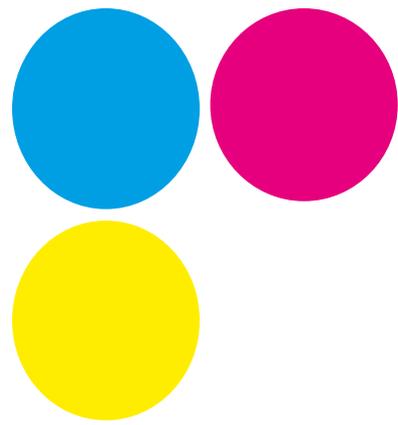
Introduction
Project Proposal
1st Draft Design Deck
Pitch Document
Final Design Deck
Motion Graphic
Interviews



Introduction

This is the introduction, including what #123GP is, the project, team and client research.





#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.

The campaign's three main objectives which could improve mental health care in GPs were to, one, increase funding. 100% of GP practices to draw down available Health and Social Care Board funding for counselling. Second, all trainee GPs to undertake community based mental health placements.

All practicing GPs to undergo mandatory professional mental health training. And finally, 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.

The project

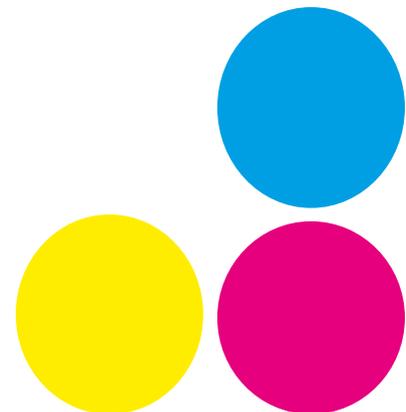
When we first agreed to this project we saw the description of what was expected. The description said - #123GP is a social media campaign to help equip GPs with mental health expertise to support the ever increasing need in the community. The campaign calls on the Health and Social Care Board to properly fund counselling in GP practices. Help develop a range of infographic, motion graphics and potential videos to raise the profile of the campaign.

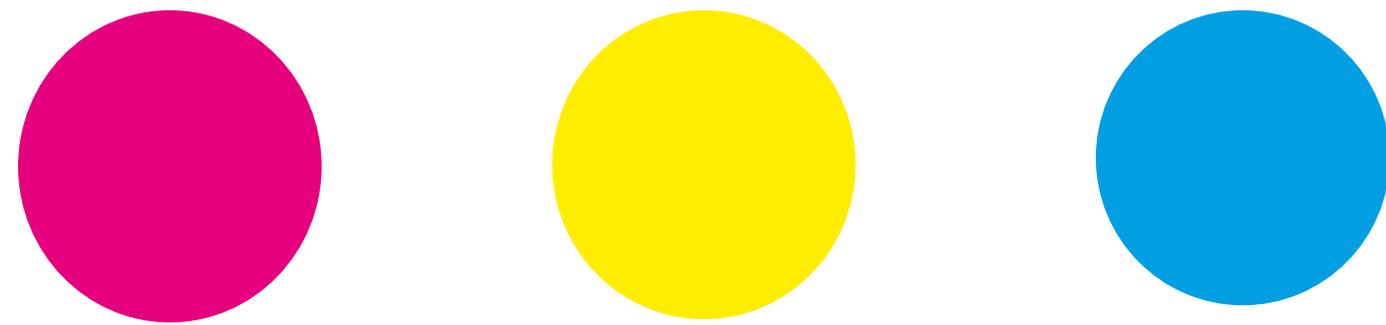
The team

We had a team of three people, which consists of myself, Matthew Eccles and Sorcha McVeigh. We also gained the help from Claire Munroe and Adrian Hickey. Claire is the community engagement officer within the University of Ulster. Adrian is our module co-ordinator and course director.

Client research

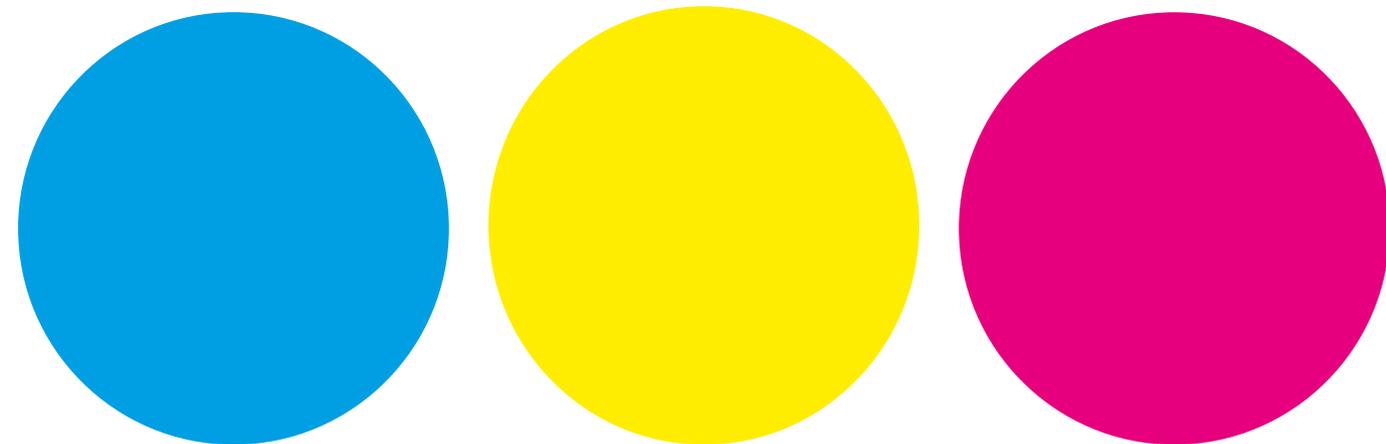
#123GP was founded to equip GPs with mental health expertise. The campaign uses the social media platform Twitter mainly to inform and promote the cause to supporters and followers like myself. It is on this platform where our work will be used to create more awareness using the interviews and motion graphics alongside our rebranding of the campaign.





Project Proposal

This is the project proposal, including our brief, how we communicated, research on other logos and videos and our production schedule.



Brief

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 #123GPCampaign. We will create a motion graphic, promotional campaign video and to create a new visual identity.

Motion Graphic

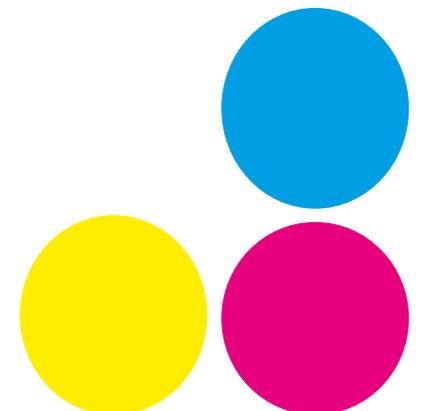
We plan to create a short yet informative motion graphic to increase the awareness of the campaign targeting mainly The Health And Social Care Board and also the general public. The motion graphic will act as an educational and informative video for the general public. We will make this video 60 –90 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.

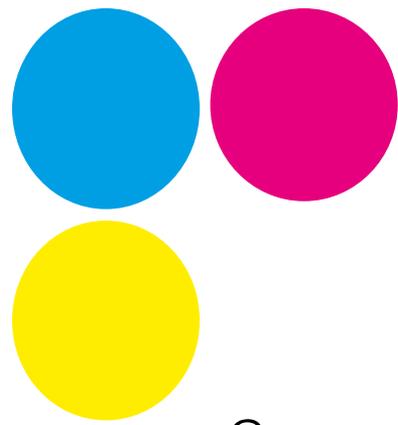
Promotional Campaign Video

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 effected 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.





Communication – Basecamp

When the semester commenced, in week 1 our lecturer Adrian Hickey introduced us to an industry standard site named Basecamp. This is an online service which allows creatives like ourselves to upload and share group projects.

The online service operated as a portal which made communication throughout the process easier, with the options of creating a to-do list, upload creations and communicate through comments. All the content on Basecamp is downloadable, meaning if my group members required a piece of my work, they could simply download the file.

I downloaded the Basecamp application to my iPhone and switched on the notifications for it, meaning whenever activity was occurring in the project, I could communicate and view each file on the go, as well as track the to-do list so deadlines are met.

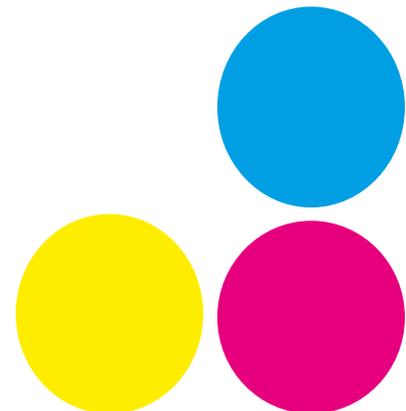


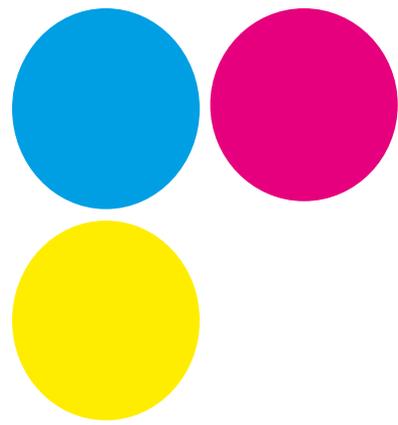
Communication – OFFICE 365

The Microsoft Office 365 portal was also used throughout the process as it allowed us to communicate through email, but also boasted the benefits of also having OneDrive. I used this service throughout as it allowed me to store and share files with my group members.

Through email was the primary form of communication for us with our client Sara Boyce, The representative from PPR and the #123GP campaign who we were in direct contact with.

Using Office 365 allowed me to attach finished work to my OneDrive, where I could send them to my other group members in a slick and seamless motion from the click of a button.





Colour Palette

After recreating the logo for the #123GP campaign, we used 3 colours from the PPR logo to form the main palette for the new #123GP colour scheme, which can be seen below. Using these 3 colours throughout the process was a key aspect for myself as I wanted to create a tone and replicate each throughout.

We found that subtly including each throughout, for example colouring key words from the motion graphic, to digital mock-ups, evenly spreading each colour throughout each piece of work we complete.

We also used a darker pink colour for the #123GP title, this colour was also incorporated in places throughout the project and we found that using our 3 primary colours from the logo along with the darker pink created a palette that was rejuvenating, colourful and aesthetically pleasing.



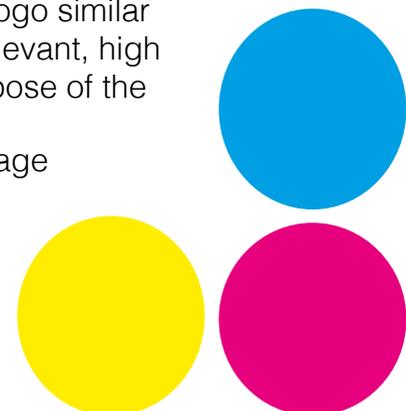
Logo and motion graphic research

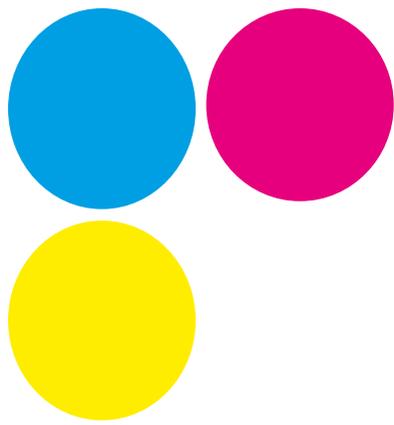


To the left we have the old #123GP logo, the concept was designed to replicate that of a roulette wheel to imitate how long it takes to wait for an appointment, to spin the wheel and gamble how long a person may wait. The inclusion of 'getting a GP appointment' forms a circular formation on the inside of the logo around a 5-point star, as a group we decided that we should redesign/update the logo for the campaign. We set the task to research other logos related to mental health campaigns and organisations and design 3 of our own to pitch to Sara Boyce.

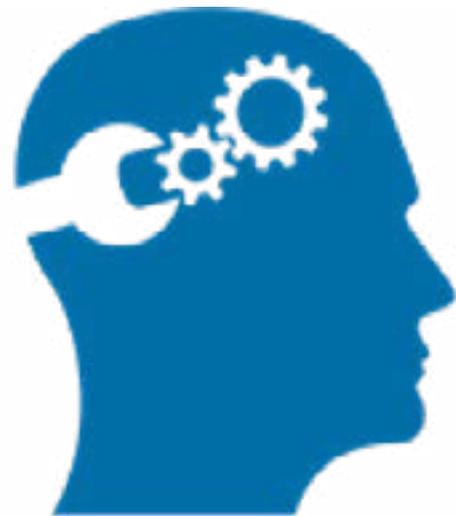


After discovering this logo, it appealed to me as I thought the hand shapes holding the heart with what seems to be people inside the heart works well with the theme of mental health. The logo uses a 3-piece colour scheme of green, salmon pink and blue, I feel the colours complement each other well with the white background which forms the shapes of the hands and people inside the heart. This logo has similarities to the original #123GP logo and I believe incorporating a simple colour scheme and shape design into a logo similar to this would result in a relevant, high quality logo fit for the purpose of the campaign would coincide well with the overall message we are trying to promote.





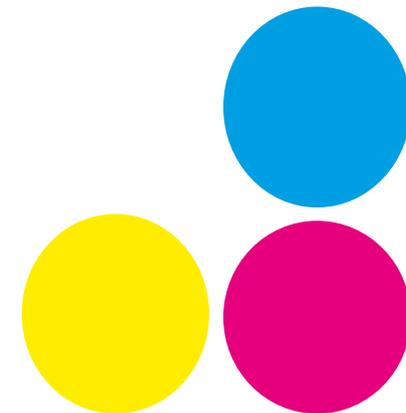
This logo really appealed to me once I found the design, I immediately thought the artwork of presenting a brain like a tree would work very well for our design. With mental health campaigns I believe a design like this, using a brain would be very fitting and can look very professional and relevant. However, if I was to design a logo similar, I wouldn't include the person on the swing, I would experiment with #123GP to place it somewhere around/below the tree. I believe a fresh colour scheme would coincide well with the #123GP campaign colours.

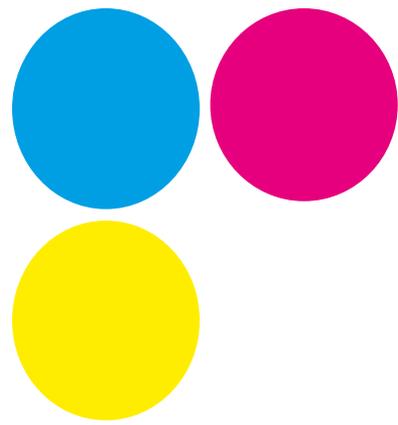


After discovering this design, I was immediately drawn to the use of gear cogs inside the head, which to me, represents the workings of a brain, the different cogs represent the different aspects of the brain, and the spanner represents maintenance to the cogs, replicating the process of someone accessing help through a GP/doctor/councillor. The colour scheme is simple with the use of one blue shade, and white to form the cogs and spanners, if I was to redesign a similar logo, I would include the campaign colours through different cogs, along with incorporating the #123GP title with the spanner. Overall, I believe I will use aspects of this logo for my own design, such as the gear cogs representing the brain, which would result in a relevant, smart and aesthetically pleasing logo design.



This logo design is different to the others in aesthetics and theme, however including an out of the box design like this, which uses a vivid colour scheme and a simple formation of shapes. The use of overlapping circles works well with the subtle contrast of colours, resulting in the simple outline of a carer being presented clearly. If I was to redesign a similar logo, I would include the circle design but in a different formation, such as aligning the circles in a horizontal fashion, with the campaign colours for each circle. I would include the #123GP title below the horizontal alignment, including the campaign's tag-line/slogan below.





Motion graphic research



This was the first infographic I found related to mental health it was made as part of a university project at Swinburne University, and in my opinion was the highest quality motion graphic I discovered. The graphics are all relevant, aesthetically pleasing and clear to understand. The infographic is factual based including a range of statistics, which I hope we will be emulating in our motion graphic. The inclusion of short sharp facts works well with the pace and sound of the video. However, I believe if we were to emulate our infographic like this one, I would slow it down so the information on screen can be read with ease, we would be using a smaller amount of information with the main focus of the motion graphic being to target the attention of the board. In doing this, we need to design the motions coherently and relevant to the members on the board in which the motion graphic targets.

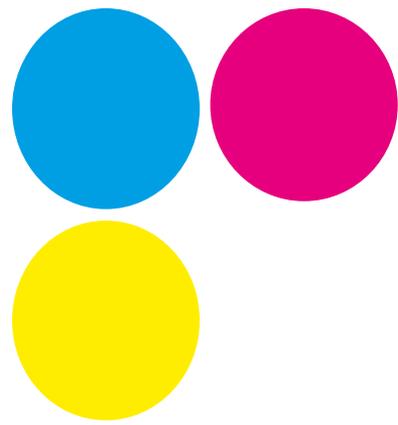


Other parts of the motion graphic including the image above use intelligent and smooth motions, such as using rectangle shapes to knock each other over in a domino fashion, with the first rectangle transforming each objects colour from white to red in a chain reaction to represent the devastating effects a suicide has on people, with a catalyst which spreads over a number of people, emulating the domino effect. The transitions from each piece of information throughout is very slick, with the use of shapes and movements relevant to what they are portraying.



The graphic as seen above shows a hand as it moves across the screen from left to right to replicate the action of reaching out, I thought this motion was fantastically created and such a simple idea could end up saving someone's life. At the end of our motion graphic we will be using a similar motion, as ours will be a call to action motion which will include links to the campaigns social media pages, websites and the link to the petition to help boost the amount of supporters in favour of #123GP.

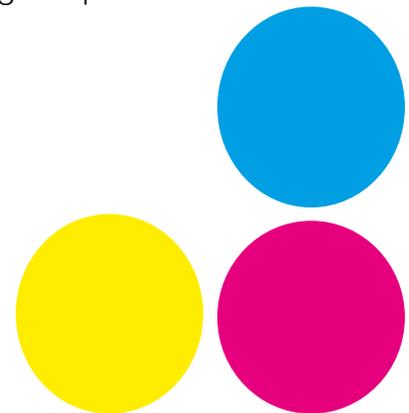


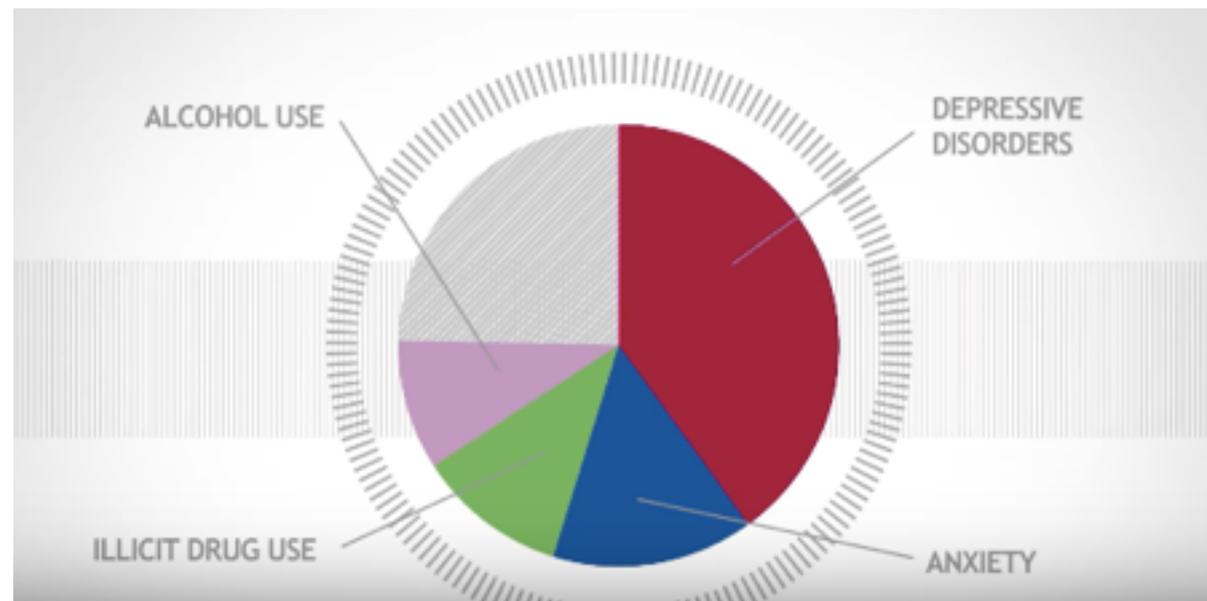
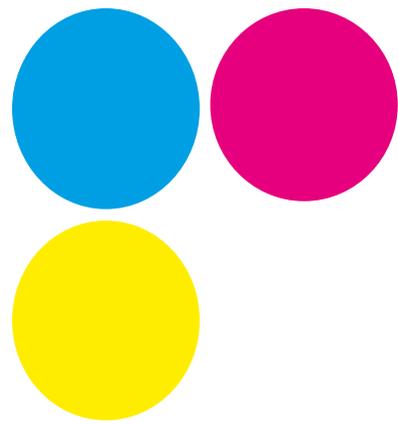


This motion graphic was made from The Lancet, based on mental health and substance use disorders based on the findings of the Global Burden of Disease Study 2010. I preferred this motion graphic to the first piece due to the information being displayed was shown in a slower fashion and in more of a flowing manner compared to the fast-paced information and motions from the first video. I like the idea of coinciding numbers with stickmen/illustrated persons, such as above which uses the amount of people illustrated by the use of stickmen, which for the viewer is easily readable whilst also boasting an aesthetically pleasing finish. I believe this motion graphic includes many features and aspects we can replicate and use for inspiration in our own campaign graphic, such as the pace, timing and design aspects for figures, and how we can present these through our own infographic for #123GP.



Other design aspects from the motion graphic made by The Lancet we can take inspiration from is the fluidity and high-quality transitions showcased throughout, the graphics followed a journey through each piece of information using text, shapes and illustrations to form a smooth and fluent theme. The motion graphic uses different transparency for the transitions through the use of shapes as seen above behind the text and illustrations to create a subtle background for what is being presented as well as creating a base for the transitions to continue to the next piece of information. In our project creating a fluent experience for the viewers should be a priority of ours, we are targeting our motion graphic to around 1-2 minutes long, meaning it is paramount that the graphic will be clear, concise and informative throughout.

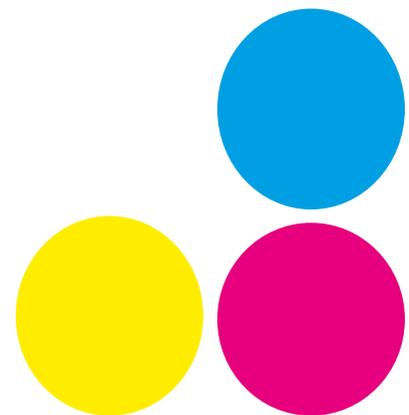


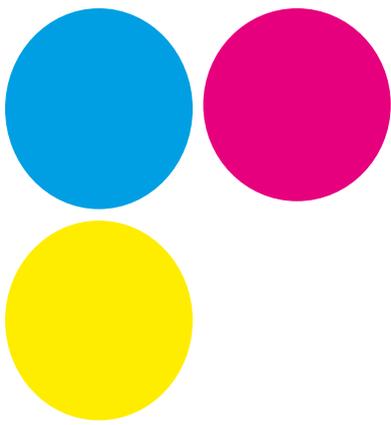


The Lancet motion graphic uses graphs such as the pie chart above which transitions from a single line, made using a clipping mask which evolves the straight line to the pie chart seen, in a movement which lasts around a second, these forms of transitions happen quickly meaning it would be hard for the viewer to become tedious due to the fast paced theme the creators have delivered. In our motion graphic each piece of information should be no longer than 5-10 seconds maximum to make sure the viewers don't find it tedious/boring. However with our target audience being The Health And Social Board our approach to how we present the information must follow a clear and concise script which main focus is to inform, persuade and gain support to increase the mental health budget within Northern Ireland.



The other motion graphic I discovered during my research was this piece from Sarah Stimpson on rural mental health. This video was around a minute long, presented more like a slideshow of animations, the design was minimal yet had a sleek and smooth feel to it. The basic use of fonts and simple shapes works well with the information being presented to the viewer. The aspects I'd use from this in ours would be the basic colour schemes, using 2D shapes and fonts which match the overall aesthetics of the infographic.





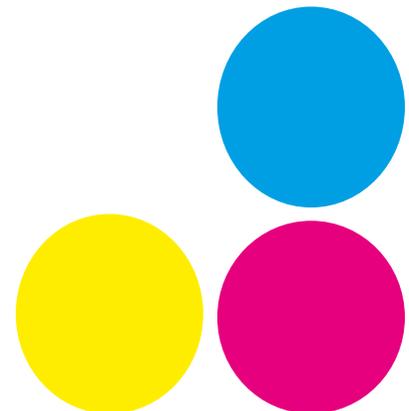
Therefore...

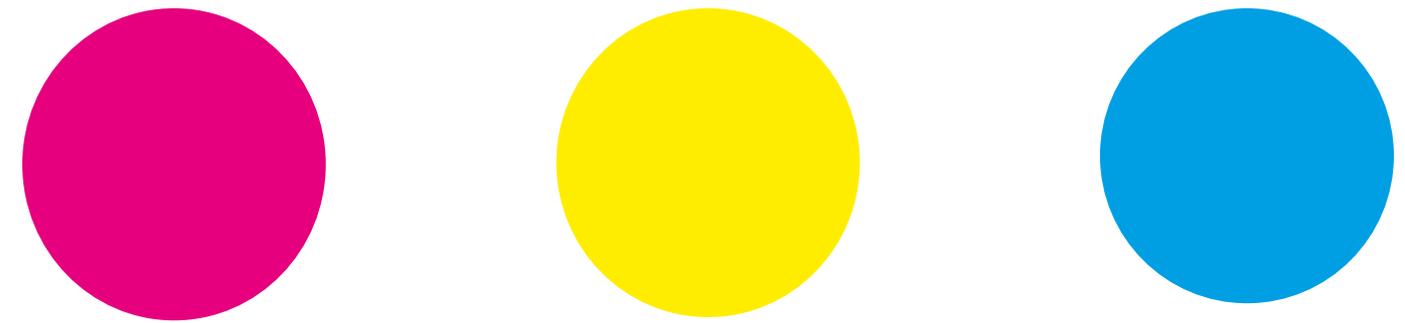
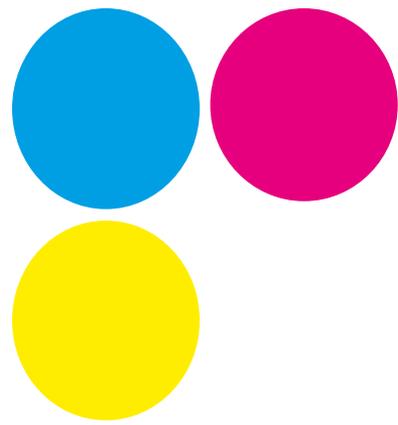
The lack of mental health resources and facilities available to rural communities, may be the reason for an obvious difference between suicide rates in major cities and in remote areas...

Another design aspect which I was attracted to was the simplicity of information being presented to the viewers. With too many animations and motions, an infographic can lose its purpose in it's aesthetics, however with this graphic, small amounts of text between animations means viewers can read and understand what is being said without becoming distracted easily. I believe with our project finding the balance between information and visuals will be very important, especially with a niche target audience in which the purpose of the graphic is to inform, educate and ultimately change the minds/decisions the board has.

Production Schedule

Task	Week	Aim	Action	Completion
Scoping the Project	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
Project Proposal	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
Project Research	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
Design Deck	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
Presentation	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
Development stage- Motion Graphics	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

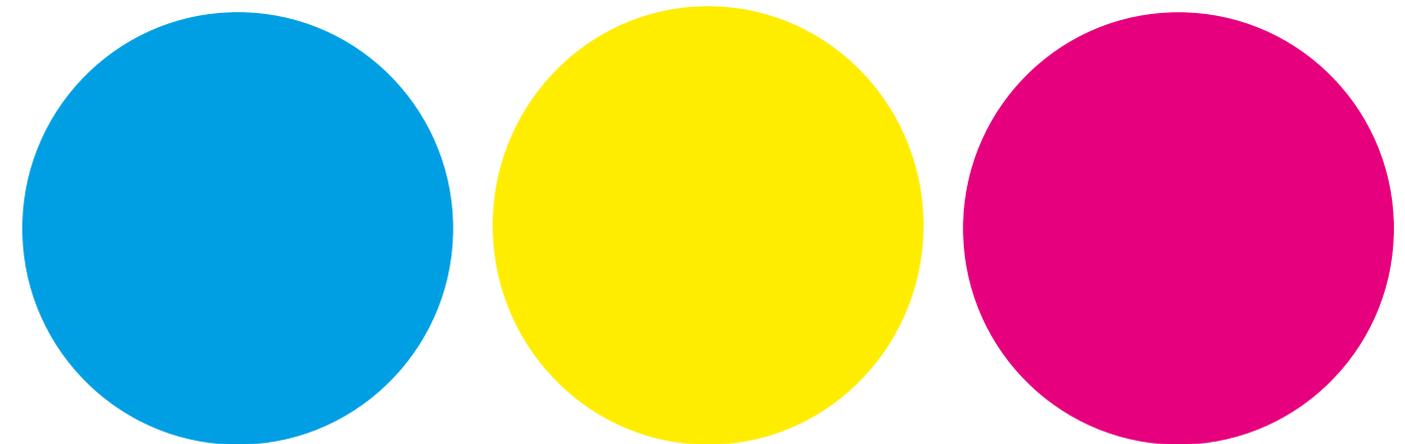


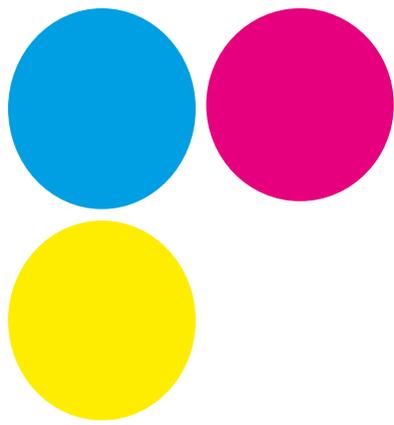


1st Draft Design Deck

For our first design Deck, each group member created 3 potential logos each, incorporating each logo over different designs including bus stops and campaign t-shirts. Each deck also included storyboards for the motion graphic and interviews.

<i>Development stage- Filming and Design Adjustments</i>	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
<i>Development stage- Editing Film and Design Adjustments</i>	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
<i>Development stage- Continue Film editing and Motion Graphic</i>	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	6/12/18
<i>Development Stage- Finish editing and motion graphic.</i>	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
<i>Final Presentation</i>	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

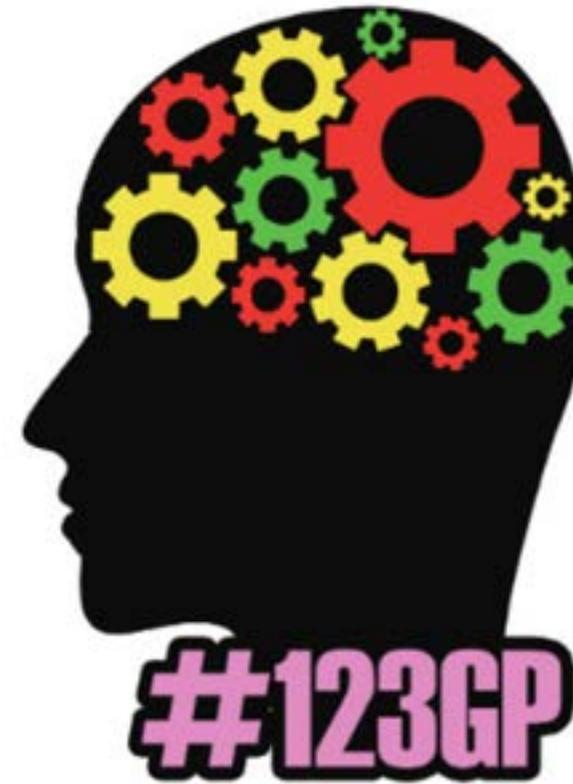




Feedback

After drafting my first Design Deck it was presented to Adrian Hickey and Claire Munroe in class, each group member gained feedback on each deck. We decided my lightbulb logo was the strongest of my 3 concepts, and it was to be put forward for my final Design Deck logo. Other feedback I gained was to expand my logo onto more clothing other than just t-shirts, and to also include a campaign banner, a pop-up poster and a billboard.

Throughout the motion graphic storyboard changes I was asked to make included changing the logo on each sequence to my lightbulb logo, changing the colour of the Northern Ireland map from green to white so the statistics being displayed can be easily readable. For the interview storyboards, including a title caption for each interviewee was discussed and how the colour scheme could be changed to suit the new design.

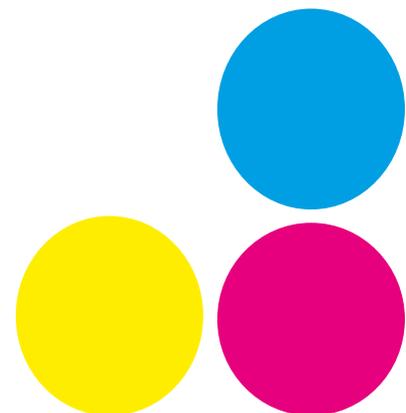


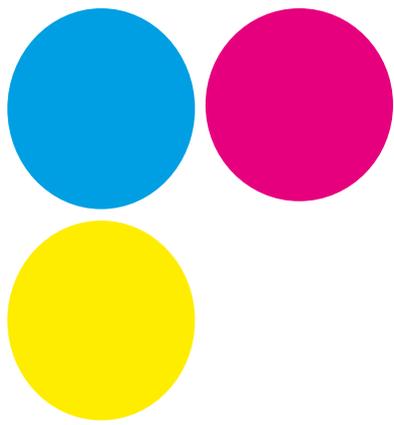
Concept 1 - Brain cogs
This is my first logo concept, a side profile of a person displaying many different sizes of gear cogs to represent the workings of a brain. I coloured the cogs differently to match previous concepts and shaped them to emulate a brain. I included the campaign name below just above the neck.



Concept 2 - lightbulb

this is my second logo concept, a lightbulb radiating their colours from the previous campaign logo along with the pink shade of text to coincide with previous #123GP posters and colour schemes.



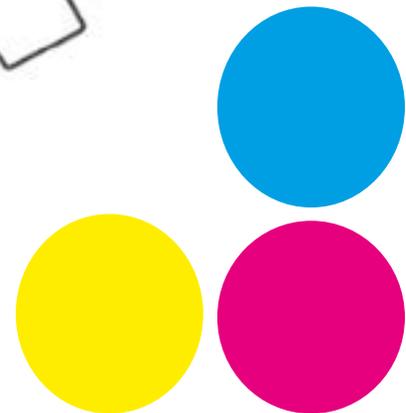


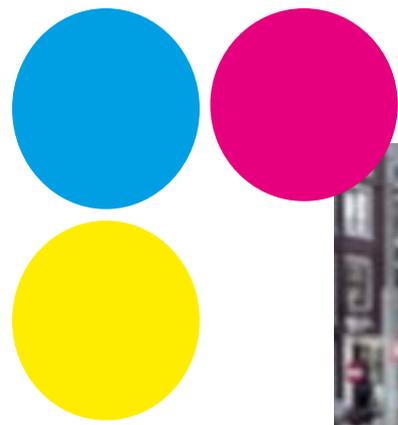
Concept 3 - tree

This is my third logo concept, a tree with coloured leaves to match the campaign and mental health colours. I made the tree shape emulate that of a brain to relate back to the campaign's focus - mental health.



T-Shirt mock up designs of each logo concept



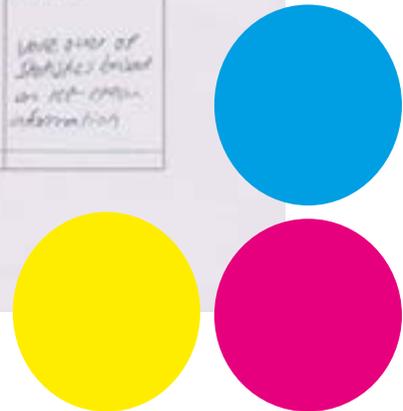


Digital mock-ups of promotional bus-stop sign for each logo concept

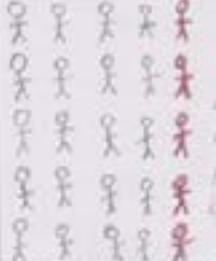
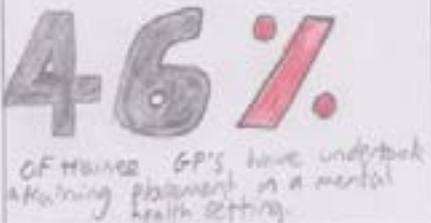


The following are hand-drawn storyboards for the campaigns motion graphic and interview video

#123GP		
SHOT NUMBERS - 1 - 4	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	Static shot wheel spins around #123GP text appears below spinning wheel	Shot to transition between this shot and following shot. Voice over begins when shot ends
EDIT/DURATION OF SHOT - 5 seconds 	Each county enters separately to create the full map of N.I.	voice over begins to deliver statistics and information
EDIT/DURATION OF SHOT - 10 seconds 	Map fades away and every county appears individually showing how many GPs are available per county	voice over will deliver information on each county
EDIT/DURATION OF SHOT - 2 seconds each (x6) 	Next shot shows ice cream, which coincides with the voice & 2.29 for each person. ice cream will melt to begin the next shot	text about the ice cream will be displayed each side of screen voice over of statistics begins on ice cream information
EDIT/DURATION OF SHOT - 5 seconds		



SHOT NUMBERS - 5-8	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	Slider bus appears from left displaying budget difference from it's animation making comment to be mental health light.	As bus drives off, bus stop will display mental health budget. Voice over on difference between budgets.
EDIT DURATION OF SHOT - 5 seconds		
	Interactive pie chart displaying the % difference between GP's access to mental health services before & I.	voice over will elaborate on figures present.
EDIT DURATION OF SHOT - 3 seconds		
	Interactive sand timer showing difference of waiting times when the funds are drawn and not. Sand will filter through as information is also displayed beside the timer.	voice over will be explaining about part of the timer.
EDIT DURATION OF SHOT - 8 seconds		
	10 man figures walk on screen with 4 out of 10 appearing red to symbolise the amount of waiting for mental health issues. 4/10 of people who go to GP's is for mental health	voice over elaborating on facts and figures relevant to the animation.
EDIT DURATION OF SHOT - 5 seconds		

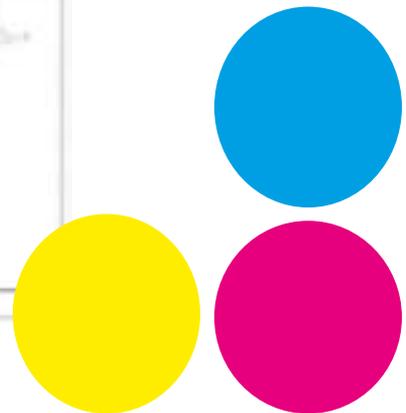
SHOT NUMBERS - 9-12	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	90% of people with a mental health problem get treated by their GP's	voice over continues to speak about the relevant information.
EDIT DURATION OF SHOT - 5 seconds		
	1/3 GP appointments are for mental health	voice over continues • figure will walk off to begin next motion.
EDIT DURATION OF SHOT - 5 seconds		
	ONLY... 46% OF HOURS GP'S HAVE UNDERTAKEN AT-RISKING PLACEMENT IN A MENTAL HEALTH SETTING.	voice over continues Repeating another important fact.
EDIT DURATION OF SHOT - 5 seconds		
	#123GP Equip GPs with MENTAL HEALTH EXPERTISE Sign the petition @ change.org Follow us on Twitter	voice over explains how to support the campaign.
EDIT DURATION OF SHOT - 10 seconds		

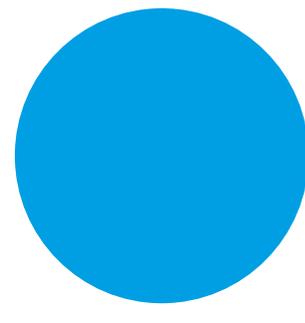
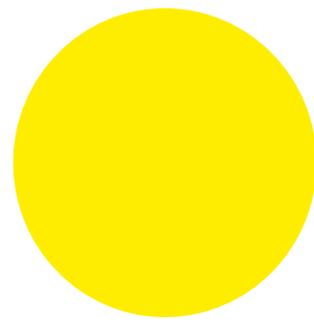
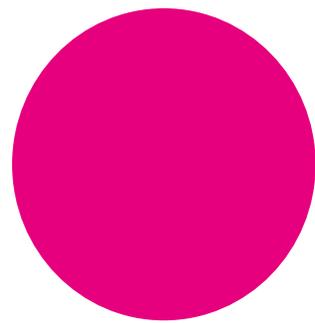


Interview video storyboard sheets

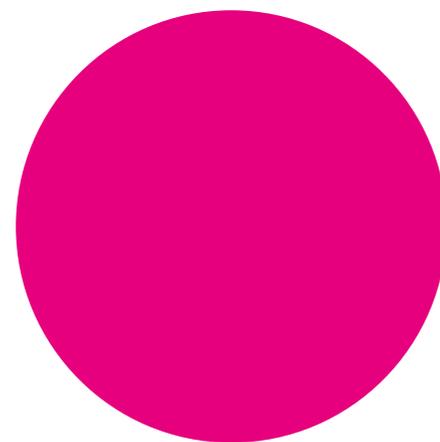
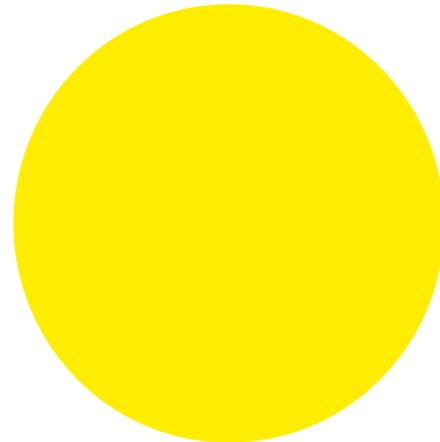
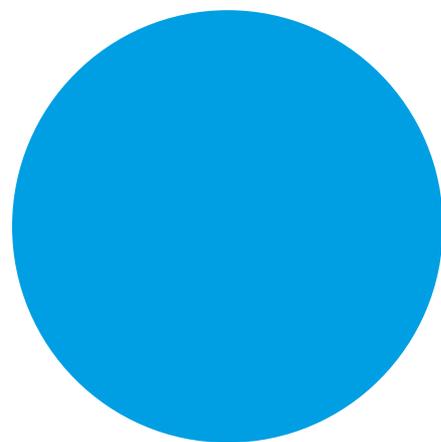
SHOT NUMBERS -	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	Title shot with logo and campaign name	wheel will be spinning around slowly like a roulette wheel
EDIT/DURATION OF SHOT - 5 seconds		
	Cut-away shot/ B-roll shot	voice over of someone explaining the campaign
EDIT/DURATION OF SHOT - 8 seconds		
	Mid-shot interview interviewee stays static rule of three	Name title will appear and disappear with opening shot and closing shot
EDIT/DURATION OF SHOT - 15 seconds		
	Cut-away shot/ B-roll shot long shot of campaigners	continues
EDIT/DURATION OF SHOT - 3 seconds		

SHOT NUMBERS -	SHOT TYPE & MOVEMENT	VISUAL & AUDIO
	Mid-shot interview interviewees stay within rule of three	Name motion slides in & out as interviewees
EDIT/DURATION OF SHOT - 10 seconds		
	Cut-away shot/ B-roll shot	information on campaign
EDIT/DURATION OF SHOT - 3 seconds		
	Mid-shot interview interviewees stay within the rule of three	Name title motion slides in and out as interviewees speak
EDIT/DURATION OF SHOT - 10 seconds		
	Cut-away shot/ B-roll shot	continues from interview
EDIT/DURATION OF SHOT - 3 seconds		





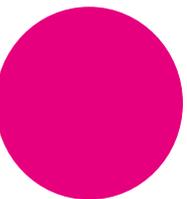
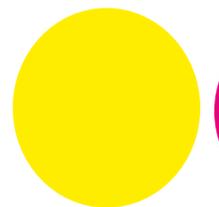
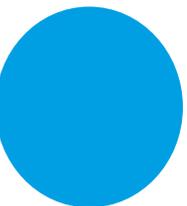
Pitch Document

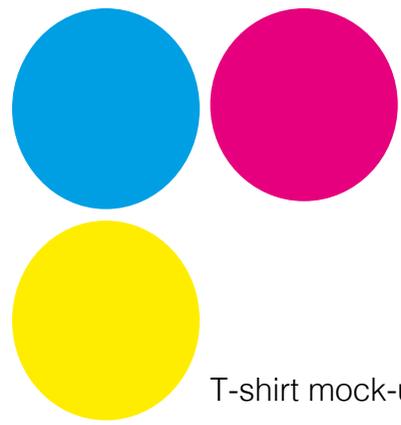


#123GP

'Equip GPs with mental health expertise'

This is my final logo concept for the #123GP campaign. The concept is a lightbulb, radiating light in the colours of the previous logo. The gear cogs present in the logo also represent the previous colour scheme used before. The campaign name and slogan are also included beneath the logo.

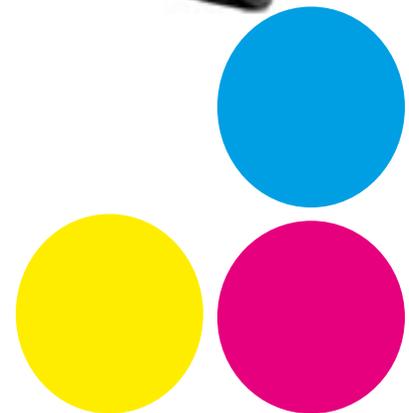


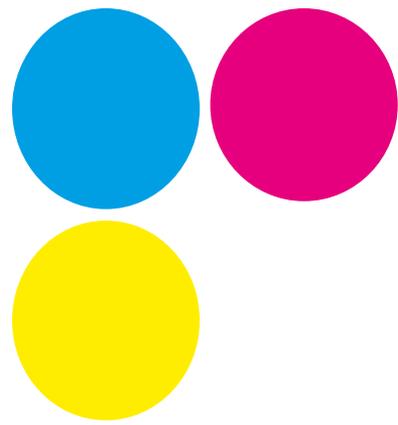


T-shirt mock-ups



Hat mock-ups





Potential badge design with logo



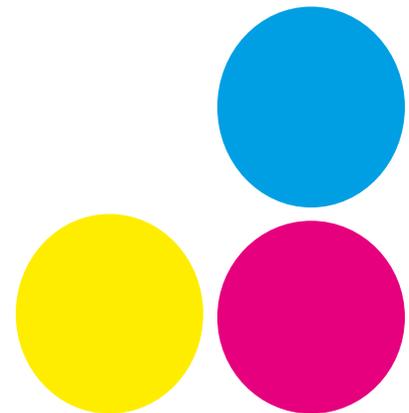
Glider bus with #123GP campaign name and logo sponsoring

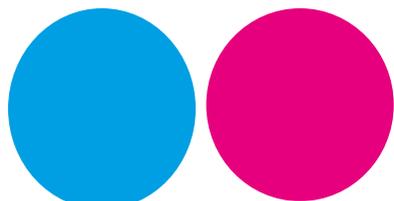


Banner and signs with #123GP campaign name and logo sponsoring



Bus-stop promotional poster design





Digital storyboards for motion graphic



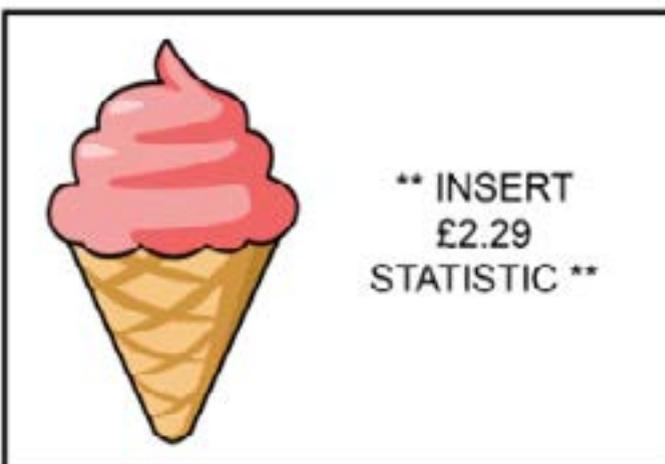
Title screen/opening shot
Text enters after lightbulb
Voice over begins once shot transitions to next
duration of shot: 5 seconds



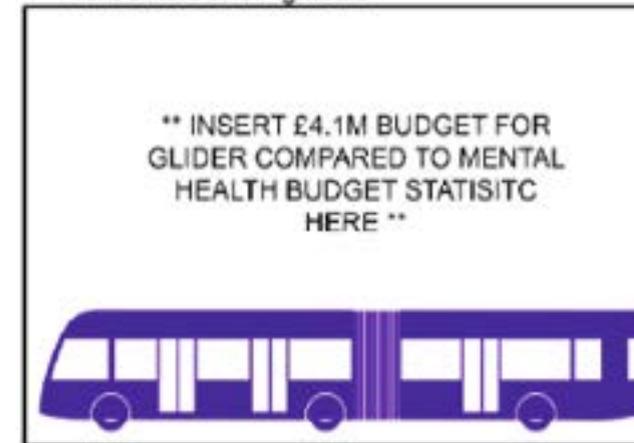
Each county enters separately to create the full map of Northern Ireland
Voice over begins to deliver statistics and information
Duration of shot: 7-10 seconds
Title screen/opening shot
Text enters after lightbulb



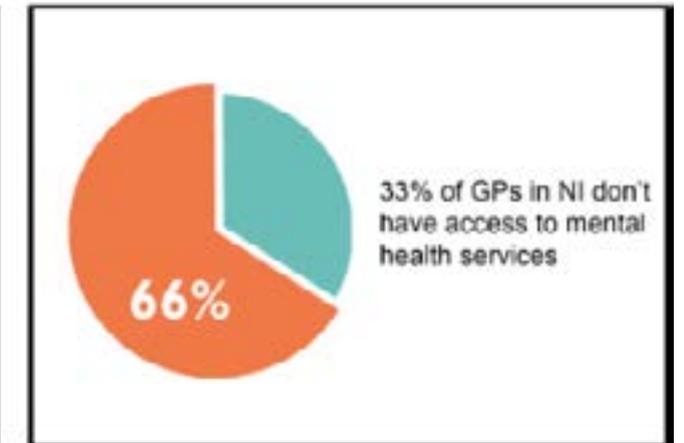
Each county enters separately to create the full map of Northern Ireland
Voice over begins to deliver statistics and information
Duration of shot: 7-10 seconds



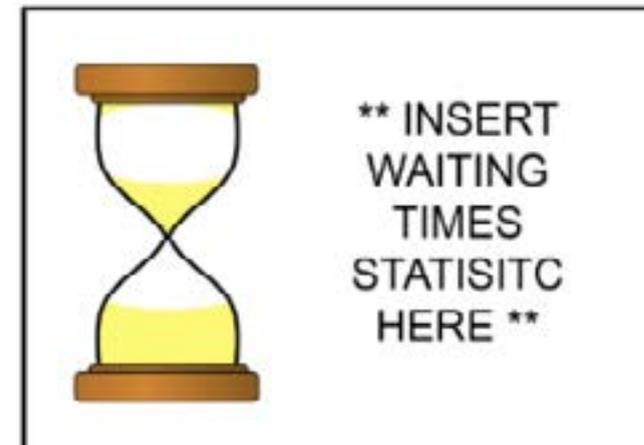
Transitions into ice cream statistic, ice cream will melt to begin next shot after statistic is given
Voice over continues
Duration of shot: 5 seconds



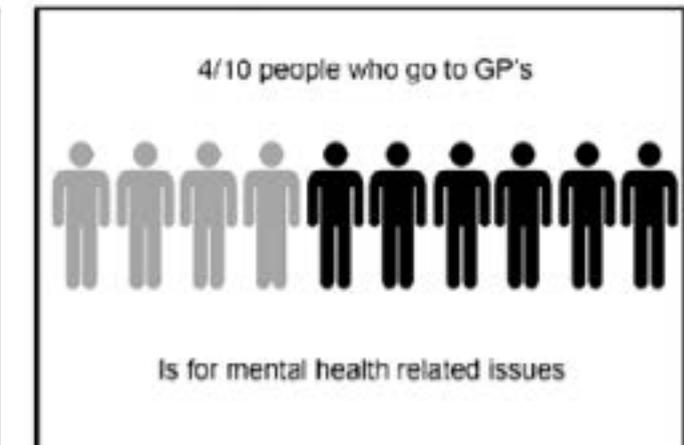
Glider bus transitions from left to right, stopping mid-screen so statistic about the mental health budget compared to the promotion and marketing of the glider bus.
Duration of shot: 5 seconds



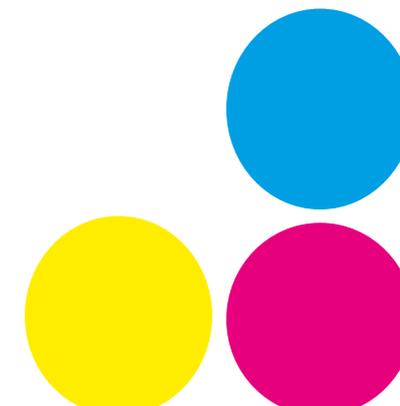
interactive pie chart displaying the % difference of GP access to mental health services
Voice over continues
Duration of shot: 3-5 seconds

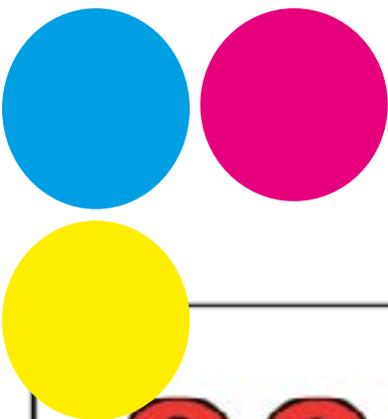


Interactive sand timer showing difference of waiting times
Sand will filter through timer as statistics are given
duration of shot: 6-10 seconds



10 stickman figures appear on screen, 4/10 being grey to represent the amount of walk-ins for mental health issues
Voiceover continues
duration of shot: 5-7 seconds





90%
of people with a mental health problem get treated by their GPs

Transitions from previous shot to deliver another hard hitting fact
Voice over continues
Duration of shot: 5 seconds

1/3 of GP appointments are for mental health

Transitions from previous shot to display statistic
duration of shot: 5 seconds

ONLY 46%
Of trainee GPs have undertaken a training placement in a mental health setting

Figure will rise from 0 to 46
Voice over continues
duration of shot: 5 seconds

Sign the petition today to make a difference!

@123GPCAMPAIGN
@PPR_ORG

Call to action shot for ending
Includes link to petition, Twitter pages and includes the #123GP logo
Voice over ends
duration of shot: 10 seconds

Digital storyboards for interview video

Title shot with logo and campaign name
duration of shot: 5 seconds



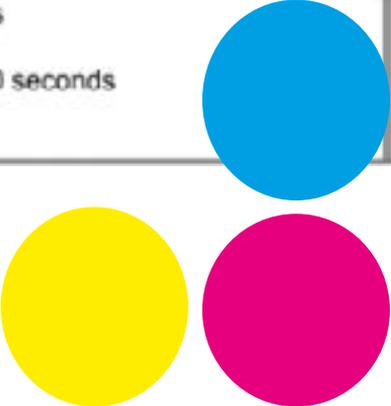
Cut away/B-roll shots
interviewee begins to speak
duration of shot: 5 seconds

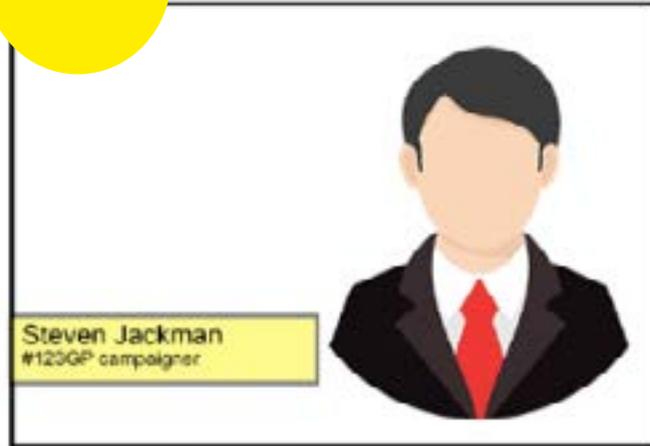
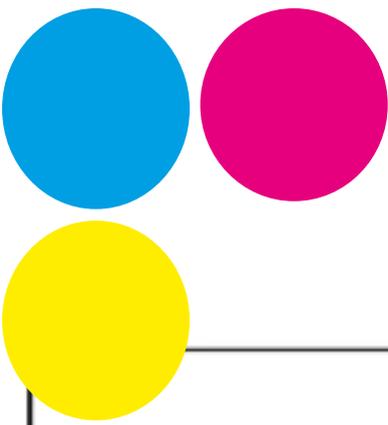
Melissa Taylor
#123GP campaigner

Mid shot interview, rule of three
name title will transition in and out
duration of shot: - seconds



Cut away/B-roll shots
interview ongoing
duration of shot: 6-10 seconds

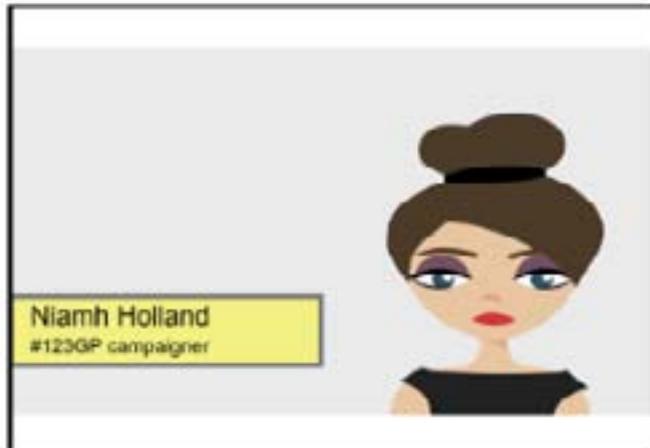




Mid shot interview, rule of three name title will transition in and out duration of shot: - seconds



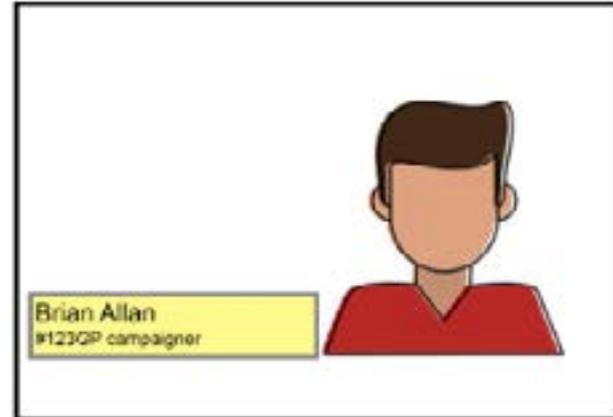
Cut away/B-roll shots interview ongoing duration of shot: 5 seconds



Mid shot interview, rule of three name title will transition in and out duration of shot: - seconds



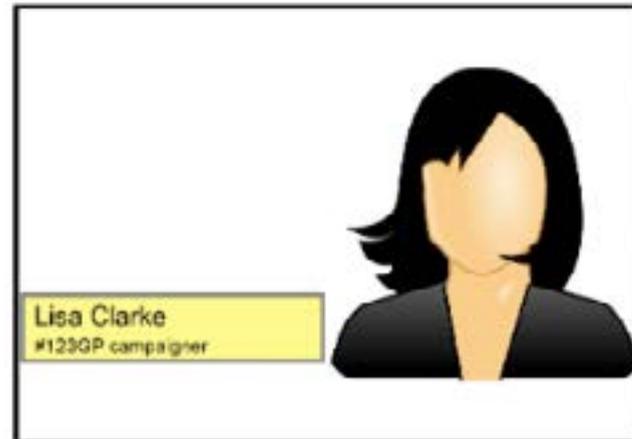
Cut away/B-roll shots interview ongoing duration of shot: 6-10 seconds



Mid shot interview, rule of three name title will transition in and out duration of shot: - seconds



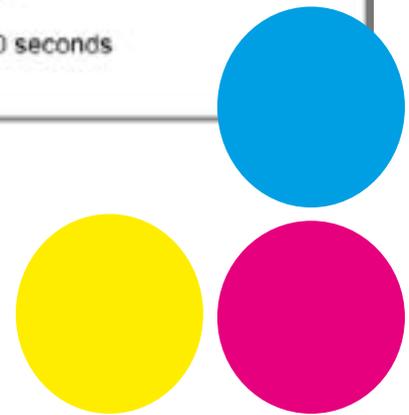
Cut away/B-roll shots interview ongoing duration of shot: 6-10 seconds

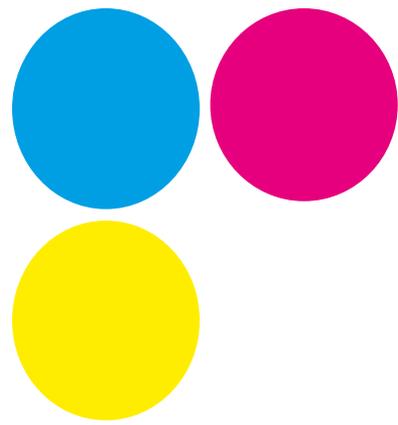


Mid shot interview, rule of three name title will transition in and out duration of shot: - seconds



Cut away/B-roll shots interview ongoing duration of shot: 6-10 seconds



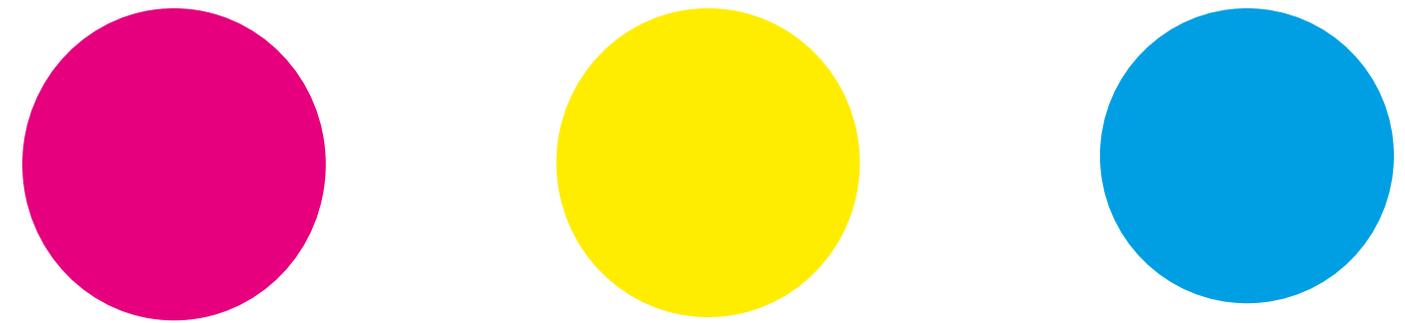


Feedback from Pitch meeting in UUB with Sara

On Thursday 15th November, myself Matthew and Sorcha met with our client Sara Boyce along with Claire Munroe in the University of Ulster Belfast campus. This meeting was organised, so we could each pitch our design ideas to Sara and discuss which parts from each deck she wanted to use for the final project. We each presented separately, then put all 3 out on the table to discuss strengths and weaknesses.

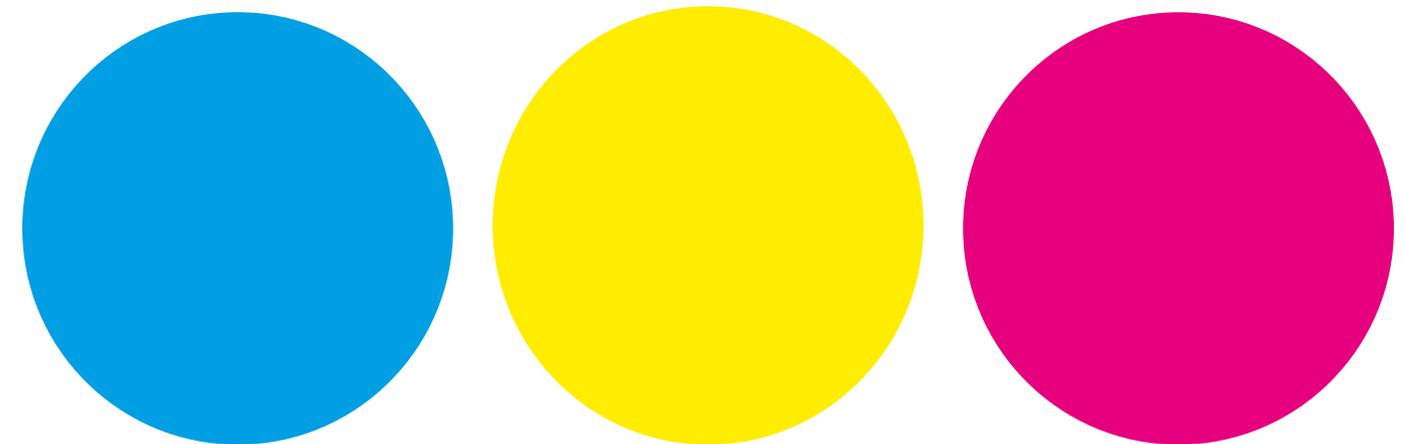
We first looked at the logo concepts, Sara said that my logo containing gear cogs was too common with mental health organisations but said she liked the title font and colour. She said Sorcha's logo was aesthetically pleasing and would like if the wheels could spin to emulate the original logo. Sara said Matthews logo was too gambling orientated but loved the idea and layout of the circles. We then decided that with my title, Matthews layout and Sorcha's colours, we would develop the final logo/rebranding of #123GP.

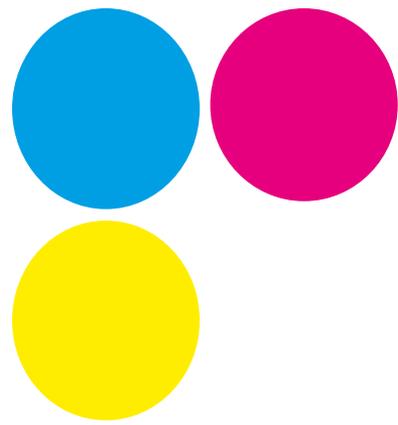
We also discussed the digital mock-ups we designed, Sara asked us to re-design the t-shirt but in black and white t-shirts and also develop high visibility vests in green and pink colours. A pop-up sign and full billboard was also discussed to put the new logo concept into.



Final Design Deck

This next few pages is our final design deck to show our client the digital mock-ups and storyboards for the motion graphic and interview video.

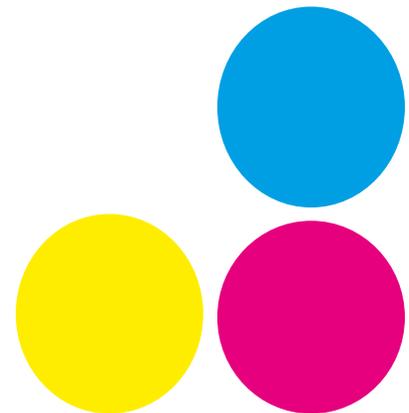


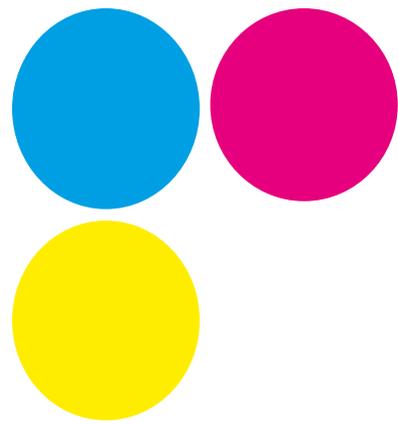


Final logo design, design aspects taken from each of our own logos bring together the finished piece. Setting a vibrant, eye-catching and clear theme.



T-Shirt mock-up designs with new logo, with the option of a white or black t-shirt.





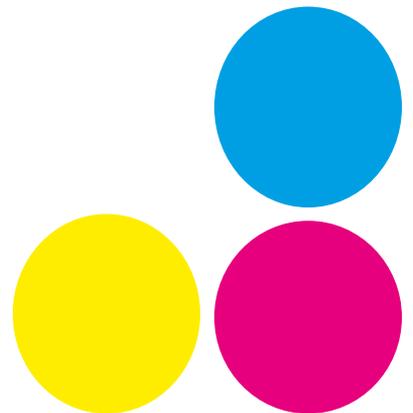
Potential campaign capped hats with logo in black and white

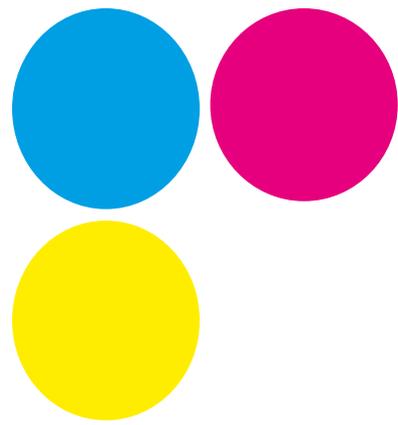


Potential campaign winter hats with logo in black and white



Campaign bus shelter advertisement mock-up that i designed.

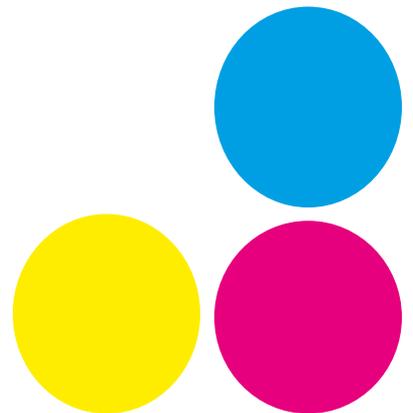


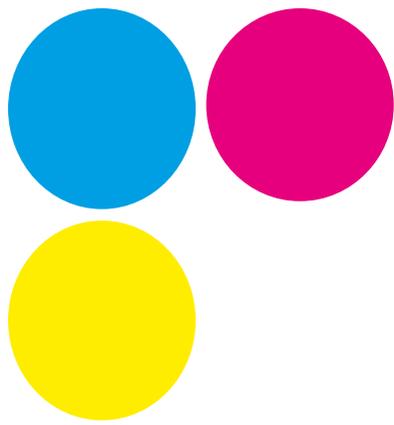


Digital mock-up for city billboard i created on Adobe Illustrator



Potential campaign pink high-visibility vests

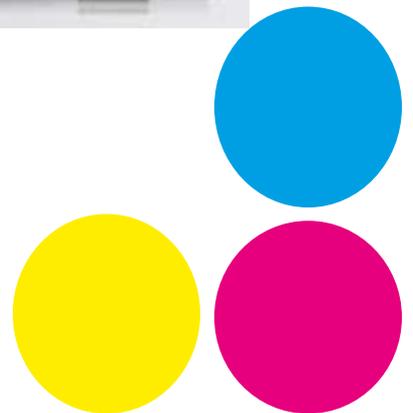


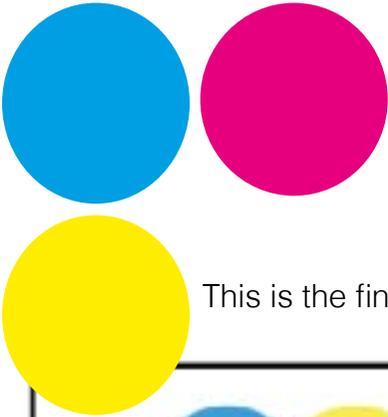


Campaign posters and sign mock-ups for rally/meet-up



Digital mock-up for potential campaign pop-up sign

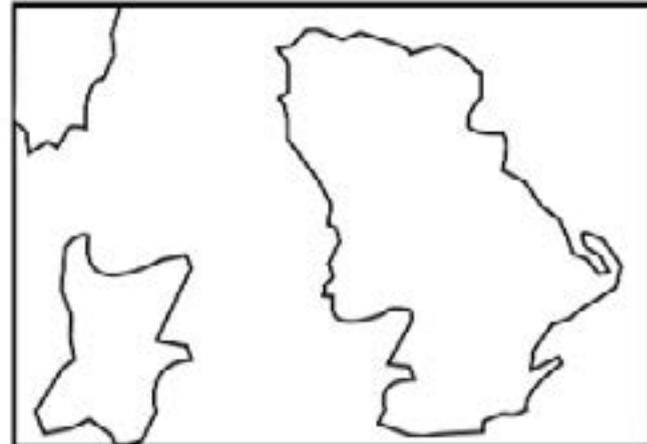




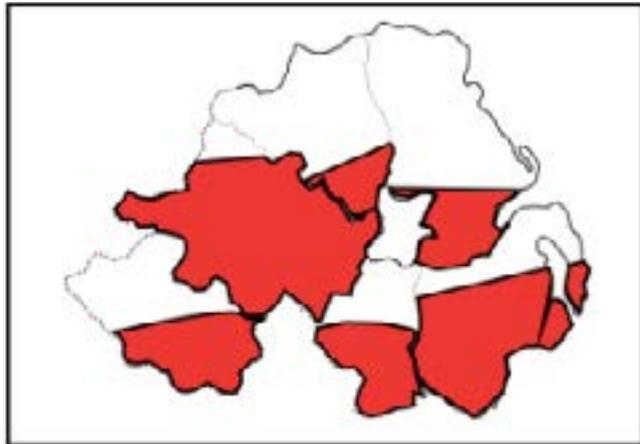
This is the final digital storyboard for the campaign's motion graphic

1 2 3
#123GP
 Equip GPs with Mental Health Expertise
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

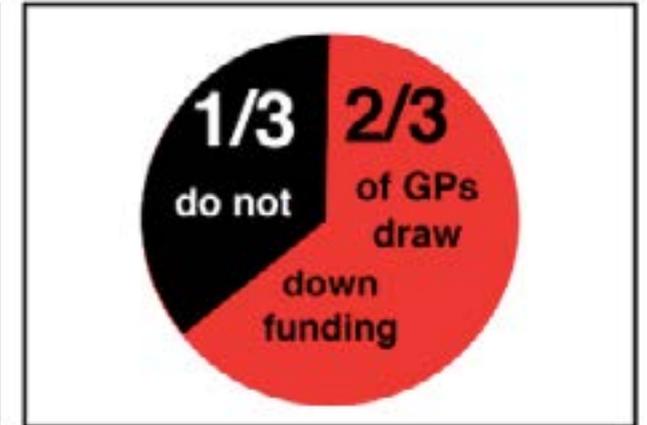
A cost of
£2.29
per person

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

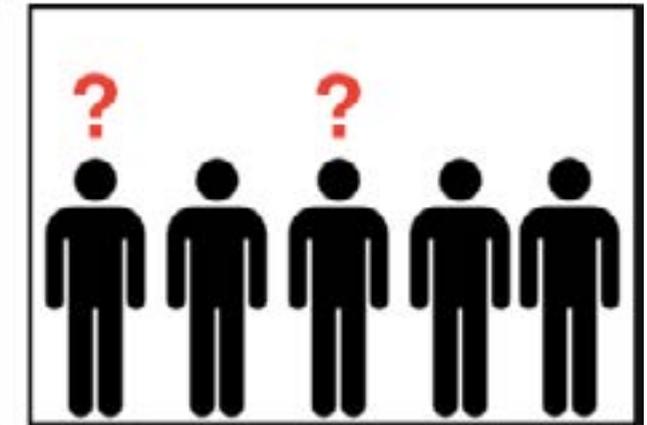
Panning right - Man stands at the bus stop with mental health poster while bus drives past with statistics outside of it



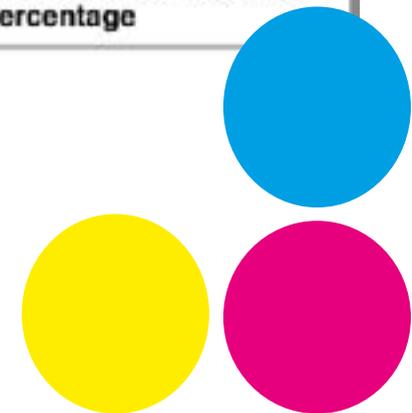
A circular animation that turns into a pie chart displaying statistics. The percentages will animate popping up large.

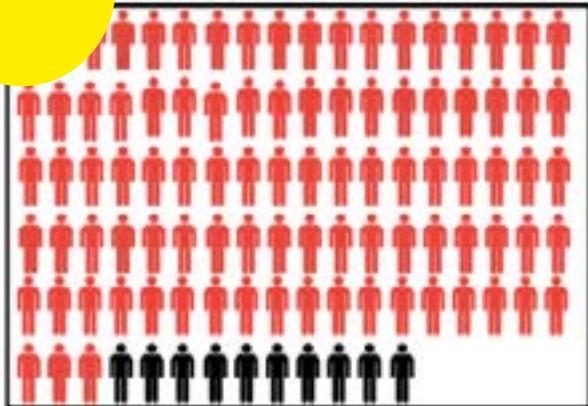
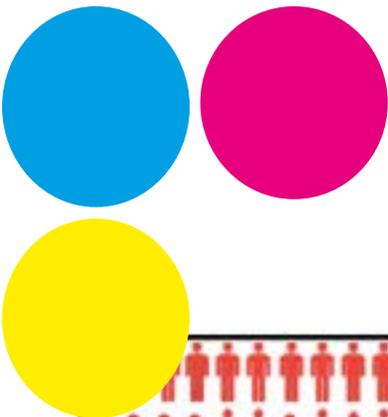
**** INSERT WAITING TIMES STATISITC HERE ****

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

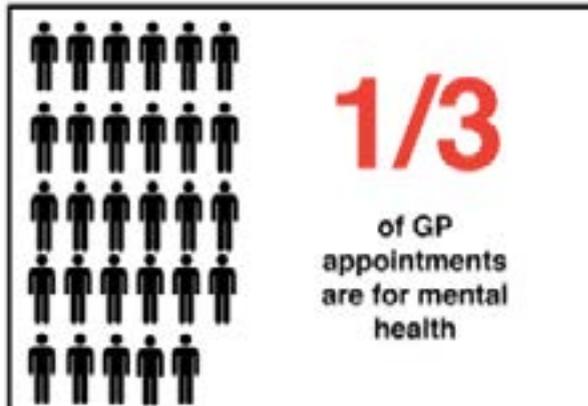


Panning to the right - showing people with mental health problems with animation of text afterwards of the percentage





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



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

46%

of trannies have taken placement in a mental health setting

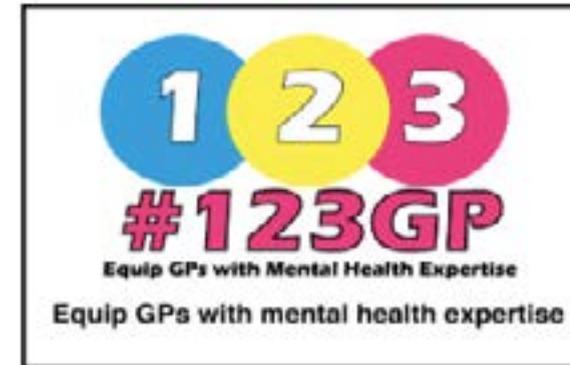
Static shot - Text animates to show statistic



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 digital storyboards for interview video



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



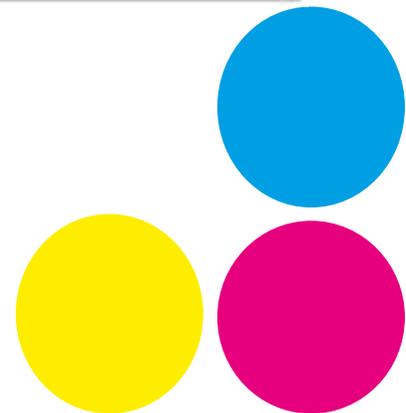
Panning to the right - Shot of GP practice with dialogue of GP speaking bridging between this shot and the next.

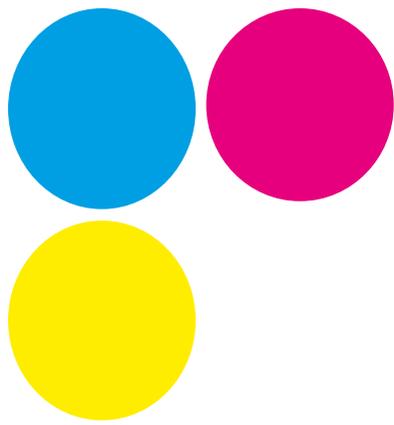


Close up of GPs hands moving while he is still talking intercutting between the medium shot of his face and hands



Medium shot using rule of thirds of GP getting interviewed





Establishing shot of stormont with overlapping audio of interview



Medium shot using rule of thirds of GP getting interviewed



Establishing shot of Queens University with overlapping audio of interview



Medium shot using rule of thirds of GP getting interviewed



Establishing shot of Botanic Gardens with overlapping audio of interview



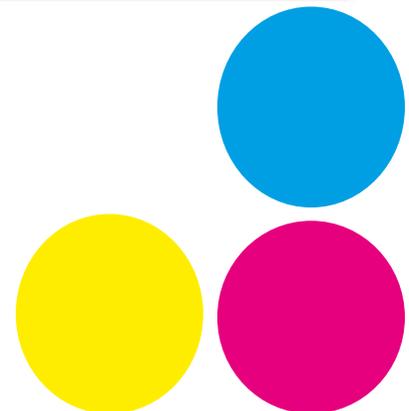
Medium shot using rule of thirds of GP getting interviewed

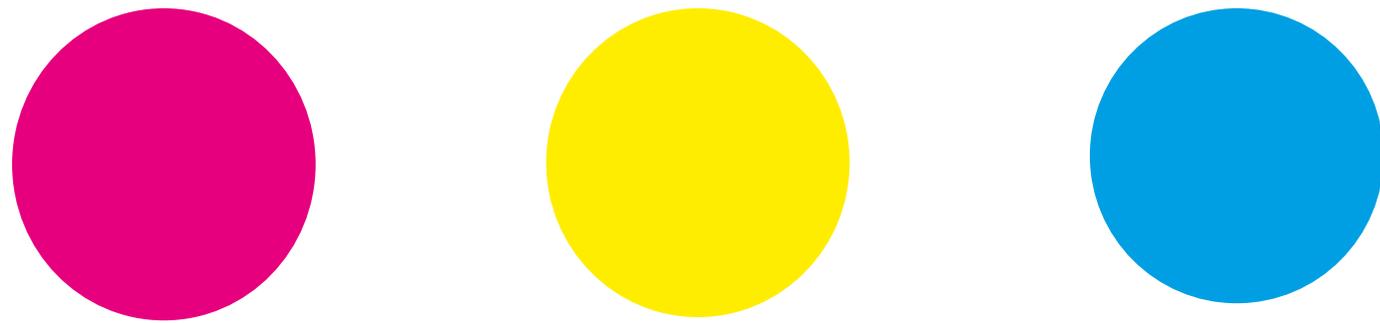


Establishing shot of City Hall with overlapping audio of interview



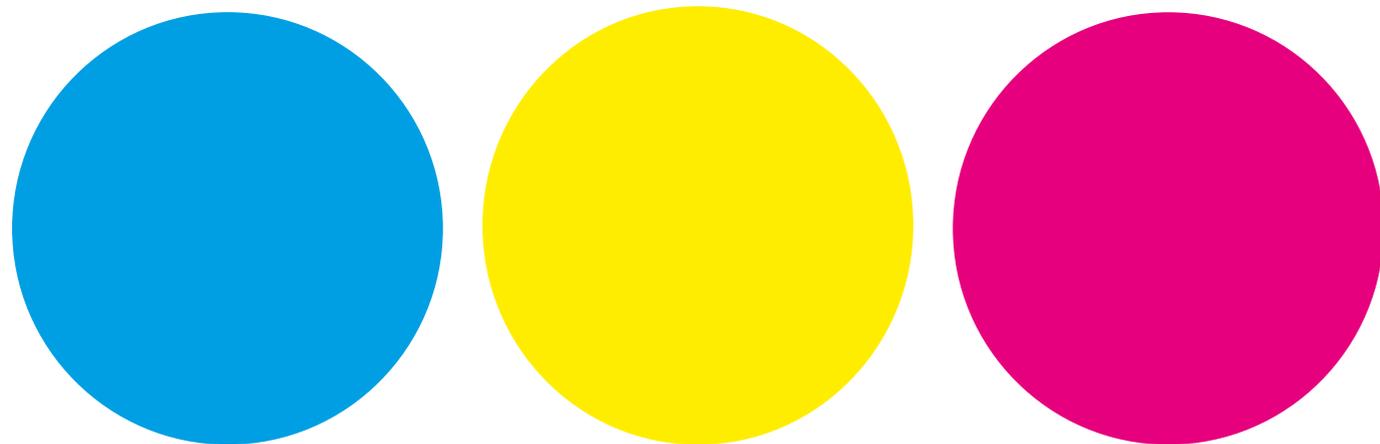
Static shot - Spinning chips animation and call to action text animates from the left



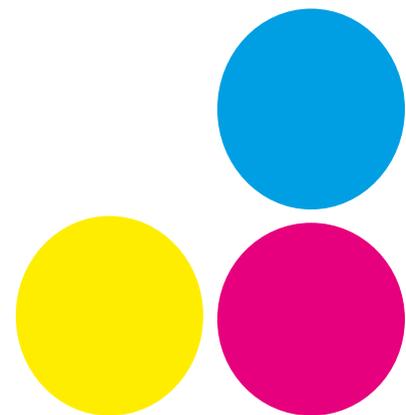


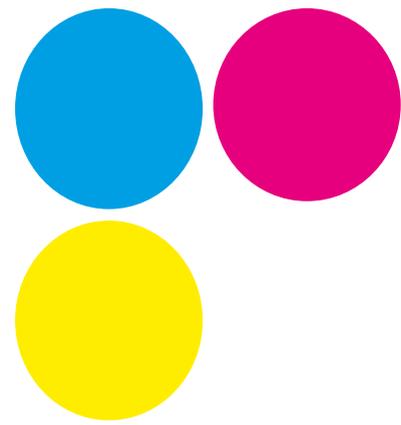
Motion Graphic

The next pages are a collection of screengrabs from my motion graphic development, explaining design aspects, effects and motions



Above is the opening title sequence to the campaigns motion graphic. I designed it with a simplistic approach, in the attempt to create a clear and concise yet aesthetically pleasing theme. With the purpose of the motion graphic being to raise awareness about the campaign and to target the Health and Social Care Board, I thought using a white background throughout would mean processing what is being shown would be easier for the viewer to understand. The motion graphic begins with the logo coming together as separate parts forming the original across a time of 5 seconds. The 3 numbered circles enter the screen through an opacity change with both the blue (1) and pink (3) circles transitioning from each side of the screen to form the original design. Whilst the circles form, the '#123GP' title also transitions through a change of opacity. Finally, the campaigns tagline enters the sequence through the typewriter effect which concludes the opening sequence.



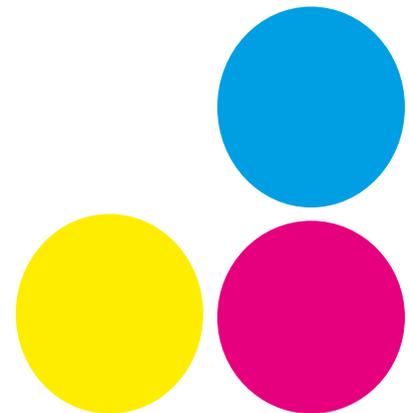


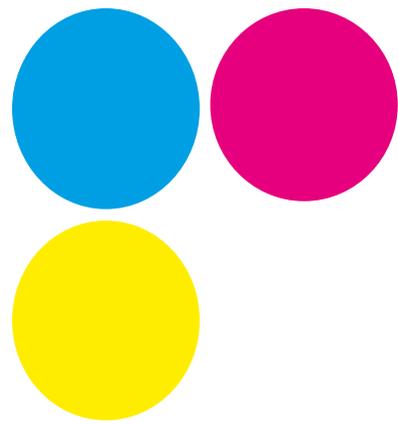
Above displays how the title sequence concludes, replicating the design of the original logo.

Counselling can be an effective, low cost treatment option for many mental health issues



This sequence was designed to display how counselling can be an effective, low cost treatment option for many mental health issues. I used the simple concept of 2 people talking using speech bubbles. However these speech bubbles are animated so they bounce once they appear on screen to imitate the speech from someone. I include 3 speech bubbles throughout this short sequence.





Counselling can be an effective, low cost treatment option for many mental health issues

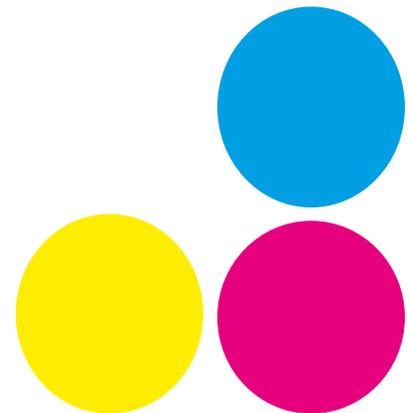


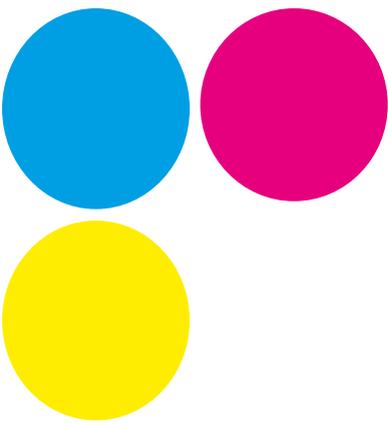
This shows how the bubbles bounce as the conversation progresses. Notice also how the person's head has risen as the sequence goes on, emulating how counselling can help someone suffering from mental health issues.

86% of people who received **counselling** said it **helped** them



For this part of the sequence I used a simplistic motion using the outline of a head, using the fact – 86% of people who received counselling said it helped them, I thought using gear cogs to represent the % in the head would work well, with gear cogs being connotated with mental health, it would work well, along with the campaign colours to deliver this fact and part of the motion graphic. Each gear cog rotates as the text enters with the typewriter effect.

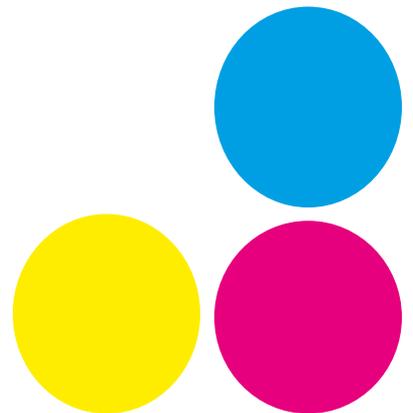


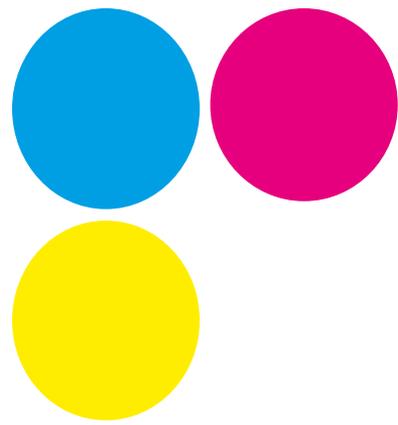


For this sequence I wanted to create a moving envelope which opens to reveal the survey results from a questionnaire the campaign conducted a while back. I began by designing the front of the envelope on Adobe Photoshop (as seen above), after this I created the back where the survey results will be revealed. The envelope entered the screen from the bottom, expanding in size before flipping slowly on the 'y' axis to reveal the back of the envelope, which can be seen in the next motion.



This the motion showing the information about the survey. I designed it so the envelop would open and the sheet would appear from it. I also designed the page on Adobe Photoshop including the campaigns logo we designed. This sequence concludes with the envelope closing itself and disappearing from screen.





If 100% of the population in Northern Ireland needed access to mental health counselling, it would equate to only **£2.29 per person..**

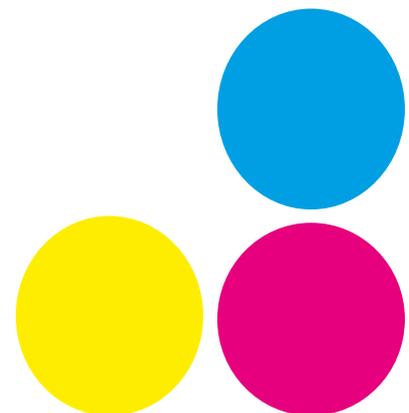
For this part of the motion graphic the statement of – The budget for mental health services is completely inadequate, if 100% of the population in Northern Ireland needed access to mental health counselling, it would equate to only £2.29 per person, the same price as this ice cream. I created the ice cream on Adobe Photoshop and began to animate the sequence using typewriter for the text.

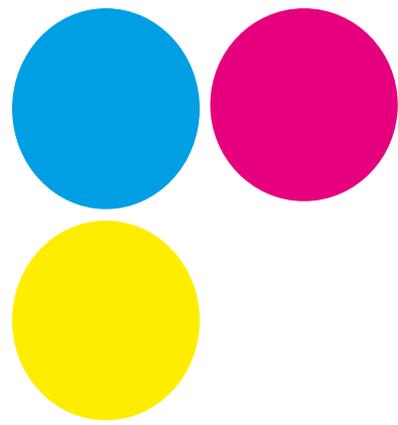


If 100% of the population in Northern Ireland needed access to mental health counselling, it would equate to only **£2.29 per person..**

The same price as this iCE cream!

As the motion progresses, the ice cream begins to melt and form a puddle at the bottom of the cone, I done this by changing key frames in the position, opacity and scale options in Adobe Aftereffects.





4 out of 10 patients who make appointments with their GP's..



Do so because they are worried about
their mental health

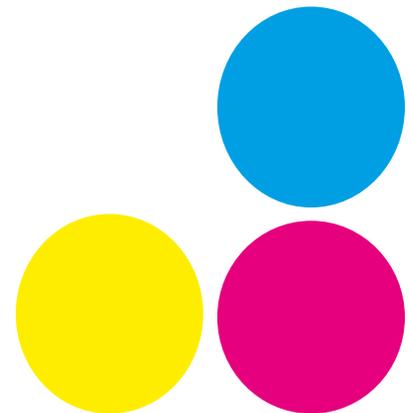
Above shows the sequence for the next part of information – ‘Approximately 4 out of 10 patients who make appointments with their GPs do so because they are worried about their mental health’. The text can be seen to dissolve from left to right to reveal the fact. Each shape rises up with a delay of 0.25 seconds to create a rising staircase motion, which I thought worked well to begin this part of the motion. I used the concept of the domino effect from my research for this sequence as the idea of dominoes falling can replicate the devastating effects of mental ill health and how it can increase not only with one person but effecting multiple people.

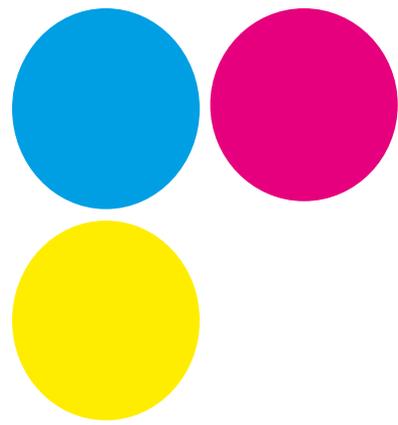
4 out of 10 patients who make appointments with their GP's..



Do so because they are worried about
their mental health

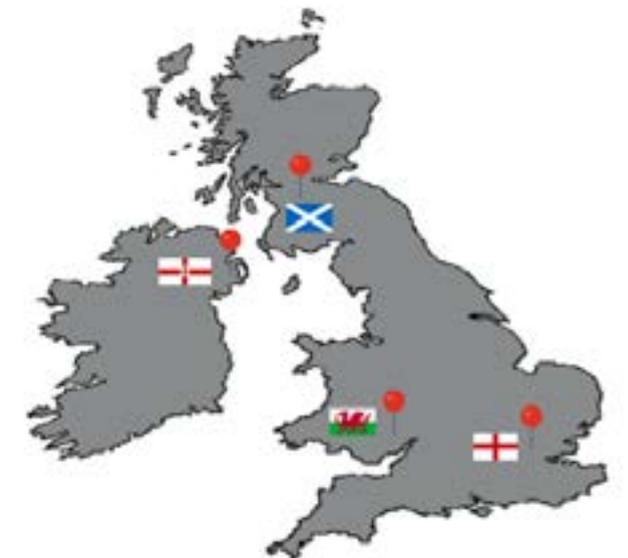
Above shows the concluding sequence, with each shape falling onto each other.



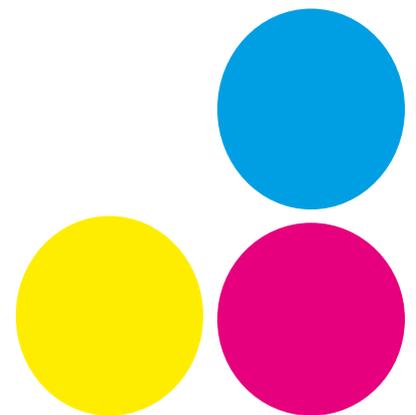


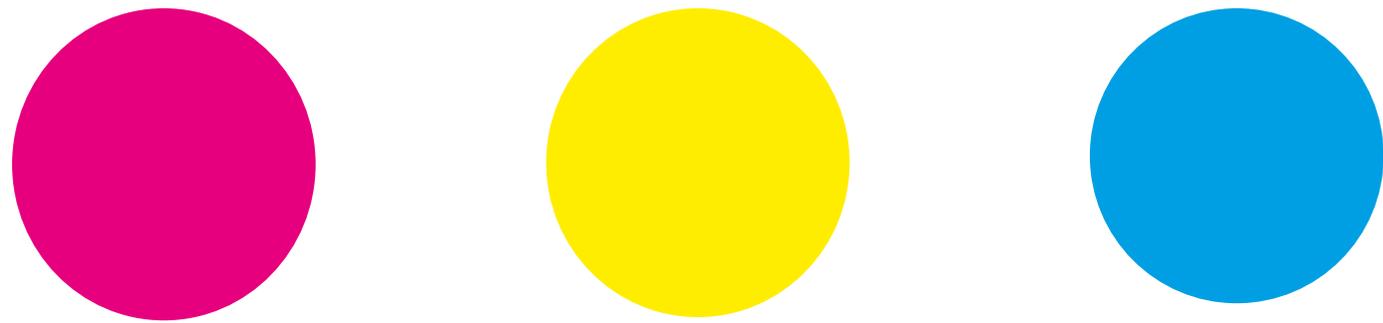
This sequence was made to show how the mental health budget in Northern Ireland at 5.2% is the lowest of the four jurisdictions, and lower than the global average of 7%. I began the sequence through a map of the United Kingdom and Ireland entering the screen via a change of values on the 'x' axis in a fast-paced motion to display the full United Kingdom in a time frame of 1.5 seconds.

Our mental health budget at 5.2% is the lowest of all 4 jurisdictions



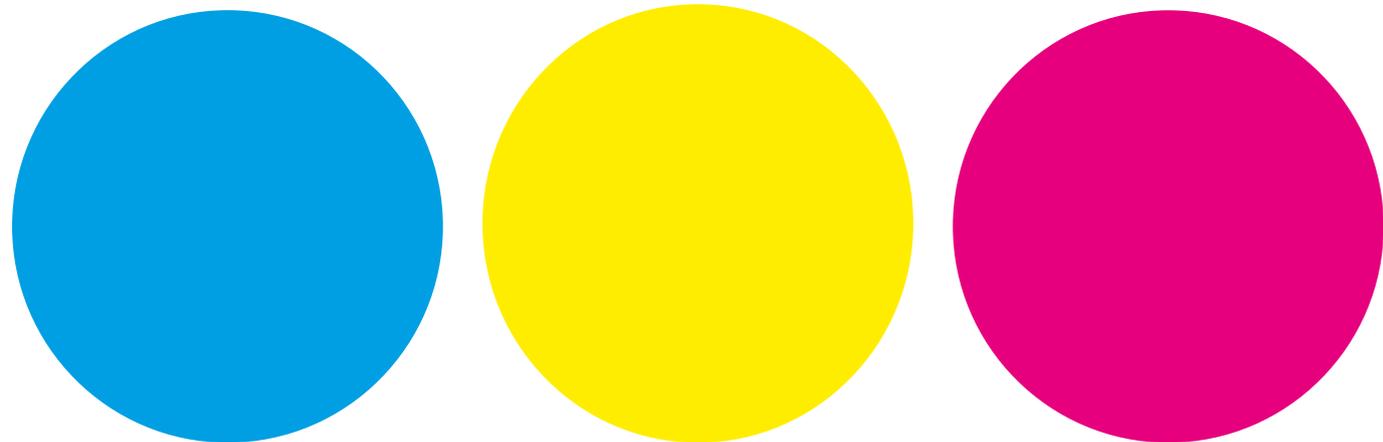
Once the map settled, I also changed the values on the 'y' axis to create the tilted theme so the pin points for each jurisdiction would stand out and replicate a real pin on a map. Whilst the map changes on the 'y' axis, I used the typewriter effect for the entrance of information related to the graphic. I included the other % figures from each jurisdiction to really hit home just how low the budget is in Northern Ireland compared to the rest of the United Kingdom.



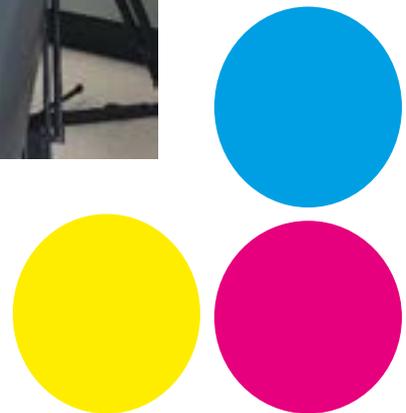


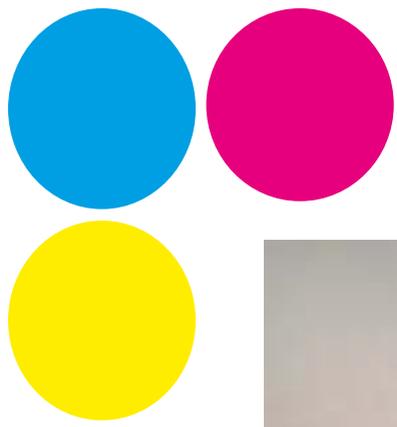
Interviews

The next page displays photos of the interview set-up and myself and my group mid-shooting



Interview set-up from interviewee angle at the top and my angle during the interview





Interview set-up and action shot from the second day of shooting at the New Life City Church