



The S.A.F.E.R Campaign

The right support at the
right time for people bereaved by
suicide

*Visual diary showing the process and production of the re-brand for the
S.A.F.E.R Campaign*

Matthew McGuigan

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Production Schedule

Task	Aim	Actions	Time frame
Client Analyse	<ul style="list-style-type: none"> To understand the client and build a brief. 	<ul style="list-style-type: none"> Review online content Research similar organisations Outline Outputs Define project goal 	<p>Completed by: October 10th</p>
Project Proposal	<ul style="list-style-type: none"> Finalise Brief for the client 	<ul style="list-style-type: none"> Outline Outputs Production Schedules Finalise the brief and the needs of the client 	<p>Completed by: October 18th</p>
Project Development	<ul style="list-style-type: none"> To research existing content and start development 	<ul style="list-style-type: none"> Research design concepts Research online interviews Build designs and mock-ups Storyboard the motion graphics. 	<p>Completed by: October 26th</p>
Develop for pitch	<ul style="list-style-type: none"> Create a rough draft of pitch document 	<ul style="list-style-type: none"> Have three design ideas prepared with different aesthetics Clear storyboards for motion graphics 	<p>Completed by: November 1st</p>
Pitch Amendments	<ul style="list-style-type: none"> Re-adjust any issues that the client may have had with the pitch document 	<ul style="list-style-type: none"> Review designs in case of required changes. Review Storyboards in case of any changes Review brief document to ensure we all understand the necessary outputs. 	<p>Completed by: November 18th</p>
Technical Analyse	<ul style="list-style-type: none"> Outline equipment required for interviews 	<ul style="list-style-type: none"> Prepare for interviews by looking into the necessary equipment to conduct interviews. - Matthew 	<p>Completed by: November 20th</p>
Video & Motion Graphics Production	<ul style="list-style-type: none"> Develop motion graphics Film interviews Create rough draft of the interviews 	<ul style="list-style-type: none"> Develop the motion graphics under the specifications of the storyboard. – Alanna & Rachelle Film the interviews at location – Everyone Edit interviews - Matthew 	<p>Completed by: December 5th</p>
Video & Motion graphics Presentation	<ul style="list-style-type: none"> Have a rough draft of the interviews conducted. Have a rough draft of Motion Graphics 	<ul style="list-style-type: none"> Present the motion graphics to the client – Alanna & Rachelle Present a rough draft of the edited interview to the client - Matthew 	<p>Completed by: December 9th</p>
Final adjustments	<ul style="list-style-type: none"> Adjust the any issues that the client has with the motion graphics Adjust any issues that the client has with the interviews. 	<ul style="list-style-type: none"> Implement the client feedback into the final product 	<p>Completed by: December 14th</p>

Pre-Production



Original logo



Client Video Content

Current Content

Currently, the S.A.F.E.R Campaign have a video that explains the story of Bobby Duffin. The video is shot in 1080p and makes use of one camera. Along with this, the video makes use of B-Roll.

My main critique of the video how well lit the video is. I feel that there could have been a better job at lighting the shoot so it makes the video look more professional.



My Roles

B-Roll

Cinematographer

Colour grading

Cameraman

Director

Editing

Illustration

Initial Client Meeting

Campaign Goals

During our meeting with Stephanie Green, she had mentioned a range of topics that were important to note about the campaign.

The first being that the S.A.F.E.R Campaign are aiming towards a coroner lead service. The reason they are aiming towards this service is due to the current issues that are in regards to how the deaths through suicide are reported and referred. Currently the process is ; the police call out to the immediate family and offer the later pass away in hospital , these deaths are not reported to the police, and therefore they don't get offered the support.

The police don't know the available support, and are not trained to offer or provide the support that is available to those in need of it.

There is a lack of information that can be handed out to those that are in need of the help. Therefore, if someone initially refuses the offer of support, and later goes looking for it, they may struggle to find out what kinds of support are available.

Key Objectives

Our first meeting with Stephanie Green from the S.A.F.E.R Campaign took place on October 3rd. The meeting lasted approximately 1 hour, in which we talked about and discussed the campaign, current issues that the campaign face and the direction in which the campaign is looking to go. We then started to discuss the media outputs that they would like to produce. We mentioned about updating the visual identity, creating motion infographics and recording interviews.

Stephanie highlighted that she would like to increase their social media presence by making content directly for it, and therefore the recommendation of motion infographics directed towards being uploaded to social media was mentioned.

For the interviews we had recommended that we have as many people from the campaign as possible be available for interview, as it would give us the best opportunity to get answers that truly express the nature of the campaign.

Campaign brief

Background

The SAFER Campaign is a mental health campaign for those that have been affected by suicide. People who have been affected by suicide are up to three times more likely to attempt to take their own lives. Being able to support the family members of those affected has been found to decrease the risk of this happening.

Aims

The SAFER Campaign which stands for Support Automatically For Everyone Referred, strives towards a new coroner led support service for people who have lost someone to suicide.

The current method for bereavement support is falling short, problems identified include failure to refer families whose loved ones die in hospital; inappropriate timing of the offer of support; lack of information on the support offered; and delays in actually receiving the support.

The campaign understands that people may not want the support services available. For those that do, however, the campaign wants to ensure that support is accessible so that no one has to suffer in silence. The aims of the SAFER campaign are to have a coroner led service for people that have been bereaved by suicide.

Therefore, the SAFER campaign would also like to see the Coroner's office contact the family within 48 hours. The campaign believes that this can help the family understand the procedures, give practical guidance and make an open offer of referral for support.

Identified Audiences

This campaign has two sets of primary audiences, The Public Health Agency and the Department of Justice.

Department of Justice

The Department of Justice aims to protect and advance the principles of justice.

Their vision is to deliver a worldclass justice system that works for everyone within Northern Ireland.

The SAFER campaign is working closely with the Department of Justice to familiarise them with the proposed model for a coroner-led service.

Public Health Agency

The Public Health Agency is a multidisciplinary and multi-professional body. The agency has four key functions which include:

- The improvement of health and social well-being,
- Health protection,
- Public health support to commissioning and policy development
- Research and development

The Public Health Agency is responsible for the current process of bereavement support. This is why the SAFER campaign would like to work closely with them as they believe a coroner led service will help enhance the health and well being of those who have been bereaved by suicide.

Campaign Objectives

Media Outputs

1. Create a new visual identity
2. Create new hard copy media including leaflets and pop ups
3. Capture video footage of campaigners and why they are involved to be used on social media.
4. Create and info/motion graphic identifying key statistics to raise the profile of the campaign on social media.

Rebrands

The SAFER campaign has requested a rebrand as the current theme and logo was old and dull. The rebrand is to try and bring more attention towards the campaign by giving it a new creative image, as a lot of the current work that they are doing goes on to their social media platforms it needs to be eye grabbing to gain the attention of the audience.

Video

The SAFER campaign has requested a set of video clips which will focus on the needs of the families but more important the journey they have travelled.

This video clips will contain interviews and will serve an important role in the campaign as it is giving those who don't have a voice the chance to speak.

Along with this we are to attend a campaign event and capture the campaigners and ask about their involvement with the campaign.

Infographics

This will include a visual representation of information and data regarding suicide and the support given after.

Charity research: Zest

Background

Zest is an organisation that focuses on providing help to those that are struggling with their mental health. However, unlike like the Samaritans and the Niamh Louise Foundation, they do not have an current bereavement policy set in place, but they do provide 10 week classes for anyone that wishes to be trained in helping individuals though difficult times.

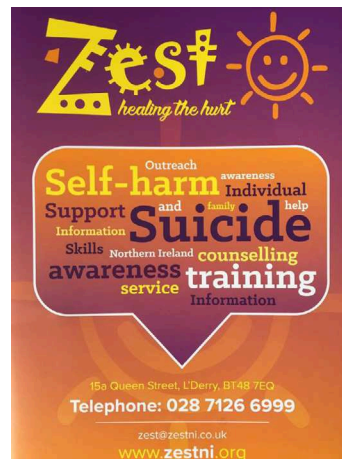
Charity research: Content

Brand Identity

The branding for zest is similar to the Niamh Louise Foundation in the sense that it uses the same colour scheme, purple and yellow. There are 3 parts to the Zest logo, the Sunshine which is symbolism for looking on the bright side, the tagline 'Healing the hurt', and the Zest logo.



The logo also uses Jokerman, which for the nature of the organisation, I feel is not appropriate as it seems to messy and childish for what Zest deals with on a day to day basis. However when looking at the logo, it does attract attention due to its odd design.



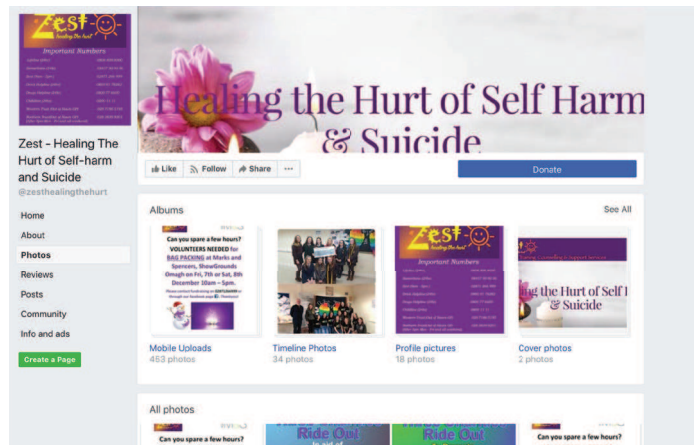
The leaflets that Zest have produced follow the same colour scheme as the logo, using a purple and orange gradient, however the first both divert from the tagline's font, using something that is more scripted, despite the logo using a sans serif. The second leaflet is much more aesthetically pleasing due to its' alternating typeface size however despite this, the first logo provides more useful information.

Charity research: Web Content

Web Presence

Zest make use of both social media and their own website. On their social media page, they often post adverts to inform individuals of events that they are running and if they are in need of volunteers. Along with this, they post pictures of the events that they run. By doing this they are greatly increasing their online presence.

Zest have their website set-up to let people know of the services that they have available. Along with this they have a section to inform people of what the company does, a gallery and a donation page for people to access.



Charity research: Samaritans

Background

The Samaritans are an organisation that dedicated to helping those that are suffering from suicidal thoughts and those that have been affected by the death of a loved one through suicide. The Samaritans makes use of trained volunteers to make sure that those that come in, receive proper help and support.

Charity research: Content

Brand Identity

The Samaritans makes use of a lime green as their main brand colour for their leaflets. The reason this is so important is because lime green is associated with mental health. The Samaritans make use of a clear typefaces across their branding, documents and website. The reason for this, is because it allows the reader to easily read the information quickly, and to ensure that the information provided is clearly legible.



Charity research: Web Content

Web Presence

The Samaritans make use of social media websites and have their own website. On their website they primarily post more formal information about the organisation and the services they provide.



On their social media pages they post about upcoming events, images and videos of the events that have taken place. Having this content greatly increases their online presence.



Charity research: Video Content

Formal Footage

Whilst this video is uploaded on Facebook, it is shot and uploaded in 1080p. Along with this it is really well framed, keeping the focus at the centre. Another feature I like is the captions that they included during post production.

The only real issue I have with this is the black bars at either side. I feel as though they could've recorded the full frame or not remove them during post.



Charity research:

Niamh Louise Foundation

Background

Similar to the Samaritans, the Niamh Louise Foundation is an organisation that aims to provide support to those that are suffering in silence and need a safe environment to speak about any issues that they are going through.

They also have a bereavement policy set in place for anyone that requires support after a close one dies of suicide.

Charity research: Content

Brand Identity

The Niamh Louise Foundation features purple as it's main colour, which is accompanied by yellow on both their webpage and logo. Their logo features a clear, bold and legible font as their primary typeface, but is also accompanied by a script style typeface for their tagline.

This is continued throughout their event invitations, leaflets and pop-up banners. Having a slogan or tagline as a (serif) scripted typeface, and their more important information (such as contact information) a much more clear and legible typeface.



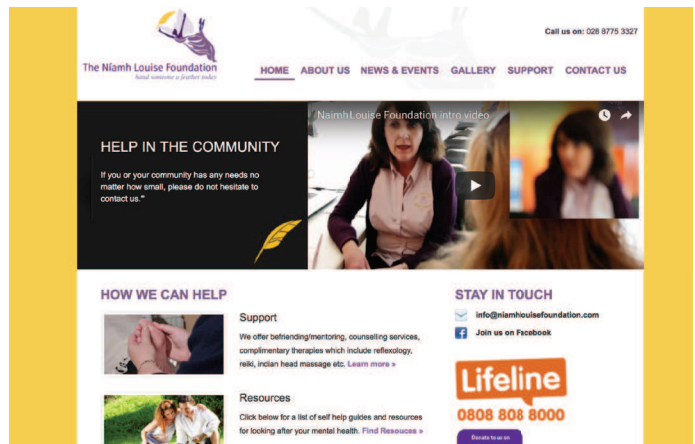
The Niamh Louise Foundation
hand someone a feather today

Charity research: Web Content

Web Presence

The Niamh-Louise foundation make use of social media and their own web domain. On their social media page, they often post about the events that they are running and they post pictures of the events that they run. By doing this they are greatly increasing their online presence. An issue I have with their Facebook page, is that you have to request to be their friend to see all their posts

The Niamh-Louise foundation have their website set-up to let people know of the services that they have available. Along with this they have a section to inform people of what the company does, a gallery and a events page for people to access to see what events



Charity research: Video Content

Formal Footage

The footage that the Niamh-Louise foundation has outputted seems very rough and unprofessional. As they firstly have their video uploaded at 480p. Along with this, for some reason, they have box edited on top of another scene. This really ruins the shot and makes the whole video look off.



New South Wales

About

In New South Wales, family and/or others that have been affected by a death reported to the Coroners office can take advantage of the following support:

Support

Short term Free counselling: In Sydney, they provide this service through the Department of Forensic Medicine, and for those outside of Sydney, they are advised to obtain this counselling through their local community health centre.

Alternatively, they can contact their nearest local court for information about services available in their local area. If there is no counsellor available in their local area, counsellors from the Department of Forensic Medicine in Glebe will assist them.

Referral to local agencies for continual support so they may receive the proper support long after.

Assistance with understanding the role of the coroner and the court's processes.

County Durham

About

In County Durham, the Mental Health Implementation Plan is their mental health strategy for both children and adults in County Durham, area. They have set out a three year plan in order to achieve positive outcomes in line with the current requirements and objectives of the national strategy.

The Niamh-Louise foundation have their website set-up to let people know of the services that they have available. Along with this they have a section to inform people of what the company does, a gallery and a events page for people to access to see what events

Support

Upon this initiative, there were a number of key priorities agreed on for the County Durham area, they are as follows:

Review the evidence from the national "Street Triage pilots". Consider and review demand within County Durham in terms of police time spent in street situations and in people's homes or public places responding and dealing with people in mental health crisis. In addition review the ongoing effectiveness of the 'tele triage' scheme that is in place in County Durham.

Continued implementation of the policy arrangements for patients detained under section 136 of the Mental Health Act – this is essentially the integrated working and processes between the police, mental health, A&E and ambulance services. This includes places of safety arrangements recently put in place in both County Durham and Darlington through System Resilience Funding.

Developing proposals and review of protocols for people presenting with mental health problems and intoxication from alcohol or drugs. This includes designation of place of safety in appropriate settings. There is also an opportunity to look at models of care and support within the community and voluntary sector.

Production



Design Concepts

Mock-ups

For the S.A.F.E.R campaign, I created a range of different mock-ups that I could use to help represent the designs that I have created in order to pitch to Stephanie Green. The mock-ups I have created include:

- Logo
- Leaflet
- Roll-up
- Pin

The reason for including the mentioned mock-ups is because I felt that these would be best to help inform people and provide information as to what the campaign does, how to contact them and how to identify who is a member of the campaign.

SAFER // **THINGS CHANGE**
CAMPAIGN // **BECAUSE OF US**



Charity research: Web Content



Font Used
Urbani : Extrabold Italic

***the quick brown fox
jumps over the lazy dog***

***THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG***

Charity research: Web Content



Font Used
Cera Round Basic : Black

**the quick brown fox
jumps over the lazy dog**

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

*Safer
Campaign*

Two green speech bubbles with black outlines are positioned above the text. One is larger and positioned higher and further to the left, while the other is smaller and positioned lower and further to the right.

*The Safer
Campaign*

Two green speech bubbles with black outlines are positioned to the right of the text. One is larger and positioned higher, while the other is smaller and positioned lower.

Charity research: Web Content



Font Used
Rockeby Script One: Black

*the quick brown fox
jumps over the lazy dog*

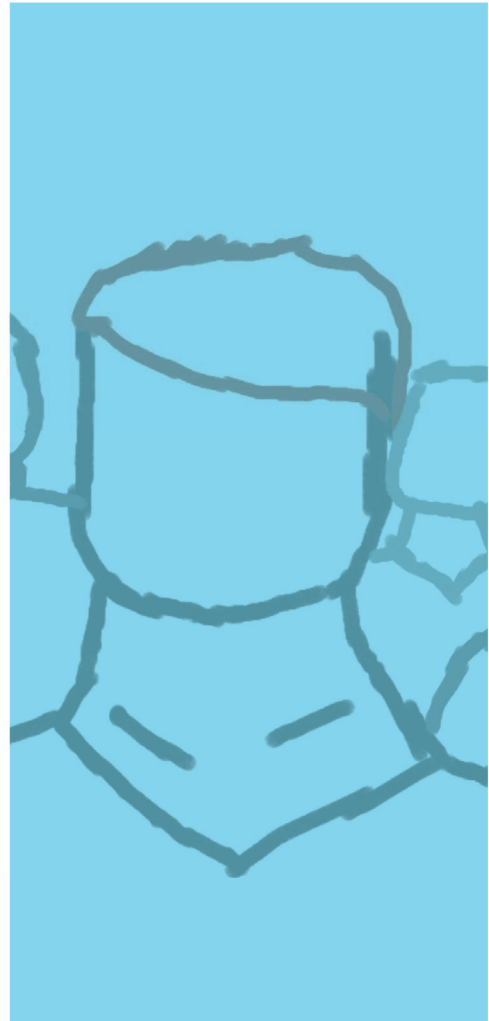
*THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG*

Storyboards

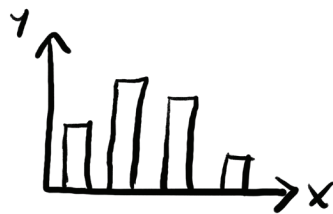
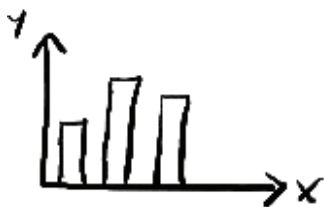
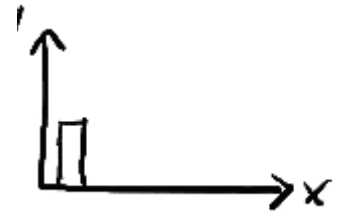
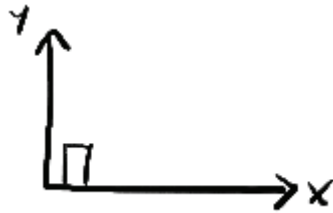
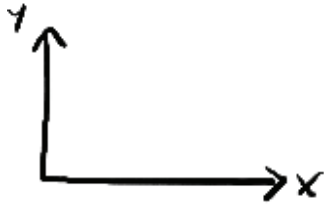
The aim of the storyboards were to outline how the motion infographics would look upon completion, showing what each scene would look like, and how it displays the information that the S.A.F.E.R Campaign wishes to have on their social media pages.

The storyboards would have a brief explanation of how the scene would animate so Stephanie Green from the S.A.F.E.R Campaign could understand the scene and visualise it.

I started by creating initial sketches that allowed gave me a foundation that can later be expanded on by adding more details such as; Colour, graphics, information and additional notes as to how it will animate.

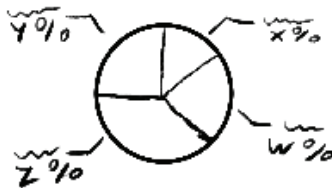
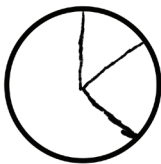
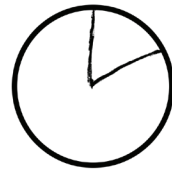
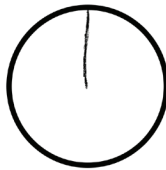
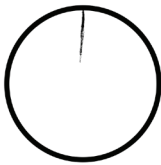
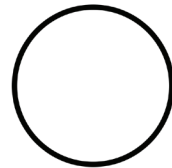


Storyboard: Concept Sketches



I done this sketch to represent how a bar chart would look like if it were to be animated in. Showing the progression of each bars growth along the Y-Axis

Storyboard: Concept Sketches



This sketch represents the progression of a pie chart, and how it is divided up into each section. At the end it shows the data that each section represents.

Storyboard: Concept One



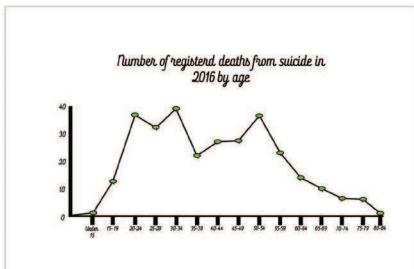
This screen features the 'SAFER Campaign' logo, and simply fades in and out with a white background.



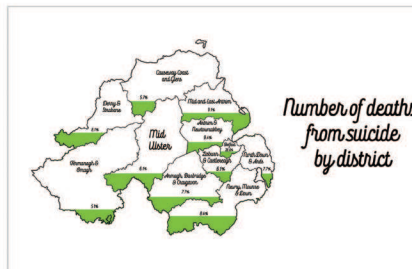
On this screen, there will be an animation on the circle surrounding the 'male' symbol. This will spin 5 times, as the accompanying text fades in. By the time the text is faded in, the circle will stop spinning so the viewer can concentrate on the information. In total, this will last 15 seconds. When nearing the end, the male will spin to the women symbol and transition to the next screen



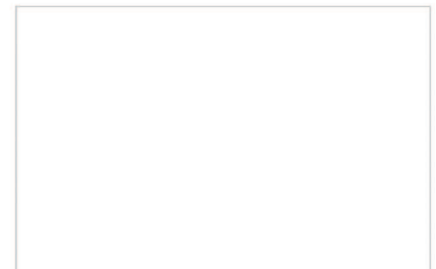
This screen is similar to the previous, however at the end of this, it will hold for 3 seconds to allow the viewer to digest the information that they just read.



This screen will feature a line chart. The line will animate its way to each point, upon reaching the point, a speech bubble that's used in the logo will spin out. This will happen to each point, and in total the animation should last 15 - 20 seconds



This screen features a map of Northern Ireland's districts. Each district acts as a bar chart. The animation will begin by the names of each district appearing, from there the districts will begin to fill and when filled a percentage will appear.



The aim of the first storyboard was to show the statistics of suicide within Northern Ireland. In order to do this, I used charts and illustrations to help represent the data.

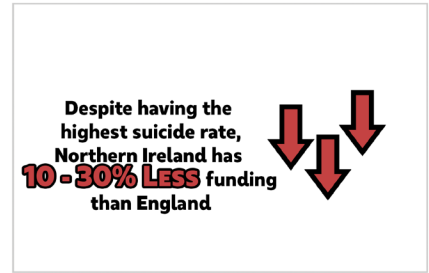
Storyboard: Concept Two



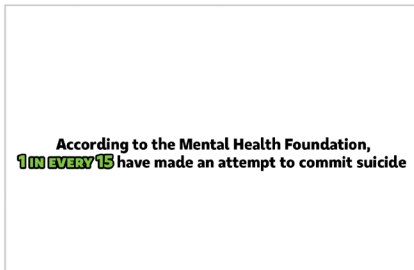
This screen features the 'SAFER Campaign' logo, and simply fades in and out with a white background.



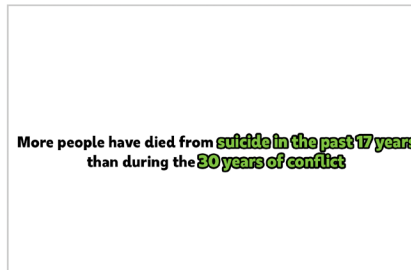
On this screen, the arrows will animate from bottom to top and the text, top to bottom. When they cross paths in the centre, they will move much slower to allow the viewer to read the information on screen, before returning to their initial speeds. This screen will last approximately 15 - 20 seconds.



On this screen, the arrows will animate from top to bottom, and the text, bottom to top. Following the same as the previous screen, when the assets meet in the middle they will slow down. This screen will last approximately 15 - 20 seconds. Then it will hold for about 3 - 5 seconds to provide sometime for the viewer to analysis what they just watched.



In this screen, the text will be animated to seem like it's being typed in. At the start all the text will be the same size and colour. However when finished being typed in, the '1 in every 15' will expand and a colour change will occur to highlight its importance. This screen will last about 20 seconds.



In this screen, the text will simply fade in word at a time. Each word taking about half a second to animate in. This screen will last about 20 seconds before fading out.



The aim of the second storyboard was to show statistics in using type. The reason for creating the storyboard this way was because it could provide the information is a much clearer way.



Client Pitch

For the pitch I had decided to use the third design that I created as I felt that out of the designs that I had done, this would've suited the campaign the best.

The reason for this is because of the use of speech bubbles. The aim of the bubbles was to represent how the campaign is speaking out against the current bereavement system that is set in place, along with this it could represent that they are there to be the voice for others, giving people a space to discuss their own issues.

After explaining my thoughts behind the design, I moved on to each individual mock-up, explaining how each could be used effectively and why I thought they would be best for the S.A.F.E.R Campaign.

Finally I discussed the storyboards with Stephanie, explaining how each scene would animate in further detail and why I felt the data presented was important.

Client Pitch: Feedback

After pitching my idea to client, I was provided feedback as to my design, and their reasons why for not selecting my design to move forward.

The first comment was that Stephanie liked how I kept a consistent format and that she would like to see this implemented in the chosen design.

Along with this, she mention that she liked the typeface that was used, however Stephanie recognised that it may not work with the chosen design.

She felt that my logo didn't best represent the Campaign as she felt that the speech bubbles was too cliché and that it didn't bounce out at her.

For the storyboards, she felt that the information that I had provided wasn't what she would like to represent for the Campaigns social media pages.

I felt that this was very useful feedback to receive, as it has helped me look at what I have done well and what could be improved within the different aspects of my design work and how it can be adapted towards clients in the future.

I also found that, just because I had an understanding of my own design, and then conveyed the message of it to the client, that they may not feel the same intended message that I felt from the logo.

Interviews

As part of the agreed outputs, we had interviewed different members of the S.A.F.E.R Campaign to hear their story and reasons for joining the campaign.

When shooting the interviews we used the following equipment;

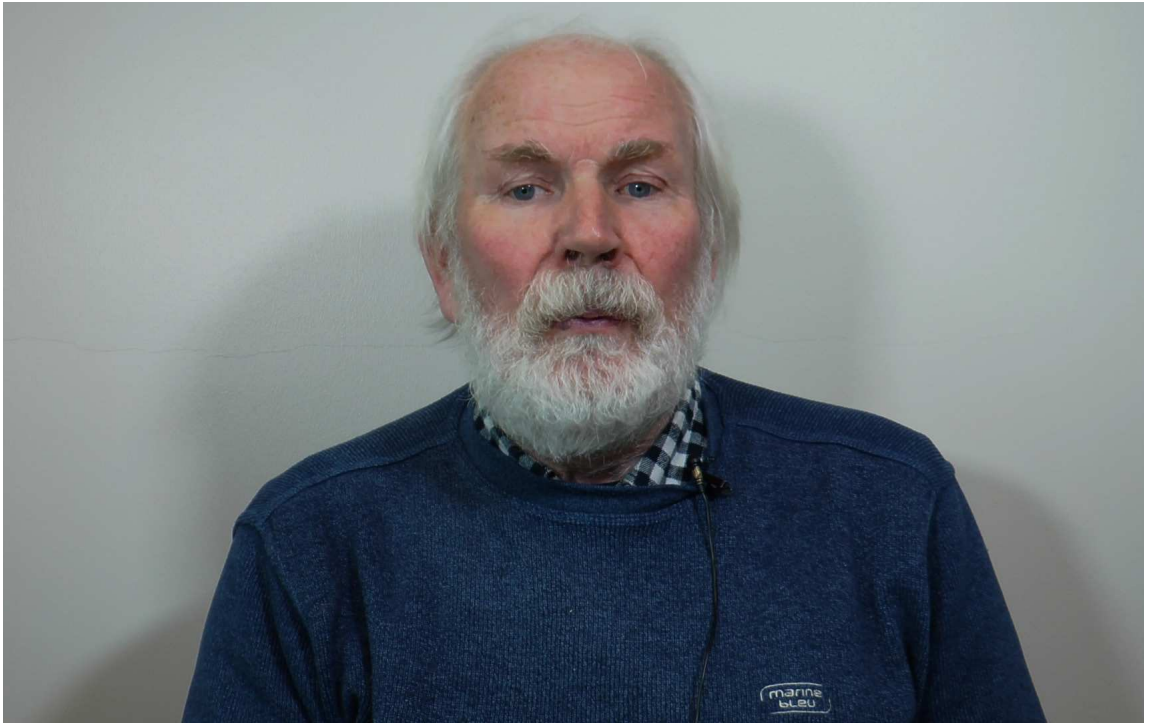
- Two Panasonic AC90 Kits
- Radio Microphone
- Three Point Lighting Kit
- Osmo Mobile 2 Gimbal
- Samsung Galaxy S7

We used the two Panasonic AC90's to conduct the formal interviews with the members of the S.A.F.E.R Campaign, and the Samsung Galaxy S7 pair with the Osmo Gimbal to acquire B-Roll footage.

Stephanie had provided us a list of questions that she felt were most appropriate to help explain the campaign and peoples motives for joining:

- Why are you part of the campaign group?
- What have been your achievements both personally and as a part of the campaign group?
- What is the SAFER Campaign doing now? (or what are your campaign goal at this present time?)

The following images are all the shots that we had acquired on the day of recording:











B-Roll

The B-Roll footage was acquired using the Osmo Mobile 2 Gimbal paired with a Samsung Galaxy S7 mobile phone. The gimbal allowed me to have steady shots which I could then use in the editing process of the video.

The images seen are only a sample of some of the B-Roll acquired since we were asked to capture B-Roll of their meeting, which was to be then implemented into the video.

It was agreed upon that the audio from the B-Roll footage was to be muted, as they were talking about sensitive information.

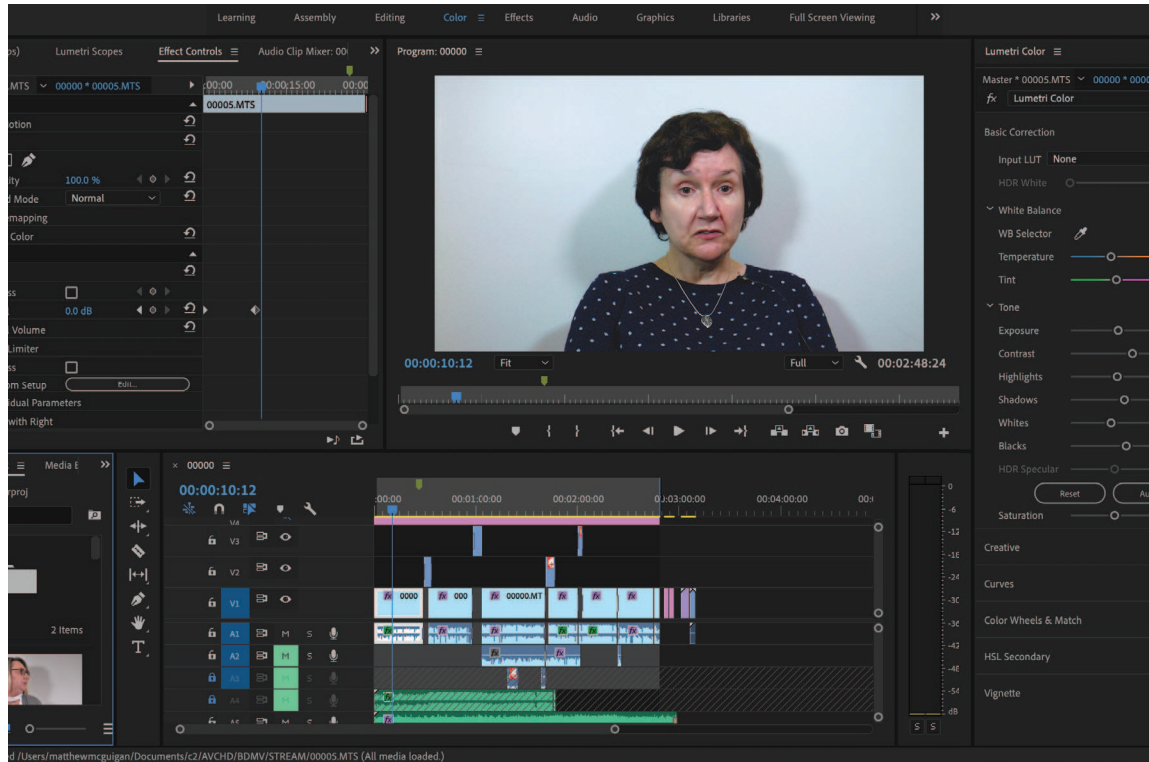




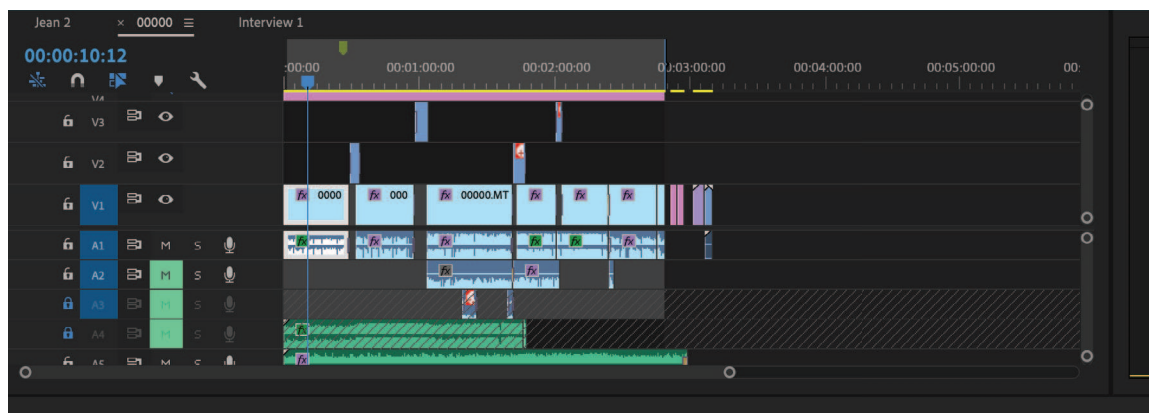




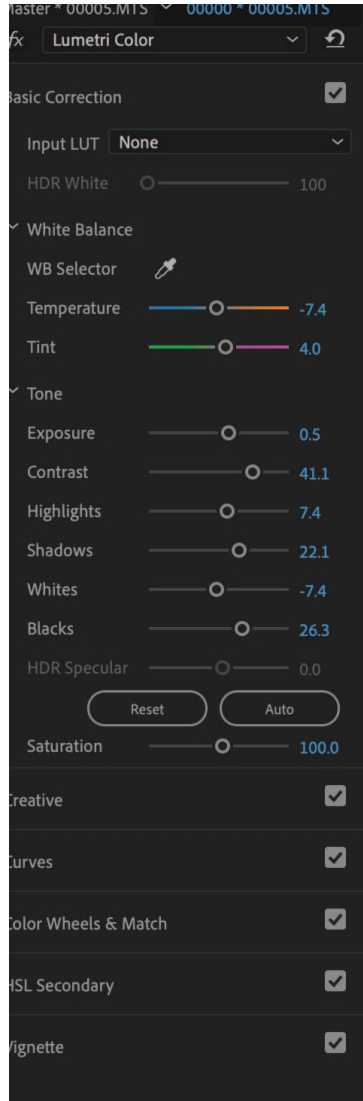
Full Screen



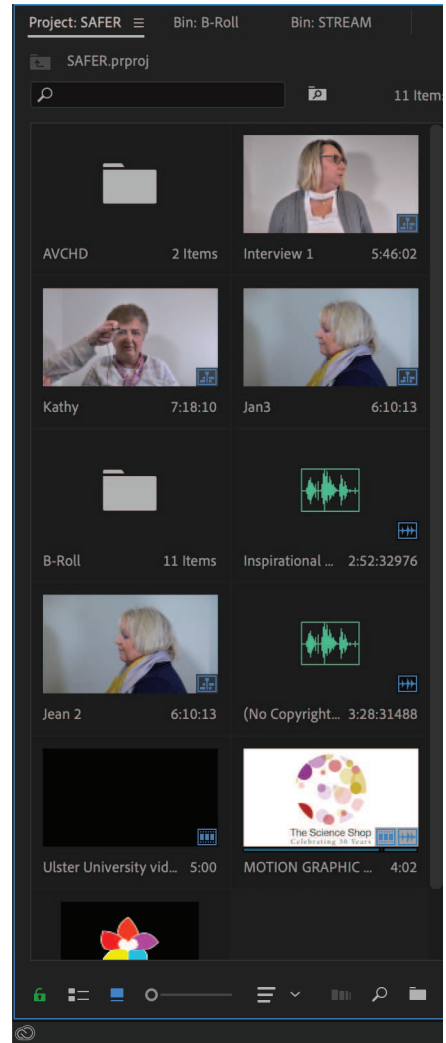
Time line



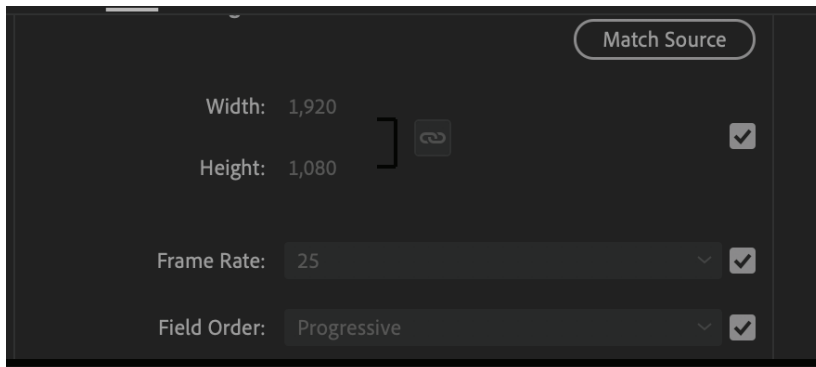
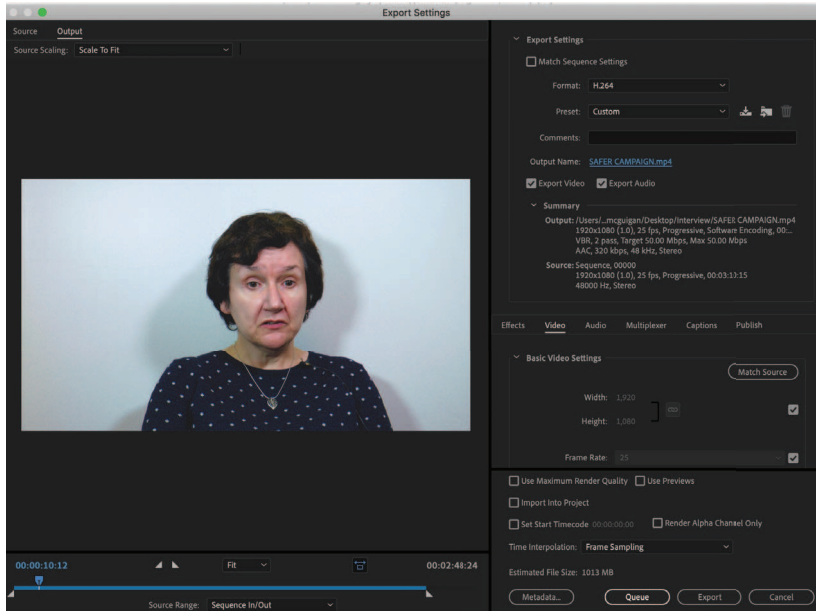
Colour grading



Library



Export Settings



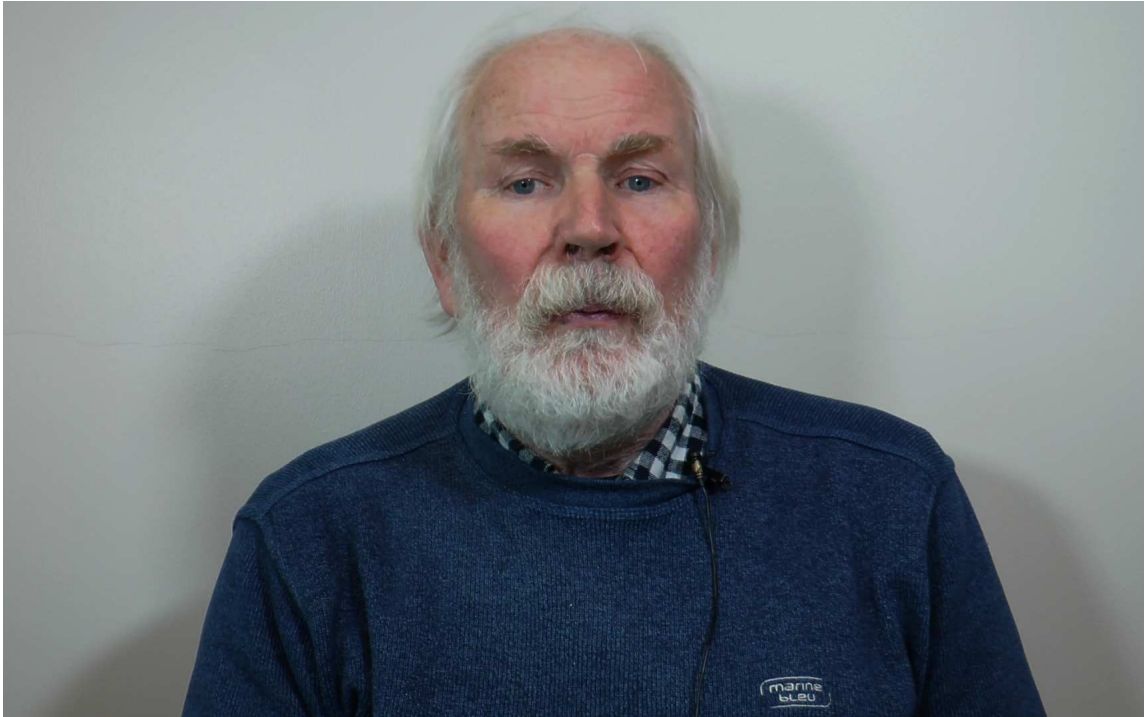
Colour Grading

Colour grading the footage was absolutely essential, as it helped the video look more consistent throughout. Meaning there was no sudden jolt in colour palettes. This could ruin the video entirely, as people would just click off at how low quality the video would look.

To colour grade the footage, I used Adobe Premiere 2019. The reason I used this software is because it allowed me to change the appropriate settings, such as exposure, highlights, shadows, temperatures and black & whites.

The following images are the results of the colour grading, showing the differences that can be made if done properly.

Not Colour Graded



Colour Graded



Not Colour Graded



Colour Graded



Not Colour Graded



Colour Graded



Not Colour Graded



Colour Graded



Not Colour Graded



Colour Graded



Post Production



Risk Assessment

For filming at the PPR Offices, I had completed a risk assessment form in order to get loan of the equipment that was necessary to complete the interviews.

This involved us thinking of potential scenarios that could happen and provide means that would prevent the scenarios even occurring.

School of Media, Film and Journalism

Location Risk Assessment Form



Equipment Collection Room I045 off the Atrium Faculty of Arts building
 From Mervyn McKay
 Email: m.mckay@ulster.ac.uk
 Issue times
 Mon-Thurs - 9:30-10:30am and 3:30-4:30pm
 Fri - 9:30-10:30am and 3:00-4:00pm

Student(s) <i>Matthew McAnigan Rachelle O'Hare Alanna Holland</i>	Student Number(s) <i>B00719030 - Rachelle B00919042 - Alanna B00693926 - Matthew</i>
Course and Tutor:	Production Title: <i>SAFER Campaign Client shoot</i>
Date of collection: 28/11/18 <i>5/12/18</i>	Date of return: <i>1 1</i> Time:
Equipment: List all equipment required to be taken on this shoot: <i>OSMO Gimble X 2 Panasonic AC90 Kit Radio Mic Panasonic AC90 Kit Lighting</i>	

Storage: Describe how equipment will be securely stored, especially overnight:
Secured in locked room.

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

Location contact:
 Location address: *Warrington House BT12 4HQ*
 Location phone no: *9031 3315*
 POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern
9065 0222
 Nearest Hospital: *City Hospital*
 Please record here details of the logging of filming with local police
 Date and time of logging:
 Officer alerted:
 Police Station:
 Phone no.: *9064 0503*

Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans: Coleraine FC vs Cliftonville FC or Students' Union, with 100 students.	<i>Filming in an office space</i>
Describe in detail what and who you will be recording, for example - football match from stands, or vox pop interviews on alcohol abuse.	<i>Recording interviews + B-roll</i>

School of Media, Film and Journalism

Location Risk Assessment Form

Likely/very likely	M medium	H high	H high
Quite Possible	L low	M medium	H high
Not likely/possible	L low	L low	M med
	Trivial	Significant	Severe

Hazard	Anticipated hazard	Initial Risk			Precautions you will apply to control the hazard	Residual Risk		
		L	M	H		L	M	H
Transport / Travel / Traffic:	Crash	✓			Drive safe	✓		
Weather / Temperature:	Raining	✓			Stay inside	✓		
Terrain:	Uneven - equip falls	✓			Use even terrain	✓		
Working at heights:	Someone falls off	✓			Stay away from heights	✓		
Working in / near water:	Damages equipment	✓			Can all members of the cast & crew swim? <i>yes</i>	✓		
Working alone:	Talking to machine		✓		Work as a team	✓		
Glass / Sharp Objects:	Someone injured	✓			Avoid objects	✓		
Fire:	Something catches	✓			No flammable objects + lighters	✓		
Wildlife / Pets:	Cause EQ to fall	✓			Keep in separate room	✓		
Children / Public:	Mess with equipment	✓			Keep away	✓		
Falling Objects:	Objects fall & injure	✓			Check nothing is loose	✓		
Theft / Violence:	Someone gets hurt & ^{steals} equip	✓			Stay in safe environment	✓		
Cables / Electricity:	Trips down cable	✓			Use tape to stick loose cable down	✓		
Equipment / Lighting:	They fall	✓			Secure equipment	✓		
Ladders / Steps	They fall & injure	✓			Remove ladder from area	✓		
Use of (imitation) weapons	Causes fear	✓			Don't use imitations	✓		
Other: specify						✓		

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

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

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

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

Name: <i>Matthew Robinson</i>	Contact No. (mobile): <i>07522380849</i>
Name: <i>Rebecca O'Hare</i>	Contact No. (mobile):
Name: <i>Alana Holland</i>	Contact No. (mobile):
Name:	Contact No. (mobile):
Name:	Contact No. (mobile):

Declarations

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

Signed (students) <i>RO'HARE</i> <i>Deana Holland</i>	Date: <i>28/11/18</i>
---	--------------------------

I hereby state that I have examined the information in this form and agree to this student to taking the specified equipment on this project

Signed (Academic Staff) <i>M Jackson</i>	Date: <i>20/11/18</i>
---	--------------------------

(Only low to medium risk is acceptable)

Review date (if applicable)

Client Communications

To communicate with client, we used emails, this was the best solution as we could CC in everyone including Claire and Adrian.

We used emails in order to have work looked and receive feedback, set-up dates for recording and any additional information that Stephanie felt was necessary.

S.A.F.E.R Campaign

MM Matthew McGuigan
Sun 14/10, 20:34
stephanie@pprproject.org; Hickey, Adrian; Mulrone, Claire; Rachelle O'Hare; Alanna Holland

Hi Stephanie,

Myself, Alanna and Rachelle would like to thank you for the meeting we had a few weeks ago, it has helped us become more knowledgeable about the campaign and its' endeavors.

We look forward to working with you further and to seeing you again at the presentation.

Kind Regards
Matthew

SG Stephanie Green <stephanie@pprproject.org>
Mon 29/10, 15:01

Ps I will let you know asap about potential filming opportunities

Best,
Stephanie

SG Stephanie Green <stephanie@pprproject.org>
Mon 29/10, 15:00
Matthew McGuigan; Hickey, Adrian; Mulrone, Claire; Alanna Holland; Rachelle O'Hare

SAFER campaign Brief c...
79 KB

Download Save to OneDrive - Ulster University

Hi Matthew and team

Thank you and sorry for not responding sooner – I was on leave for 3 weeks and just back today.

I have made some suggestions (see attachment) – some are just typos or suggested rewording and others are maybe just tightening up the accuracy of the information. Don't be put off by the number of suggestions - some things just sprung to mind after I did some initial suggestions.

This particular campaign is not the easiest to get sense of first go so well done for a great start.

Feel free to ring me if you need to chat through

Best regards
Stephanie

MM Matthew McGuigan
Mon 05/11, 11:55

Hi Stephanie,

What do you mean exactly by timescales? And that's fine, just email us when Paige has reviewed the brief to let us know.

Best Regards,
Matthew

SG Stephanie Green <stephanie@pprproject.org>
Thu 01/11, 15:17

Hi Matthew

Just wondering about timescales – I have looked at the second draft brief and am fairly happy with it especially the objectives but would like my colleague Paige to run her eye over it but can't do this until Monday – so apologies for the delay.

Hope this is ok

Best regards
Stephanie

MM Matthew McGuigan
Thu 18/10, 13:09

SAFER campaign Brief c...
70 KB

Download Save to OneDrive - Ulster University

Hi Stephanie,

Attached is the brief document that we have created for the project. Please have a look over it and feel free to suggest any required changes to the document.

Also, could you potentially give us an idea for dates in which we could be filming for the campaign?

Many thanks,
Matthew

SG Stephanie Green <stephanie@pprproject.org>
Wed 31/10, 12:27

Thank you Matthew.

Hope to respond to you by late Thursday afternoon.

Best regards
Stephanie

MM Matthew McGuigan
Wed 31/10, 08:22

SAFER Campaign Brief -...
71 KB

Download Save to OneDrive - Ulster University

Hi Stephanie,

Sorry, I forgot to attach the brief in the previous email.

Best Regards,
Matthew

Matthew McGuigan

MM Matthew McGuigan
Mon 05/11, 15:23
Stephanie Green <stephanie@pprproject.org>; Hickey, Adrian; Mulrone, Claire; Alanna Holland; +1 more

SAFER Campaign Brief E...
70 KB

Download Save to OneDrive - Ulster University

Hi Stephanie,

Attached is the corrections to the brief which were recommended by Paige.

Best Regards,
Matthew, Alanna & Rachelle

SG Stephanie Green <stephanie@pprproject.org>
Mon 05/11, 12:13

SAFER Campaign Brief -...
76 KB

Download Save to OneDrive - Ulster University

Hi Mathew

Here is the brief along with Paige's amendments.

Best wishes
Stephanie

AH Stephanie Green <stephanie@pprproject.org>; Matthew McGuigan; Mulrone, Claire; +2 more
Thu 22/1, 11:01

final desgin deck.pdf
6 MB

Download Save to OneDrive - Ulster University

Hi Stephanie,

In regards to the motion graphic, we have included all the facts and statistics . Would you mind just looking over them just to make sure the wording is right Also if you have any images that you would like to include, can you send them over please.

Design deck is attached.

Many thanks
...

SG Stephanie Green <stephanie@pprproject.org>
Thu 22/1, 10:56

Hi All

Just wondering if there is any news on the revised presentation from last week?

Many thanks
Stephanie
...

SG Stephanie Green <stephanie@pprproject.org>
Mon 05/11, 15:33

SG Stephanie Green <stephanie@pprproject.org>
Thu 22/1, 12:51

Hi Alanna

The group is meeting next Thursday but I need to confirm the time. I have also contacted two other people regarding interviews but they have not confirmed yet. The Group meeting would be either 11.30am or 2pm and they are always up for interviews and a chat with yourselves. The Workshop event we are holding is due to take place at Belfast City Hall on Monday 28th January and there maybe other meetings with the Head of the Court Service and PHA - but unfortunately nothing confirmed which is frustrating!

[I will get back to you asap about next Thursday.](#)

Chat soon.
Stephanie
...

MM Matthew McGuigan
Wed 28/11, 12:54

Hi Stephanie,

Just wondering if you could potentially give us an address for tomorrow to record any interviews and additional footage? Also, do you have any specific questions prepared that you would like asked when we interviewing people?

Kind Regards

The Team

AH Alanna Holland
Thu 22/1, 12:42
Stephanie Green <stephanie@pprproject.org>; Matthew McGuigan; Mulrone, Claire; +2 more

Thanks so much for the changes to the info graphics. One quick question, would you be able to give us a date for filming?

Many thanks

Get [Outlook for iOS](#)
...

SG Stephanie Green <stephanie@pprproject.org>
Thu 22/1, 12:27

SUPPORT TO BEREAVED...
70 KB

final desgin deck.pdf (a...
6 MB

2 attachments (6 MB) Download all Save all to OneDrive - Ulster University

Hi Folks

I have attached design deck and motion graphic with sugges'ed amendments. Also, attached is wording in an info graph we did in house which may be useful for the last few slides highlighting what Safer is calling for.

Many thanks
Stephanie
...

SG Stephanie Green <stephanie@pprproject.org>
Mon 26/11, 13:32
Alanna Holland; Matthew McGuigan; Mulrone, Claire; Hickey, Adrian; Rachelle O'Hare

Hi Folks

The group is meeting this Thursday at 12pm in our offices here if you would like to come along for some filming.

Best regards
Stephanie

Stephanie Green
Development Worker
Participation and the Practice of Rights (PPR)
Ground Floor, Community House, Citylink Business Park, 6a Albert Street, Belfast, BT12 4HQ

SG Stephanie Green <stephanie@pprproject.org>
Wed 28/11, 13:19
Matthew McGuigan; Hickey, Adrian; Mulrone, Claire; Rachelle O'Hare; Alanna Holland

Hi Folks

No probs - See address below .

As I hadn't heard back from you I wasn't sure if you were coming so have no questions prepared. I only work part time so finish today at 1pm and tomorrow morning I have a meeting first thing outside the office before meeting the group at noon.

If you would like to come and meeting the group anyway –they would be more than happy to meet you. Claire Curran from East Belfast Survivors of Suicide and Family Voices Forum have agreed to do an interview but need to agree a place and time and questions.

It maybe very good for you to have space and time to chat to the group tomorrow to get a better feel for the campaign and draw out their ideas more fully for the film. If you would prefer to leave it to next week –that is ok too.

Best regards
Stephanie

MM Matthew McGuigan
Wed 05/12, 03:37
Stephanie Green <stephanie@pprproject.org> ✉

Hi Stephanie

That's fine, I'm sure that'll be plenty of time for us to record the interviews! And we are glad to hear that they are looking forward to it!
Also, has Claire Curran confirmed whether or not she will be in attendance?

Thanks again,

-The Team
...

SG Stephanie Green <stephanie@pprproject.org>
Thu 29/11, 14:30

Hi Everyone

Just a quick note to say the group members are looking forward to doing interviews next Thursday 6th December. The boardroom is booked from 11am so you can set up then. We have the room until 1pm.

The three questions the group has agreed on are:

- Why are you part of the campaign group?
- What have been your achievements both personally and as a part of the campaign group?
- What is the SAFER Campaign doing now? (or what are your campaign goals at this present time?)

I am waiting for Claire Curran to confirm next Thursday.

Best regards
Stephanie

MM Matthew McGuigan
Tue 18/12, 13:09

Hi Stephanie

That's fine, I'll redraft the video so it explains: What the Safer Campaign is, and their reasons for joining the campaign.

My only question is, for the final three statements you made, are these all fine to keep in the video or do you want changes made, as you just highlighted what is mentioned.

SG Stephanie Green <stephanie@pprproject.org>
Mon 17/12, 17:22
Matthew McGuigan; Hickey, Adrian; Mulrone, Claire; Alanna Holland; Rachelle O'Hare ✉

Hi All

Just had a look at the film. I am just trying to get my head round your thinking of the message you were hoping to get across. So the opening is:

- What is the Safer Campaign about (answer: improving support services for people bereaved by suicide – that's good and clear. Just wondering though do we need a captior with some figures to say why it is important?)
- Bobby says why he's involved which is grand
- Jean talks about why she is involved in the campaign but it's a bit confusing – she is talking about the fact that she was involved in another successful mental health campaign and wants to continue that but I think it's a bit confusing.
- Kathy talks about an example of what sort of campaign activities they take part in which is part of her motivation. Again perhaps a caption of what actually Kathy is referring to might be helpful – as it was workshops organised by Public Health Agency on the suicide prevention strategy Protect Life 2 (so the activists were going around all these workshops raising awareness of Safer)
- Bobby saying people are still missing out (again his motivation to get change)
- Kathy's key aim is to make a difference.

Maybe if the key message of the film is 'What is SAFER' and 'what range of reasons are there for activists involvement' - this could be then used in events when required but think it needs the message to come across a little clearer/punchier?. Does that make sense. It is a good basis though. Happy to chat to you.

I am back in on Wednesday morning.

SG Stephanie Green <stephanie@pprproject.org>
Yesterday, 12:29

Hi All

The last 3 are just me thinking aloud. [Lets see how it is once we add the suggested captions which I will get to you tomorrow morning.](#)

Thanks again
Stephanie
...

MM Matthew McGuigan
Tue 18/12, 13:38
Stephanie Green <stephanie@pprproject.org>; Hickey, Adrian; Mulrone, Claire; Alanna Holland; +1 more ✉

Hi Stephanie,

Also forgot to answer your question, I don't think we necessarily need to caption the first clip, as you do go on to mention that

'people are 3x more likely to take their own life, have enduring mental health problems and tend to leave their work or education early.'

And as for the clip of Kathy, if you could send me a short caption that would be great, as I would hate for me to misinterpret the activity.



Best Regards,
Matthew
...

Team Communications

As a team we communicated by using Facebook messenger. This was useful as it meant that we could talk about work and any upcoming meetings from home. Along with this, it meant that we were all on the same page in regards to work, meaning we could stay on top of it as best we can.



Do you guys wanna meet at the uni for a bit a 4 if that suits?

  suicide ni.pdf

Elena

Yeah say about half 4

2 OCT 2018, 16:28

Rachelle

9 OCT 2018, 10:51

Do we have a meeting today or are they both tomorrow?

Rachelle


Both tomorrow I

Thanks!

Elena

Yeah we will meet tomorrow anytime I'm free all day

Yeah I'm free until 3

...  Want to meet at 1 then?

Rachelle

Yeah

Elena

Everyone okay to stay behind to get the design deck done

Tomorrow

Yeah that's grand with me

Rachelle

Great job on the brief!! Thank you so much! Just to let you know under the header brief there is a rebrand heading and text that I don't think should be there unless it's coming up funny on mine??

13 OCT 2018, 02:10

Thank you Rachelle! And no you were right, I made a mistake, it's been amended and reuploaded now

Hey, gonna be late as I've a phone interview this morning

Just thought I'd let you two know 🙌

Elena

No worries

9 OCT 2018, 12:01

What day should I say to Mervyn about getting the equipment out?

Rachelle

Should we get it tomorrow??

Probably best, what time?

Rachelle

Half 4 sure

Time sheets

An important part of client work is keeping track of what hours we have been doing when working on their product, along with this it highlights the tasks I have completed.

The timesheets start at the last week in September and go right through until December.

Member:

Month/Year:

Project Title:

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	N/A					
Tuesday	N/A					
Wednesday	N/A					
Thursday	27 th Sept			Class + Research	5.5	5.5
Friday	28 th Sept			Research	2	2
Sunday	30 th			Research	1	1

Total meetings & Research 8.5

TIMESHEET

University of Ulster

Name Group Member:

Matthew McGuigan

Month/Year:

October

Project Title:

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	Oct 1					
Tuesday	Oct 2			Meeting + Research	4	4
Wednesday	Oct 3			Client Meeting	2	2
Thursday	Oct 4			Class	4	4
Friday	Oct 5	Design	2			2
Monday	Oct 8			Organisation Research	3	3
Tuesday	Oct 9	Design	3	Meeting	2	5
Wednesday	Oct 10	Design	2			2
Thursday	Oct 11			Class	4	4
Friday	Oct 12					
Monday	Oct 15			Research	2	2
Tuesday	Oct 16	Build Brief	2			2
Wednesday	Oct 17	Design	2			2
Thursday	Oct 18	Brief Review	1	Class	4	5
Friday	Oct 19					
Monday	Oct 22	Design	3			3
Tuesday	Oct 23					
Wednesday	Oct 24	Pitch Development	2	Meeting	1.5	3.5
Thursday	Oct 25			Class	4	4
Friday	Oct 26	Storyboarding	4			4
Monday	Oct 29	Storyboarding	2			2
Tuesday	Oct 30	Pitch development	3	Meeting	1	4
Wednesday	Oct 31					
Thursday						
Friday						

Total Hours Design & Build

26

Total Meetings & Research

31.5

TIMESHEET

University of Ulster

Name Group

Member:

Matthew McGuigan

Month/Year:

November

Project Title:

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	Nov 1			Class	4	4
Friday	Nov 2	Design	3	Research	3	6
						5
Monday	Nov 5	Brief amendments	3	Meeting	2	5
Tuesday	Nov 6			Meeting	1.5	1.5
Wednesday	Nov 7	Pitch Development	4			4
Thursday	Nov 8			Class	4	4
Friday	Nov 9	Design	1			
Monday	Nov 12	Pitch Amendments	2			2
Tuesday	Nov 13			Meeting	2	
Wednesday	Nov 14					
Thursday	Nov 15			Client Pitch	3.5	
Friday	Nov 16					
Monday	Nov 19	Pitch Feedback	2	Meeting	1	3
Tuesday	Nov 20					
Wednesday	Nov 21					
Thursday	Nov 22			Class	4	4
Friday	Nov 23					
Monday	Nov 26					
Tuesday	Nov 27					
Wednesday	Nov 28			Meeting	3	3
Thursday	Nov 29			Class	4	4
Friday	Nov 30					

Total Hours Design & Build

15

Total Meetings & Research

32

TIMESHEET

University of Ulster

Name Group

Member:

Matthew McGuigan

Month/Year:

December

Project Title:

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	Dec 3					
Tuesday	Dec 4			Meeting	2	2
Wednesday	Dec 5					
Thursday	Dec 6	Filming for client at PPR offices	4			4
Friday	Dec 7	Filtering footage	3			3
Monday	Dec 10	Editing Video	2			2
Tuesday	Dec 11	Editing Video	3			3
Wednesday	Dec 12	Colour grading	5			5
Thursday	Dec 13			Class	4	4
Friday	Dec 14	Colour grading	2			2
Monday	Dec 17	Video Effects	2			2
Tuesday	Dec 18					
Wednesday	Dec 19	Video Adjustments	3			3
Thursday	Dec 20	Video Adjustments	2			2
Friday	Dec 21					
Monday	Dec 24					
Tuesday	Dec 25					
Wednesday	Dec 26					
Thursday	Dec 27					
Friday	Dec 28					
Monday	Dec 31					
Tuesday	Dec 30					
Wednesday	Dec 31					
Thursday						
Friday						

Total Hours Design & Build

26

Total Meetings & Research

6

Project Management

To manage our project, we used the project management tool called Basecamp. This allowed us to upload and share files amongst each other, so everyone could access the required files. This was useful it meant that we would have to constantly chase the individual who had the file.

Basecamp also had a message board that allowed us to communicate with Claire and Adrian, which helped us set-up meeting with the client.

Main screen


Home Pings Hey! Activity Find

SAFER

Avatar icons: [Person], A, [Person], MM, O

Add/remove people

Campfire



Chat casually with the group, ask random questions, and share stuff without ceremony.

Message Board


- Final design decks** Has this Final incorporated 4
- From Stephanie** Hi Folks I think I agreed to 2
- Well Done** The pitch went very well. I 2
- Are you on campus**
- Pitch meeting** We are in Room BA -02-010

To-dos

To do list:


- Motion graphic to be completed Nov 29

Schedule



There are no upcoming events on the Schedule, but you've got **1 overdue to-do**

Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.








Docs & Files



- Ulster University video...
- MOTION GRAPHIC LOGO...



Hi Adrian, Lauren noticed a circle in the
- new design final deck.pdf
with changes made, requested by Stephanie
- Final pitch document.pdf

[Change tools \(add Email Forwards\)](#)

Message Board


 Final design decks
 Claire Mulrone  Home  Pings  Hey!  Activity  Find  4
 completed???? I wanted to print it to bring a hard copy to PPR tomorrow. can only


 **From Stephanie**
 Claire Mulrone • Nov 20 — Hi Folks I think I agreed to send you this? See quote below in italics for slide in motion info graph Many thanks Stephanie From: 


 **Well Done**
 Claire Mulrone • Nov 15 — The pitch went very well. I know there's work to do to refocus the the digital campaign. The stats they supplied were focused on rates of 



 **Are you on campus**
 Claire Mulrone • Nov 15 —

 **Pitch meeting**
 Claire Mulrone • Nov 13 — We are in Room BA -02-010 from 2.30 to 4.00pm Claire

 **Pitch change of time meeting will NOW be 2.30pm on 15th at Belfast campus.**
 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

 **Client response**
 alannaholland19@gmail.com • Oct 25 — Hi Claire , do you mind emailing our client Stephanie as she hasn't replied to us and it's been just over a week! Many thanks 

 **New brief**
 Claire Mulrone • Oct 12 — Have the corrections been made to the brief. C 

Comments

 **Matthew McGuigan** Oct 12 
 I'm finalising them right now and putting them in an InDesign doc, will be up very soon. 

 **Claire Mulrone** Oct 12 
 Ok was at a conference today so was just checking base camp. Claire 

Final Deliverables

As part of team, we were tasked with delivering a new visual identity, info motion graphics and a video. The client chose to move forward with Alanna Holland's design.

After this, we agreed that I would take responsibility for delivering the video for the campaign. And Alanna & Rachelle would focus on the motion graphics. This was agreed because I have the most experience with cinematic pieces due to my placement, and could output the best end product.



Conclusions



Limitations

In this section I will outline the limitations of the project and how they affected the outputs.

Client on leave for three weeks

Shortly after the initial client meeting, Stephanie had went on leave for three weeks. This greatly inhibited the pace of the work, as we couldn't progress much further than creating the brief. And even then there may have been corrections for the brief, which would then extend the time spent on the project brief.

This would go to have a knock on effect, as everything was pushed furthered back, including the dates for pitching and interviewing.

We over came this by having a brief ready for when she came back, and as soon as we received feedback, we would instantly amend the brief.

Client only working part-time

Because the client only worked part time, it often lead to us having to wait around for a response so we could receive feedback or the greenlight on outputs.

We over came this by looking ahead, and working on what we could. Trying our best to have work constantly being done.

Poor room for filming

Upon the day of filming, we were provided a very awkward. What made it awkward was the amount of space that the table took up, and because of the amount of space available to us, the shots that we would've like were not possible.

To overcome this we had to improvise and try and get the best shots possible.

Switching between rooms during filming

During the day of filming, we were given the room between 11am and 1pm, which would've been plenty of time to set-up, conduct the interviews and acquire B-Roll footage. However what limited us most was the fact that they were in a meeting between 11am and 12:30pm, meaning we only had only half hour to interview the individuals.

When 1pm rolled around, we were asked to leave the room, with more interviews to be conducted. To conduct these interviews we moved to an even smaller room, meaning we only could use one camera and 2 lights to film. This caused inconsistencies with the footage and made it much trickier to make look fluid in the editing process.

To overcome this, I had to spend more time on colour grading and editing the footage so there was as few inconsistencies as possible.

Client Evaluation

Has the individual been useful in producing content for the client?

Matthew has been very helpful and useful in producing a short film about a campaign which seeks to improve systems which refer people bereaved by suicide to support.

How well has the individual presented themselves towards you and your team?

He has presented himself in a quiet, thoughtful manner and does not try to impose his viewpoint. He is always courteous and respectful to myself and the campaign group but is clear in his communication both written and verbal about any required changes .

How would you describe the quality of the outputted work of the individual?

This particular issue and campaign are of a very difficult nature and in my experience this particular campaign is not the easiest to understand at first. The work he has produced will aid the campaign in various ways – it explains in a clear way what the campaign is about, why it is important and the motivations of individuals campaigners for being involved. This can then be used in various media platforms to raise awareness of the campaign and build support from other people who have been bereaved by suicide.

Has the individual used the feedback that you provide and moved forward with it in mind?

He has quickly taken onboard any issues raised and made necessary to changes to the output but is confident enough to respectfully challenge something he might think is incorrect.

Has there been any difficulties when working with the individual?

I found no difficulties working with him. My only thought for possible enhancement of his skills (and this is purely subjective as it is just a way I enjoy working) is to perhaps more proactively engage with the client to bounce ideas off and perhaps clarify what the client wants.

Evaluation

After reviewing the brief I feel as though we meet the intended outputs and the clients needs well. As a team we successfully delivered them a; new visual identity paired with a tagline, print media that uses the new visual identity, motion infographics that explains the current issues with the bereavement system along with stats. Finally we delivered to them an video piece that they can use to advertise themselves and explain what they are.

The main issue I found was the periods were the client was not around. The reason for this is because we couldn't receive feedback as quick as I'd like, however we tried our best to start moving on with the project so we weren't behind. In the end I felt we managed to stay on top of things rather well despite these issues.

Overall the package we provided fits the client well and they are happy with the final output.

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My production log which showcases the re-brand of the S.A.F.E.R Campaign. It highlights the research, design and editing performed. It also displays the project management and processes used.

