



# Production Log

Aaron Barnes



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# Introduction

# The project

The Science Shop offers the opportunity with different tasks. The group that I was undecided to go for the campaign #123gp. That was created by Partition and Practice of Rights to highlight a lack of mental health support among some general practitioners. We felt it was one of the best pieces of showcasing our abilities.

## Meet the team

Members of the group follow me (Aaron Barnes), Joel Greene and Robert Williamson. Honourable mentions for the team include Aiden Hickey and Claire Mulrone.

### **Roles**

Each team member has a specific role that we discussed at the start of the project. Each team member has a unique ability to help with the task at hand.

Joel and I worked on making graphical content for Facebook, Twitter and Instagram. At the same time, Robert worked on creating an animated video for social media that can help with promoting the #123GP campaign. We felt this was the best method of deciding who could do what for the task at hand.



**Aaron Barnes**  
Graphic Designer  
Social Media Strategy



**Joel Greene**  
Graphic Designer  
Social Media Strategy



**Robert Williamson**

Graphic Designer

Motion Graphics

Client



## Client

The client for the project one person took am working for is PPR (Participation And The Practice Of Rights). They are a group based in Belfast, Northern Ireland and specialise in human rights problems in Northern Ireland. They use Facebook, Twitter, and Instagram to post content to get their message across to the public.



## Research

Before going into the meeting with the client, we researched to understand better what the project was going to be about. I read through the documents uploaded onto Basecamp to gather information on what they provided to us, along with Joel and Robert. I also browsed their Facebook, Instagram and Twitter to accumulate how they post onto social media. So that we know what they might want us to do for them to help them promote #123GP. For example, what platform is their preferred choice?

## Meeting the client for the first time

During our first meeting with the client to discuss our objectives for the project. During the meeting with the client, we threw ideas into the mix on different ideas for posts they may want for social media.

## Feedback on 123GP Production Brief

Cc: Mulrone, Claire; Hickey, Adrian



You don't often get email from [sara@pprproject.org](mailto:sara@pprproject.org). [Learn why this is important](#)

Hi Robert

Thanks again for sending through the brief and sorry its taken me a wee while to get back to you,

Thanks for all the work you have done on this so far.

The document is really clearly laid out and easy to follow, which helps a lot!

There's a few things it would be good to chat through, before moving ahead to the next stage of the

1. **Recap on purpose:** This project seeks to **re-purpose these testimonies into engaging digital** awareness and influence decision makers to improve services. The content must be optimised for this.
2. **Deliverables** - the main deliverables we need are the re-purposed testimonies themselves for the campaign. So it would be good to get more info on how you purpose to do that, and some examples.
3. **Audience** – I guess we weren't very clear on this ourselves so that doesn't help you! We want to turn we want to put pressure on the Dept of Health and other health bodies.

It's not really targeted at young people as the primary audience, so probably not Instagram.

Just to be clear, our campaign doesn't provide access to counselling and won't by itself in itself use people's stories, re-purposed for social media, to build up traction and pressure on those bodies.

Our next step, once we have the resources you develop, will be to develop the social media strategy.

4. **Benchmarking** – this may be something you have to include in your project plan but it's not as such. I guess of the organisations you selected Amnesty would be the closest as another one you might be looking for.

Let me know if it would be helpful to get a zoom meeting to talk through this.

Thanks again

[Sara](#)

I was waiting for my colleague to get a look at the document too.

the project.

al media formats, with a view to utilising them on various communications channels to raise greater  
sed for social media.

, into a range of engaging digital media formats, that we can then use to develop a social media  
specifics on the number of deliverables e.g. 5 x infographic, 3 x motion graphics , that type of detail.

ant to use the resources you create for social media to influence and put pressure on MLAs , who in

m. The counselling service is accessed mainly by 25 years +. We are thinking more facebook and twitter.

improve access to counselling or give people a 'sense of easy access' as you mentioned. It's about using  
e in power.

dia campaign, with an associated call to action.

ot something we see as relevant or useful. We aren't a service provider and we don't have 'competitors'  
r campaigning organisation. So if its something you need to do go for it but its not something we would

Hi Sara, Here is our Creative Brief for the 123GP Project.

 You forwarded this message on Thu 28/10/2021 11:32



Robert Williamson

Tue 26/10/2021 13:21

To: sara@pprproject.org

Cc: Scullion, Claire <Claire.Scullion@northerntrust.hscni.net>; Hickey, Adrian



If you have any feedback or if you're happy with the creative brief just let us know.

Many Thanks,  
Robert Williamson



Robert Williamson

(No message text)



This sender sara@pprproject.org is from outside your organisation. [Block sender](#)



Sara Boyce <sara@pprproject.org>

Fri 29/10/2021 10:14

To: Robert Williamson

Cc: Scullion, Claire <Claire.Scullion@northerntrust.hscni.net>; Hickey, Adrian

Hi Robert and all

Thanks very much for sending this through earlier in the week.

I'll get back to you with feedback at the start of next week, I'm just waiting on a colleague I'm working with.

Hope that's ok.

Sara





Thu 28/10/2021 11:32



ng with on this to give me his feedback.

# Project

My group was tasked with creating a social media campaign for #123GP. To get public members and lawmakers to raise awareness for mental health across Northern Ireland. As not enough money was flowing into helping support communities who have to go to GP's to get help for mental health.

## Production Brief

One of the first things we had to create for the client was a production brief. We had to develop a production brief to outline our intentions for the client; each member had their sections to complete.

The production brief had ten different sections these are:

1. Describe the community partner
2. Summarise the project
3. Explain the objectives
4. Define your target audience
5. Outline the deliverables
6. Identify the competitors/similar agencies
7. Include details on the tone, message and style
8. Provide the timing
9. Specify your budget
10. List the team.

We split the production brief into different parts. That way, we each had other areas to research and write about to present to our client PPR. For me, I wrote about section four (Define your target audience), eight (Provide the timing) and ten (List the team).

In the first section, I write about the target audience for similar organisations and the perceived target audience that PPR outlined for campaign #123GP. I also worked on the eighth section, which describes the schedule of different project parts that need to be completed.

The last section that I worked on in the production brief is each team member's specific role and an image of that particular person. So that whoever views the production brief has a clear understanding of each of the individual members of the group.

***“Amnesty International - Amnesty International social media relies on Twitter, Instagram, YouTube and TikTok to get their messages across. The two main social media platforms we will be talking about are Instagram and Twitter.***

***It uses a mixture of reels, guides, IGTV(Instagram TV), stories, posts, and posts people have tagged in when it comes to Instagram. When it comes to reels, they typically last up to one minute and can range from being only text to a series of photographs in a sequence. Another feature that Amnesty International uses guides when it comes to sharing and viewing content on Instagram is that it allows the person who has created the account to create a curated flow of posts containing commentary. They also rely on posts that allow them to post videos or images directly to people’s timelines who have decided to follow them on Instagram. Another feature they use is IGTV (Instagram TV), which takes on what YouTube has to offer. One of the main features is the use of stories that last up to one day unless they are saved to highlights that last longer than twenty-four hours. The final feature is allowing people to view their accounts to see posts that people have tagged them in.***



***When it comes to their Twitter account, Amnesty International posts either graphics or videos and text. They publish more than one post per day and to get their message across.”***



# media



Robbie 1 Nov 2021 12:48

 [MED331\\_Designing\\_with\\_Data\\_Design\\_Deck\\_-\\_Robert\\_Williamson.pdf](#) 

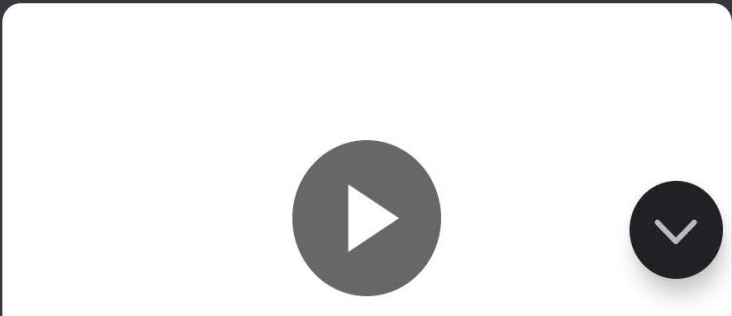
3.15 MB



barnesnotbarnesy 1 Nov 2021 13:11



Robbie 1 Nov 2021 15:42  
Here's what I've made up so far



# general



[https://drive.google.com/file/d/1WeMLZwFEajxfkMfj658h\\_Un4nvBSMCfA/view?usp=sharing](https://drive.google.com/file/d/1WeMLZwFEajxfkMfj658h_Un4nvBSMCfA/view?usp=sharing)

**Meet Google Drive - One place for all your files**

Google Drive is a free way to keep your files backed up and easy to reach from any phone, tablet, or computer. Start with 15GB of Google storage - free.



**Greenerrs** 24 Nov 2021 23:05

[https://drive.google.com/drive/folders/1usaskhvVPaJhiwlpmlrcn7jyr1O\\_LZ9s?usp=sharing](https://drive.google.com/drive/folders/1usaskhvVPaJhiwlpmlrcn7jyr1O_LZ9s?usp=sharing)

25 Nov 2021



**barnesnotbarnesy** 25 Nov 2021 16:11

Example of post naming structure:  
Facebook-post-river



barnesnotbarnesy pinned a message to this channel.

25 Nov 2021 16:11



**barnesnotbarnesy** 25 Nov 2021 16:12

Save files as png if graphics (edited)



barnesnotbarnesy pinned a message to this channel.

25 Nov 2021 16:13



**Robbie** 25 Nov 2021 17:14

How's things going atm?



**Greenerrs** 25 Nov 2021 17:30

Do u know how many designs I have to make?  
Would 1 for Twitter, Facebook, Insta Post and Insta Story be alright?

If that's fine then i'm done

30 Nov 2021



Message #general



# general



Ok np



Greenerrs 19 Nov 2021 15:15

<https://drive.google.com/drive/folders/1cGyTYMlznXKAuGWRKxokamZDWnxYN98u?usp=sharing> <----- link to my Designs



barnesnotbarnesy 19 Nov 2021 22:31

[https://drive.google.com/drive/folders/1djEITwN\\_3uMkyxfbMmlxujSIJADSP3m?usp=sharing](https://drive.google.com/drive/folders/1djEITwN_3uMkyxfbMmlxujSIJADSP3m?usp=sharing) link to my designs (edited)

Meet Google Drive - One place for all your files

Google Drive is a free way to keep your files backed up and easy to reach from any phone, tablet, or computer. Start with 15GB of Google storage - free.



Greenerrs 19 Nov 2021 22:38

lad can you give us access plz?



Greenerrs 19 Nov 2021 22:39

@barnesnotbarnesy



Greenerrs 19 Nov 2021 22:39

ty



Greenerrs 19 Nov 2021 22:40

can u jump on discord real quick? @barnesnotbarnesy

Greenerrs can u jump on discord real quick?

@barnesnotbarnesy



barnesnotbarnesy 19 Nov 2021 23:15

what's wrong with it?

21 Nov 2021



Robbie 21 Nov 2021 15:59

so that's all your current designs done then?



Greenerrs 21 Nov 2021 16:00



Message #general



PPR  
Joel, +44 7566 738734, You

Sure 20:43 ✓✓

Joel Greene  
What time? 20:45

I'd say 2pm but what do the rest of you think? 20:47 ✓✓

Joel Greene  
2pm is sweet with me or even a lil earlier if yous want 20:48

+44 7566 738734 ~Robbie  
I'm gonna be out of commission until 5pm but give me your notes sure and I'll do my part of the work 21:12

Joel Greene  
No worries, @Aaron Barnes has all the notes, a lot of it has already been changed tbh 21:14

@Aaron Barnes whatever time you want tomorrow lad and I'll jump on Discord with you 21:15

That's fine with me 21:20 ✓✓

Joel Greene  
Time? 21:21

2pm or earlier lad 21:21

It doesn't matter for me 21:22 ✓✓



PPR  
Joel, +44 7566 738734, You



13 October 2021

Joel Greene  
Coming now 14:04

Need pictures of you two for the production brief draft 21:12 ✓✓

Joel Greene  
2secs lad 21:13

Sent you pics on messenger @Aaron Barnes 21:22

Had to reword provide timings in order for it to make since on the timeline 21:33 ✓✓

Joel Greene  
Appreciate that lad 21:35

14 October 2021

+44 7566 738734 -Robbie



11:51



PPR

Joel, +44 7566 738734, You



to do whatever just lmk

14:00

3 October 2021

Joel Greene

What time tomorrow?

15:46

+44 7566 738734

-Robbie

Afternoon wise so 2pm let's say

16:54

Joel Greene

I'm fine with that, @Aaron Barnes ?

16:54

That suits me

16:56 ✓✓

Joel Greene

What we using to talk?

16:56

+44 7566 738734

-Robbie

Discord or What'sApp, anything will do

16:57

Joel Greene

I'm down for either or, just lmk

16:57

4 October 2021

I don't mid what one we use

12:06 ✓✓

\*mind

13:10 ✓✓

Joel Greene

Discord?

14:00

+44 7566 738734

-Robbie

Aye sure

14:00



Message



ie draft of the brief does it have to be posted as a InDesign document converted  
in the draft be a word document?



**Claire Mulrone**

They are normally indesign documents converted to Pdfs.

C

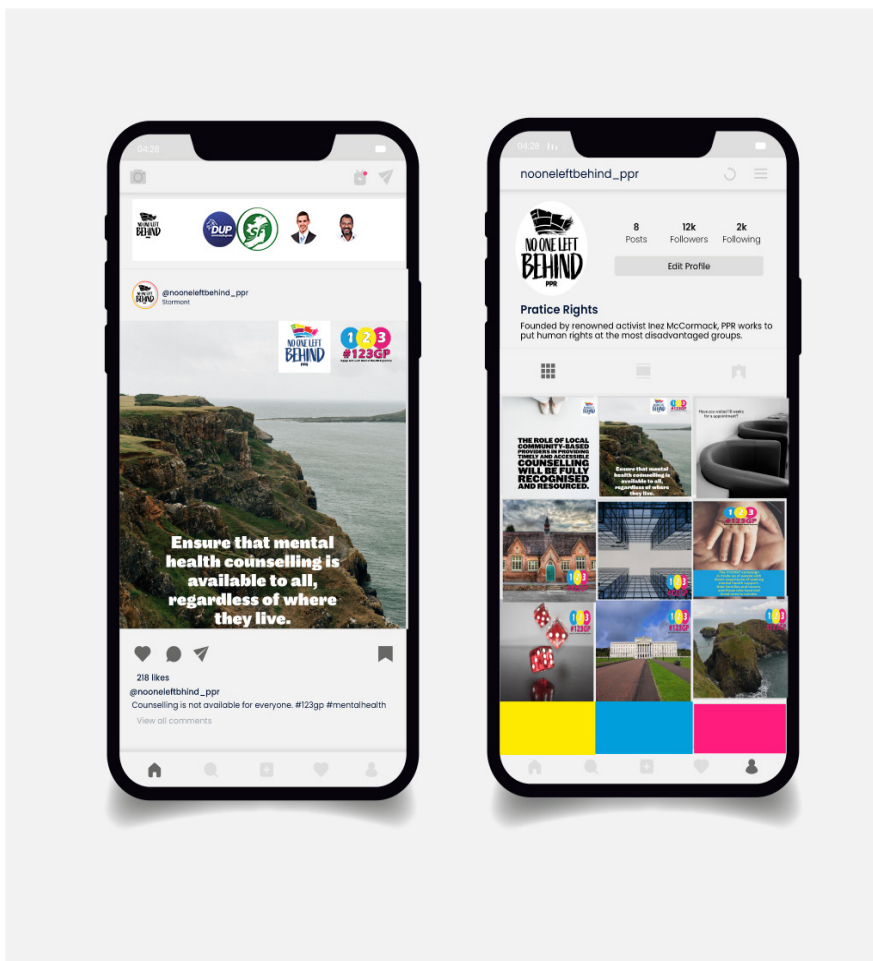
# Design

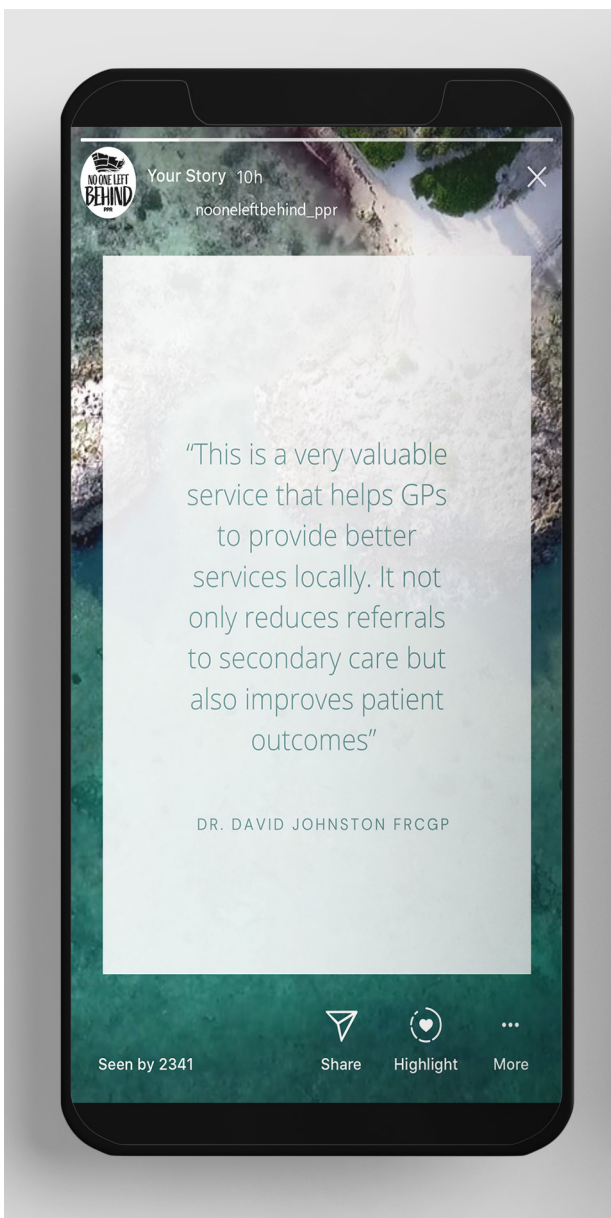
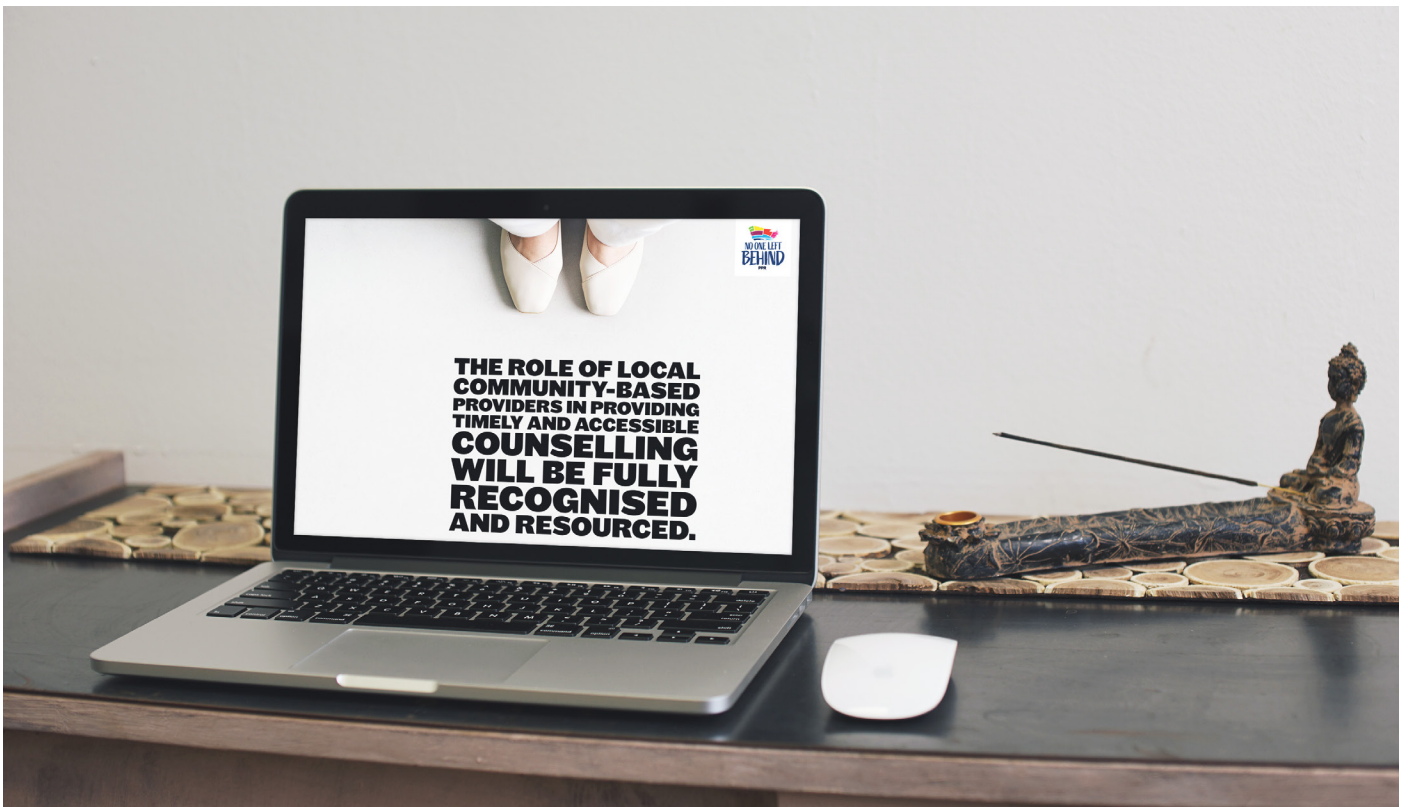


The designs that I created were going to work fine for the task at hand but, in reality, were all over the place and did not get the message across.

## Original

The original designs that I created seemed ideal for the social media campaign as they seemed to be all over the place and did not follow a particular design pattern.

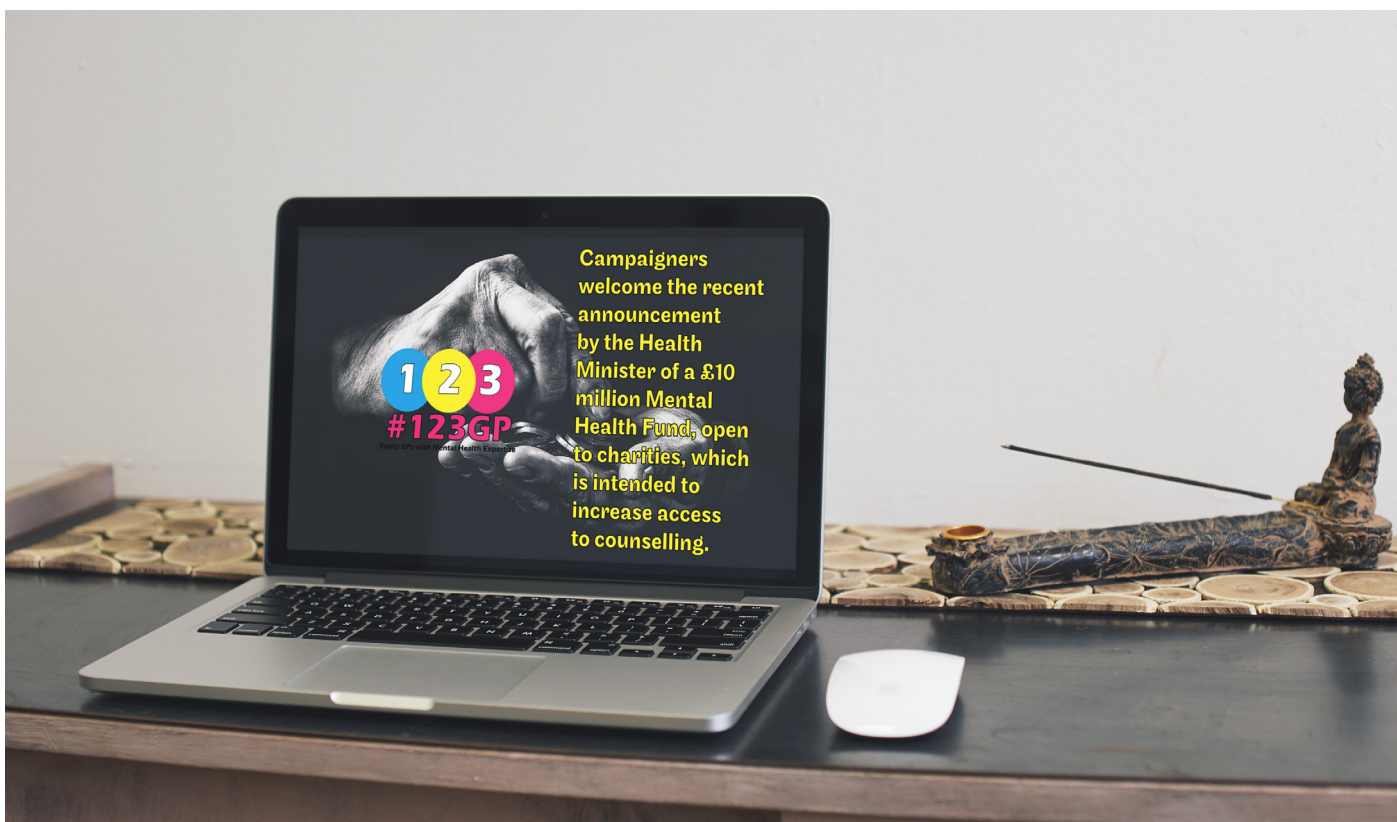






# Fixed Designs

These are the designs which follow the same design path unlike the original designs I had created for #123GP.



PPR(#NoOneLeftBehind)  
@PPR\_ORG

Follow

Recently there has been £10 million granted to menatal health#123gp #mentalhealth  
[goo.gl/XAh9Zm](http://goo.gl/XAh9Zm)



1:14 PM - 26 Feb 2019

1 Retweet 11 Likes

1 1 11

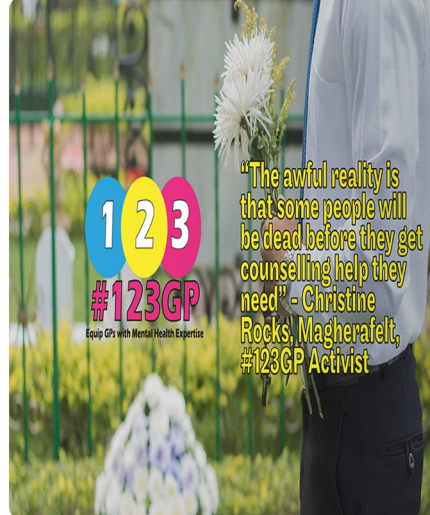


Add another Tweet

PPR(#NoOneLeftBehind)  
@PPR\_ORG

Follow

We need to help care for people who suffer from a mental illness. #123gp #mentalhealth  
[goo.gl/XGh9Bm](http://goo.gl/XGh9Bm)



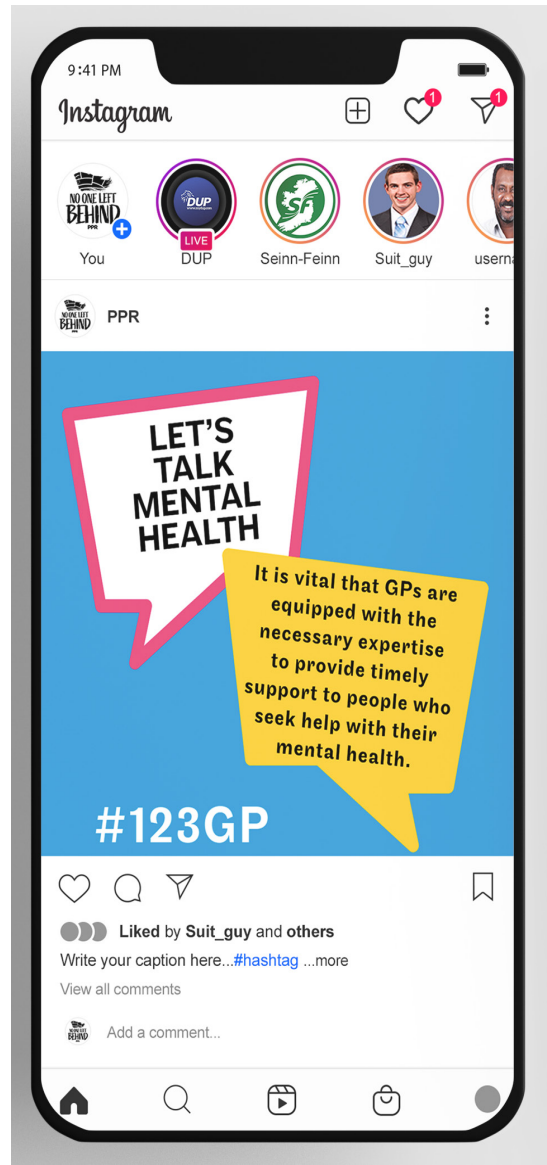
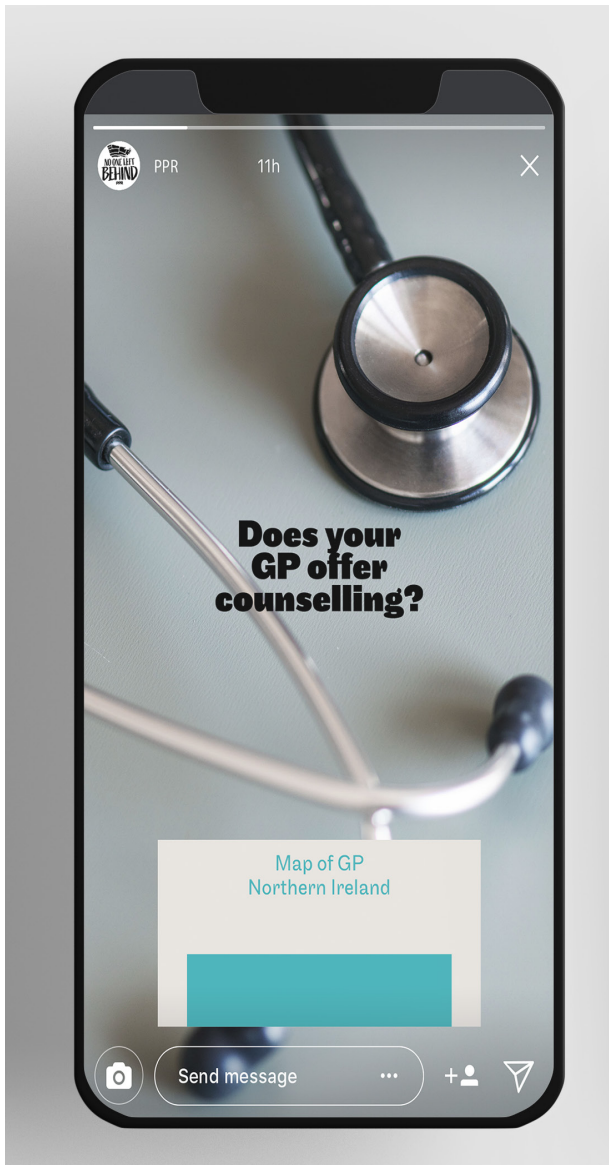
1:14 PM - 26 Feb 2019

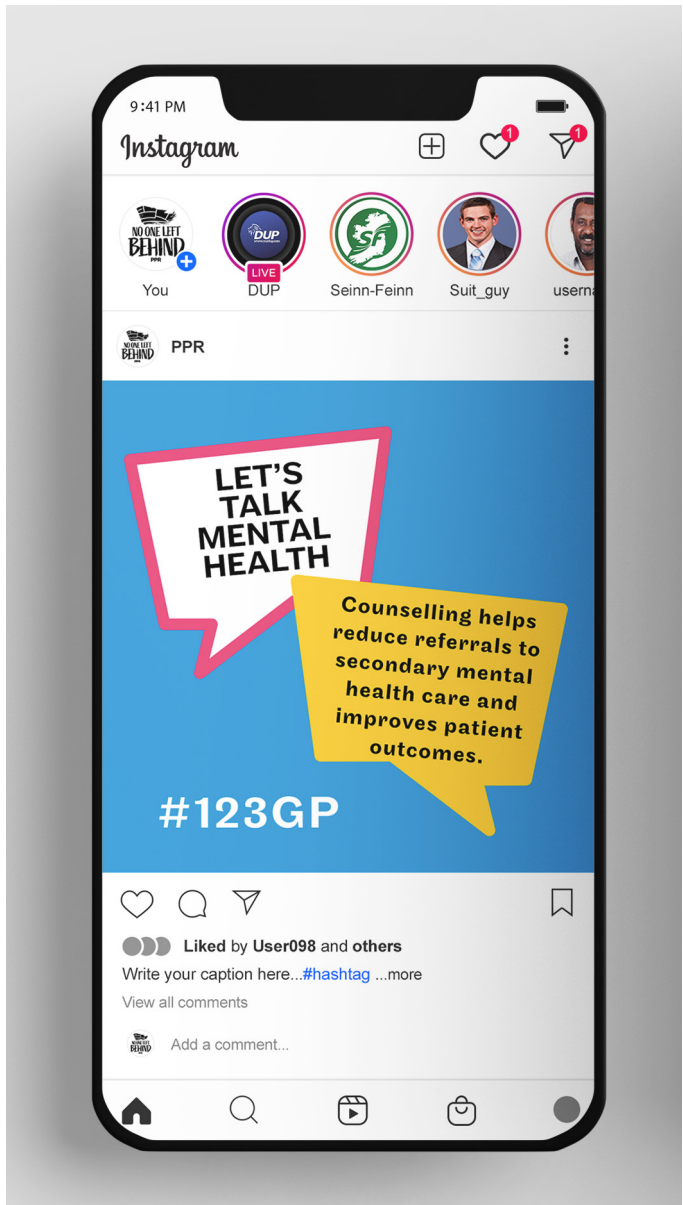
1 Retweet 11 Likes

1 1 11



Add another Tweet





Counselling also prevents the medicalisation of emotional distress, a key consideration in a post-conflict society with record rates of prescribing for antidepressants.



For many people, counselling can offer an effective, low cost form of treatment that can help address pain and distress before these become acute.





# Time Log

**University of Ulster4**

<b>Name Group Member:</b>	Aaron Barnes
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<b>Month/Year:</b>	September 2021
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<b>Project Title:</b>	<b>PPR</b>
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Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	23rd Sept 2021	Production Brief	4	Meeting with Client (Sara)	2	6
Friday						
Monday	27th Sept 2021	Production Brief - Content (Continued)	4			4
Tuesday						
Wednesday	29th Sept 2021	Production Brief - Content (Continued)	4			4
Thursday						
Friday	1st Oct 2021	Production Brief - Benchmarking	2	Research of Websites	2	4
Monday	4th Oct 2021	Production Brief - Content (Continued)	4			4
Tuesday						
Wednesday	6th Oct 2021	Production Brief - Content (Continued)	2	Research of Websites	4	6
Thursday						
Friday						
Monday	11th Oct 2021	Finalising Production Brief	4			4
Tuesday						
Wednesday						
Thursday	14th Oct 2021	Revising Production Brief	5			5
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	21st Oct 2021	Finalising Revised Production Brief - Input from Client (Sara)	4	Research for Design ideas (Social Media content and Motion Graphics)	3	7

Friday	22nd Oct 2021	Fixing corrections in Production Brief	2			2
<b>Day</b>	<b>Date</b>	<b>Project (Design &amp; Build)</b>	<b>Hours</b>	<b>Other Activities (Meetings &amp; Research)</b>	<b>Hours</b>	<b>Total Hours</b>
Monday	25th Oct 2021	Research for Design ideas (Social Media content and Motion Graphics)	4			4
Tuesday						
Wednesday						
Thursday	28th Oct 2021	Showcased Mock-ups for Designs	4			4
Friday						
Monday						
Tuesday						
Wednesday	3rd Nov 2021	Developing Social Media content	3	Researching Social Media accounts for inspiration	2	5
Thursday	4th Nov 2021	Showcased Social Media content and Motion Graphics Draft	4	Organising of Developing Pitch	2	6
Friday						
Monday	8th Nov 2021	Working on Pitch for #123GP	3	Developing content for Pitch	2	5
Tuesday						
Wednesday						
Thursday	11th Nov 2021	Working on final version of Revised Production Brief	4	Developing content for Pitch	1	5
Friday						
Monday						
Tuesday						
Wednesday	17th Nov 2021	Finalising Revised Production Brief	2	Finalising content for Pitch	2	4
Thursday	18th Nov 2021	Showcasing Pitches	4	Double check and sending Production Brief to Client (Sara)	1	5
Friday						
Monday	22nd Nov 2021	Reworking Pitches	4			4
Tuesday						
Wednesday						
Thursday	25th Nov 2021	Submitted Pitch	2	Working on Social Media content and Motion Graphics	2.5	4.5
Friday	26th Nov 2021	Working on Social Media content	3	Choosing which Pitch to use	1	4

Monday	29th Nov 2021	Social Media designs completed	2			2
Tuesday						
Wednesday						
Thursday	2nd Dec 2021	Finalising Social Media content	4			4
Friday						

**Total Hours Design & Build**

**78**

**Total Meetings & Research**

**24.5**

Signature Group Member:

Aaron Barnes



# The Science Shop

Knowledge • Ideas • Results