

PPR Production Log



1 2 3 GP

Equip GPs with Mental Health Expertise



Robert Williamson

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Introduction

Our Community Partner, The Participation and the Practice of Rights (PPR), has tasked us with making social media content for their #123GP campaign, which seeks to make changes to the services for mental health to make sure those who are experiencing emotional distress pain, or trauma will have better access to support and help. The main aim of this major project is to re-purpose these testimonials given to the campaign #123GP into digital media formats and utilize them on several communications channels to boost greater awareness and influence decision makers to improve services.

Our team needed to create visual content using the testimonials such as Graphic Designs and Motion Graphics content and to have them formatted to the suitable social media platforms such as Facebook, Twitter and Instagram. The target audience for this visual content is anyone over the age of eighteen so that we can take advantage of the social media platforms to help PPR gather momentum for the #123GP campaign.

Meet The Team



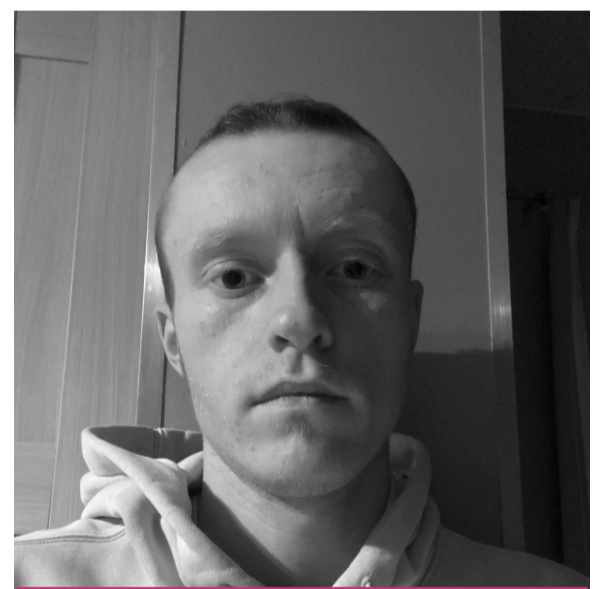
Robert Williamson

**Motion Graphics,
Graphic Designer**



Aaron Barnes

**Social Media
Strategy,
Graphic Designer**



Joel Greene

**Social Media
Strategy,
Graphic Designer**

Client Research

To carry out our initial client research our group had a scheduled meeting with our client. We discussed the main aspects that Sara, our community client, wanted for our social media content to have to properly deliver the message the campaign is aiming towards, which is that GPs are equipped for mental health counselling services and provide easy access.

The 3 particular changes the campaign is calling for are:

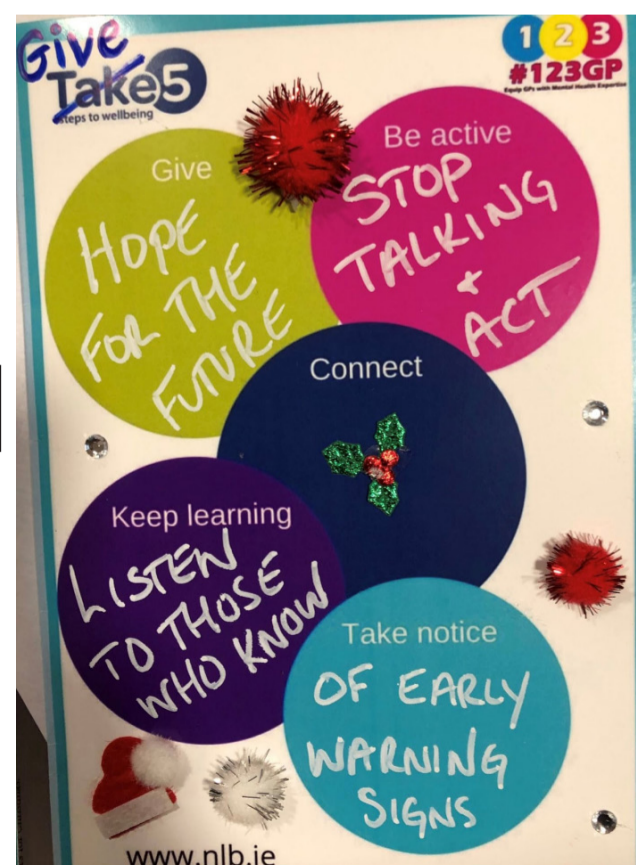
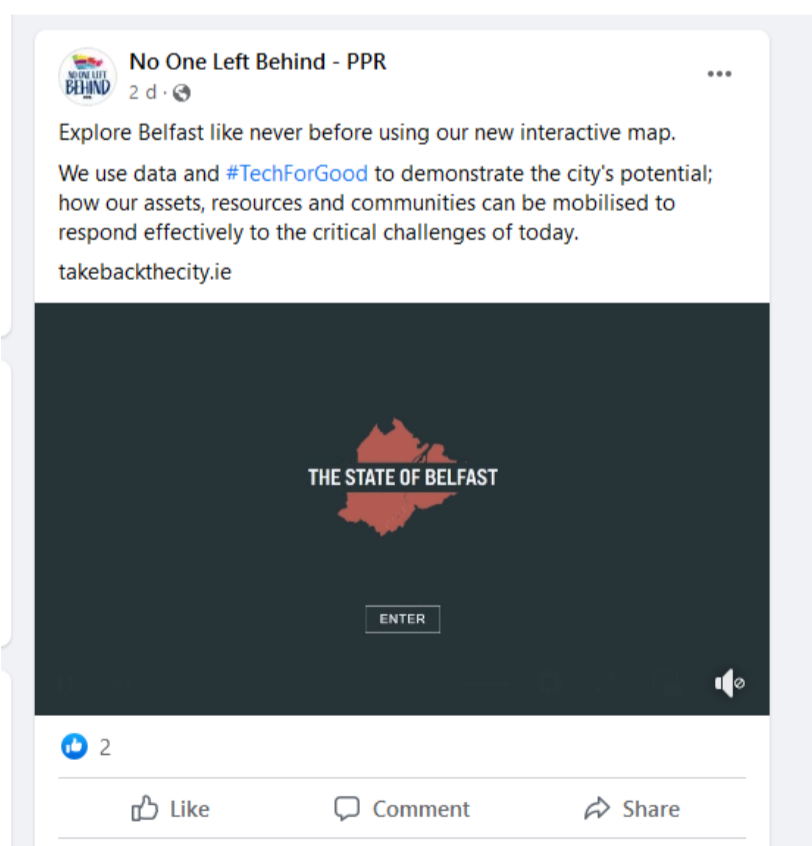
1. All GP practices to issue patients with timely access to a practice based counsellor.
2. All trainee GPs must begin community based mental health placements, and all practicing GPs must undergo compulsory professional mental health and suicide prevention training.
3. Mental Health professionals e.g. mental health workers or CPNs must be based in GP Practices and need to be part of the primary care team.

All information gathered from: <https://www.cause.org.uk/news/123-gp-campaign>





PPR was founded by renowned activist Inez McCormack.



Images gathered from PPR'S social media which features the interactive 123GP data map they created a year ago

Client Meeting

We had our first official meeting with our community partner Sara Boyce. During the meeting we went through the #123GP briefing paper PPR had provided us.

The briefing paper explains what the campaign is, the goal they are trying to achieve and draws on a three-year campaign led by #123GP campaigners, for timely access to counselling for everyone who needs it. It provides information and analysis in relation to accessing counselling via the two main referral routes open to GPs in-house counselling and primary care talking therapy hubs. It details the support built for #123GP campaign's proposals and the response from governmental bodies and agencies. Lastly, it also proposes realistic solutions in the context of the development of a 10-year mental health strategy, including some that have emerged in response to the COVID-19 pandemic.

Overall, Sara went over the brief and told us what she would like to see from us by producing more social media content such as Graphic Designs and Motion Graphics for several platforms such as Facebook, Twitter and Instagram for the #123GP campaign.



The Brief

We began the process of creating our brief which was to be finalised and approved by Project Manager/Creative Director Adrian Hickey and Project Supervisor Claire Mulrone before we sent it off to our community partner Sara. The purpose of this document was to help outline our production brief for PPR's #123GP campaign. This is a campaign to help raise awareness for when it comes to finding GP's that offer

support for issues when it comes to mental health called #123GP.

We discussed the brief and how we would approach it. During class, we assigned ourselves with individual tasks for each of us to complete fairly to ease the workload for the brief.

I was in charge of the following:

1. The Project
2. Objectives
3. Target Audience
4. Research and evaluate a similar website for the benchmarking process.

We all agreed to research and evaluate a similar website each that was relevant to our community partner PPR for the #123GP campaign. I chosen Mindwise as the website I would benchmark.



#123GP

Equip GPs with Mental Health Expertise

Project

The campaign #123GP is made of people who have direct experience seeking support for mental health issues. Including individuals, family members or carers and people they have lost to love ones to suicide. The campaign itself is seeking changes to the services to help with mental health to ensure that anyone who is experiencing emotional distress pain or trauma accessing to timely and appropriate support and help.

We will create new social media content for #123GP to inform health professionals, members of the public, policy makers, health trust and counsellors developing a movement of change to amend current policies and system that cause distress and trauma. We will create this social media content for 'PPR' (Participation and Practice of Rights) to help people seeking mental health support from their local GP. Only a certain number of GPs provide access to counsellors wait longer than 28 days to see someone to help them with their mental health issues.

Through a freedom of information request, PPR have discovered that the number of GPs providing access to counselling is dwindling by the day. This social media campaign will shine alight on this and raise the profile of this critical issue.

The Social Media Content will include graphics, motion graphics and stories for social media. Stories last up to 24hr's unless the post is saved to the highlights on Instagram. When it comes to motion graphics which are animated videos, these will be based on testimonials collected by PPR are designed to last up to sixty seconds which the person watching can keep watching or scroll to the following video.

Objectives

Our project aims to create social media content that raises awareness of the organisation seeking to better mental health services which is #123GP. We will build our social media content for the #123GP organisation to expand onto other social media platforms like Instagram and Twitter will deliver.

This mental health awareness campaign is designed to influence policy makers and the department of health to provide a more responsive and appropriate access to counselling support in GPs, we will create social media content to raise everyone's understanding of this critical issue.

Target Audience

The target audience for this campaign is people who are above the age of eighteen. We will harness the power of social media to help PPR gather momentum for campaign #123GP.

We are going to create resources for social media platforms such as Facebook, Instagram, and Twitter to influence and apply pressure on MLAs. As we want to put pressure on the health departments and other health bodies in Northern Ireland.

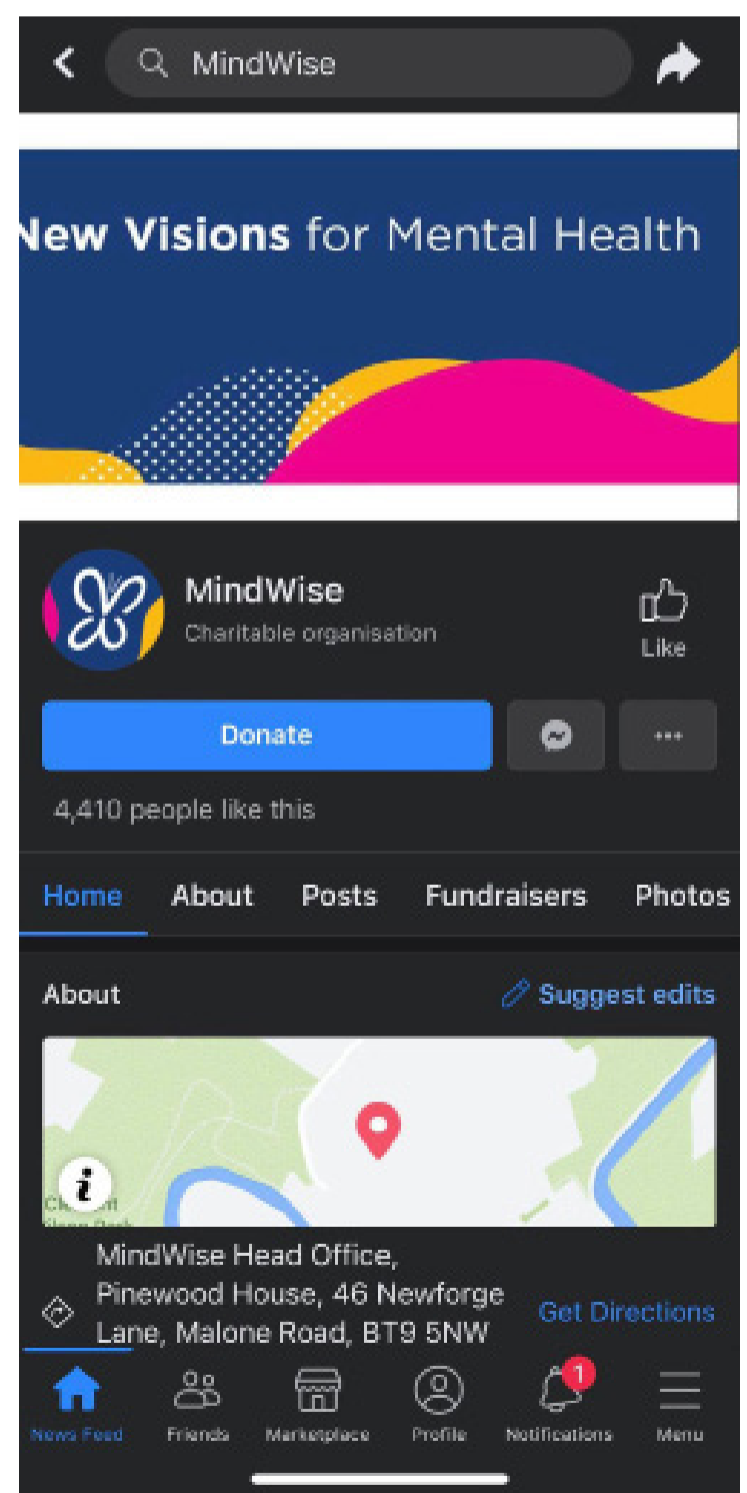


Benchmarking Mindwise

MindWise social media relies on the use of Twitter and Facebook to get their message across to the users about bettering their mental health. We will mainly be focusing on two social media platforms which are Twitter and Instagram to help further promote access to counselling for the time being.



OVERALL
SCORE: 53%



Brief Feedback & Approval



Claire Mulrone

Thanks for making the changes I outlined last week. this is definitely more focused

If Adrian is happy with the brief I am happy for you to send this to Sara. please ensure you cc me and Adrian into the email.

here's her email address

Sara Boyce <sara@pprproject.org>



Adrian Hickey, Senior Lecturer in Interactive Media

Yes. Please forward it to Sara and put a note asking for feedback or changes. Please CC Claire and I in.

Thanks

Adrian

There were changes to be made to our first brief draft that we forwarded to Claire and Adrian. Documented below are the updated changes to Basecamp that we were asked to make before forwarding it onto our community partner Sara. We then sent in the new version of our brief and got the approval from both Adrian and Claire and got it sent over to Sara using Microsoft Outlook.

Community Partner Feedback and Completion of Brief

We had gotten an email from our community partner Sara about her feedback which is pictured below:

Hi Robert and all

Thanks for the work you have done on revising this production brief – we really appreciate it.

I think it would still be helpful to **nail down the deliverables a bit more** just so we are all clear what we are aiming for.

I think its good to be clear that your **objective** is to produce the social media content, rather than working up a full social media campaign as such, which would be a bigger piece of work.

On page 13 you say you will deliver a series of promotional motion graphic videos and graphic design poster formats on Instagram and Twitter.

You say the motion graphic videos will be in the style of an infographic that will relay the info about GP practices and the current state of policies and systems used for mental health services, with appropriate pieces being created for social media.

At the bottom of page 13 you mention showcasing the testimonials in motion graphic video where each one will be animated and narrated by a selected member of the project or if allowed , by the people who provided the testimony.

So – it would be good to get a **clear picture of how many infographics and motion graphic videos you plan to create.**

We want to ensure that the most interesting/compelling stories (currently in text based format) are repurposed so we can use them on social media.

We were thinking a series of short videos with testimonies from a range of different people. The infographics sound good for presenting the quantitative data and key policies.

We don't have access to the people who provided the testimonies as it was provided anonymously through a portal, but we do have **campaign members who would be up for narrating testimonies** no bother.

You also mentioned **campaign logos** – are you planning to create new one/s?

The only other question I had was about Instagram. We don't use it very much in PPR and our target audience is older in the main- politicians, civil servants, other influencers, so I'm not sure about Instagram. What about Facebook? Happy to chat about this as I'm sure you have good reasons for identifying Instagram as a social media platform for getting the content out.

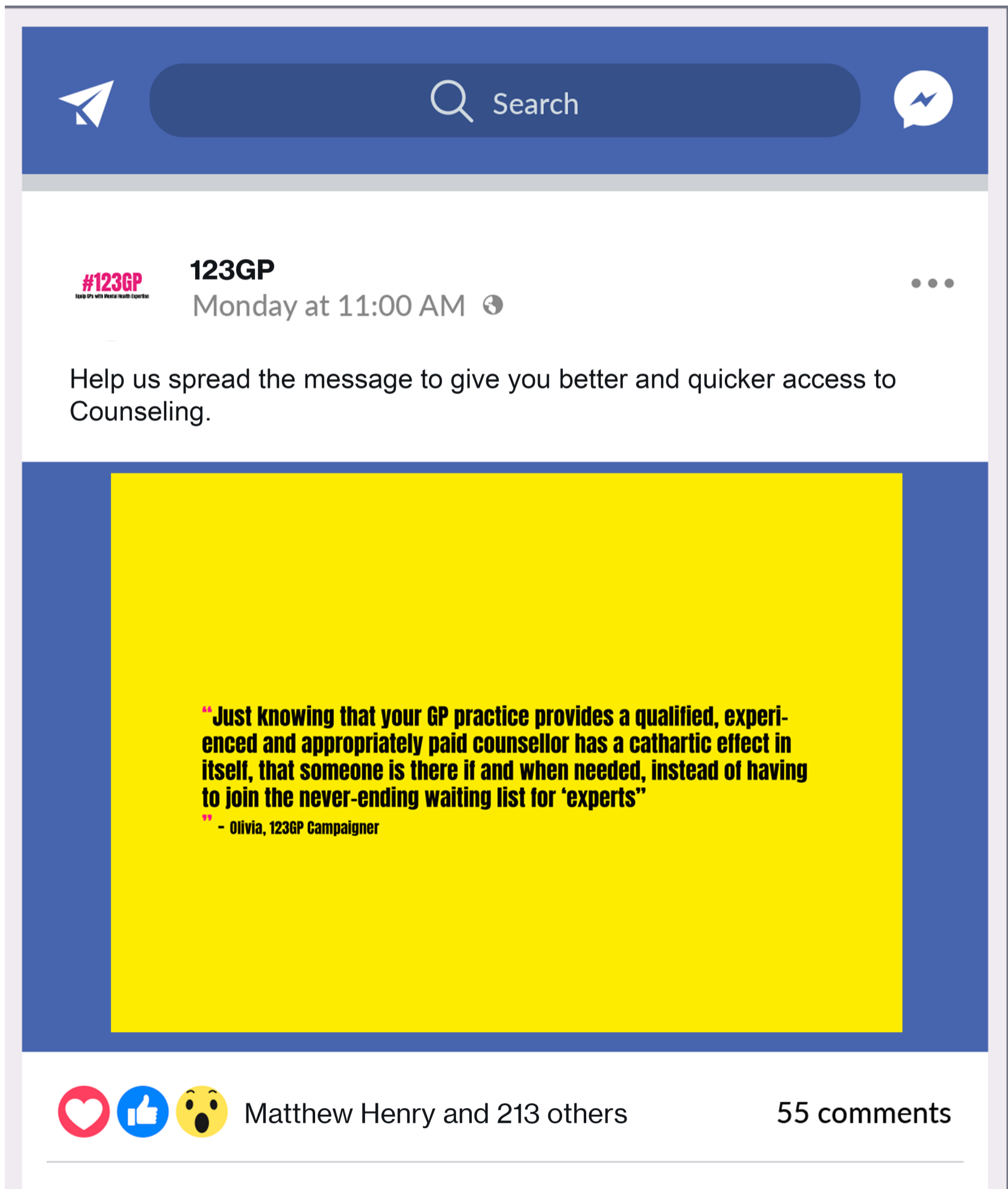
Again, if its helpful to get a chat we can do that no problem. I'm around all of next week apart from Friday. I'm actually going on leave for December but if you need to get me after next week that's not a problem as I'm about . my number is 07864074235. Otherwise I'll be back in work on 4 Jan.

Thanks very much.

Sara

The feedback was overall mostly positive, we just had to make a few changes and be more clear about certain things. We made the changes provided by Sara, completed our official brief and proceeded on to the next task.

Facebook Design



Twitter Design



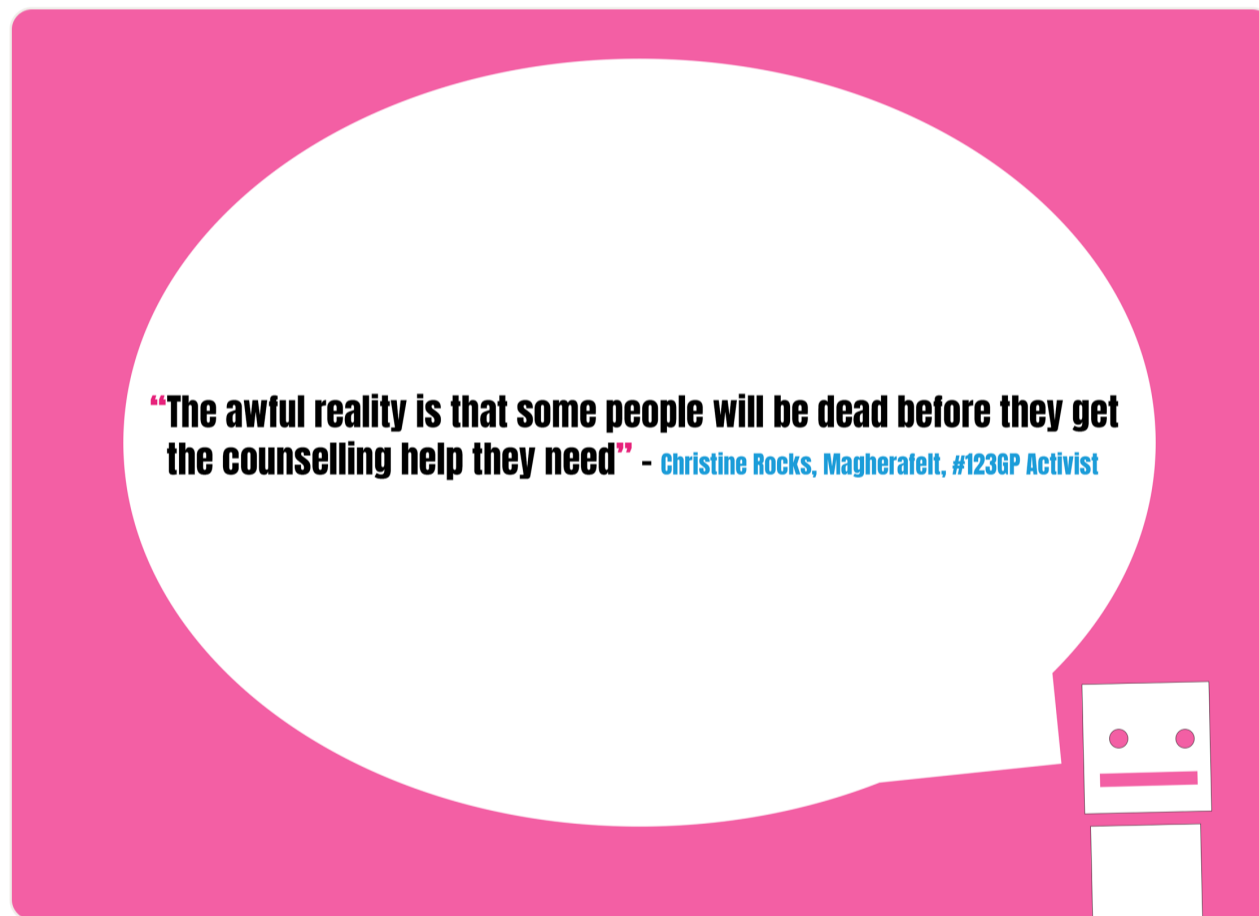
#123GP

@123GP_Campaign

Follow



We hope to provide better access to Mental Health Counselling through your GPs and that will lend your voice to our cause.



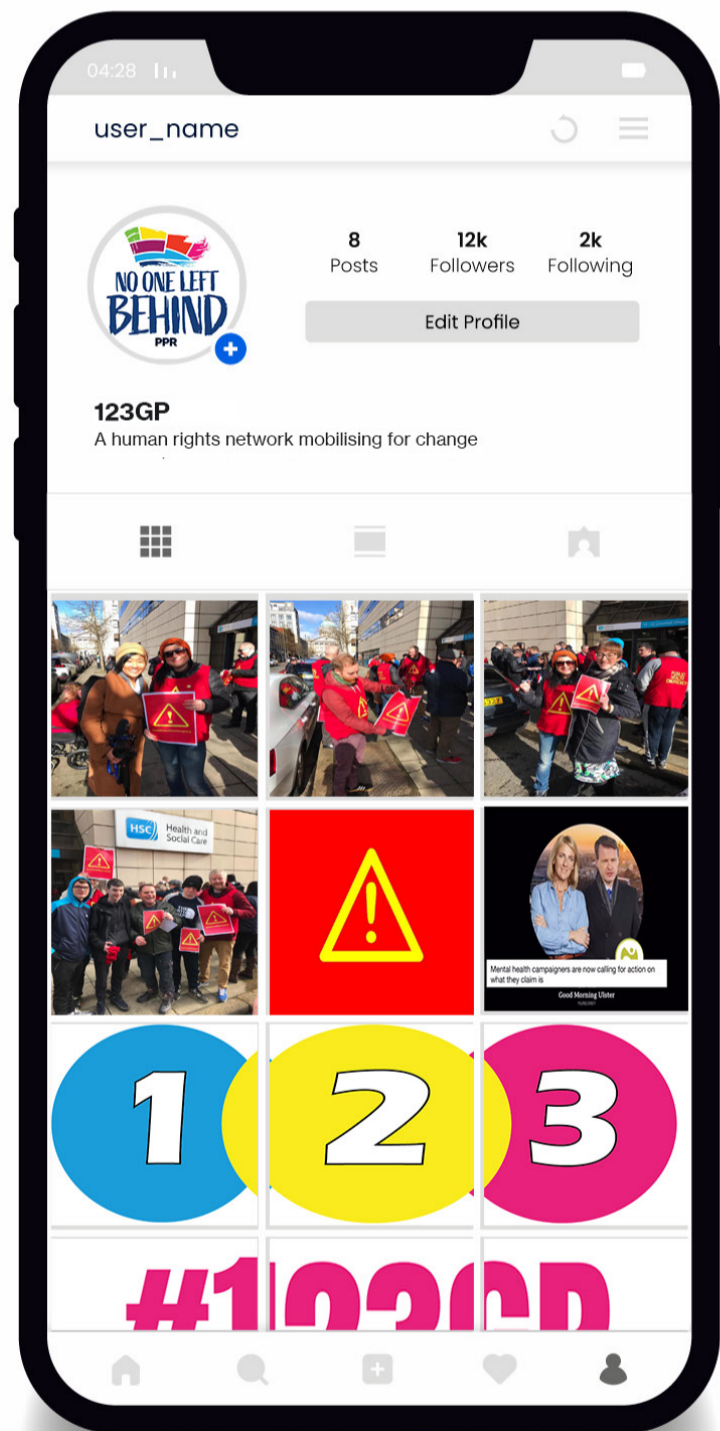
1:14 PM - 26 Feb 2019

1 Retweet 11 Likes



Add another Tweet

Instagram Design



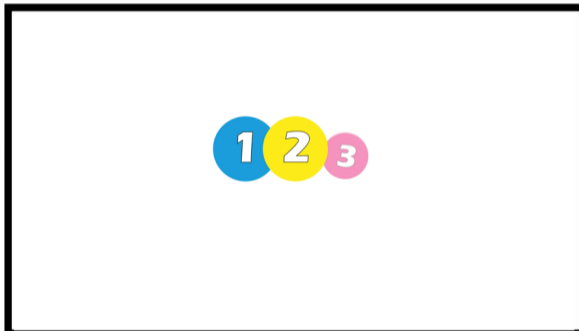
Instagram Design



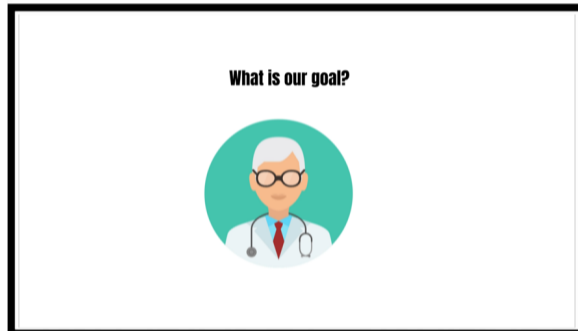
Motion Graphics Storyboard

Title 123GP Campaign

Page _____



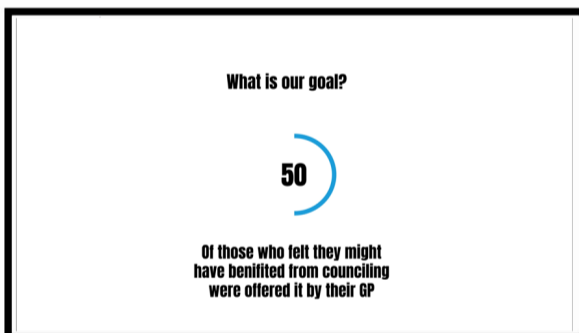
Static Shot - The 1, 2, and 3 circles fade in while spinning in sequence as the hashtag #123GP and slogan appear soon after.



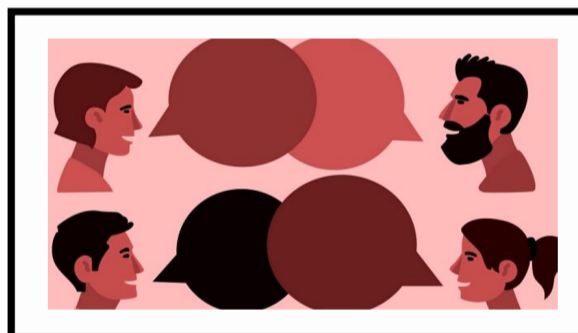
Static Shot - Text saying "What's our Goal?" will appear word by word as it scales down for the doctor icon to appear. It will be moved to the left as more text appears stating the actual goal.



Static Shot - Text appearing word by word as it is narrated by Sara or alternatively one of us about what the goal is.



A circular animation of a pie chart will display the statistics of the number of GP saying yes or No to supplying counseling at their practice.



Panning Right - The pie chart will shift to the left as a video sample of a person talking to someone else will play along with the statistics of how many people would go for counselling.

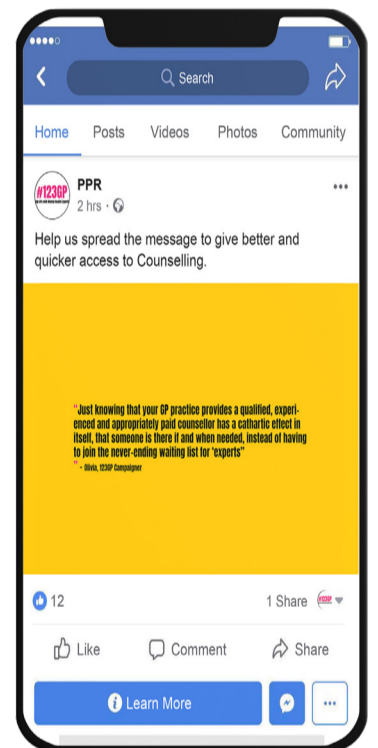
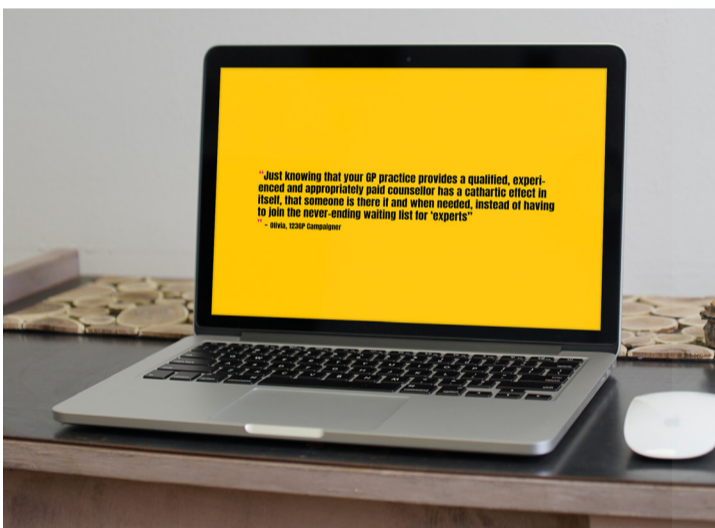


Static Shot - The Noone Left Behind logo will fade in as the narrator makes a final statement.

Pitch Feedback & Changes

The feedback received from Adrian and Claire during class was to show how each design would look on several electronic devices such as a laptop, an iPad and not only on mobile phones.

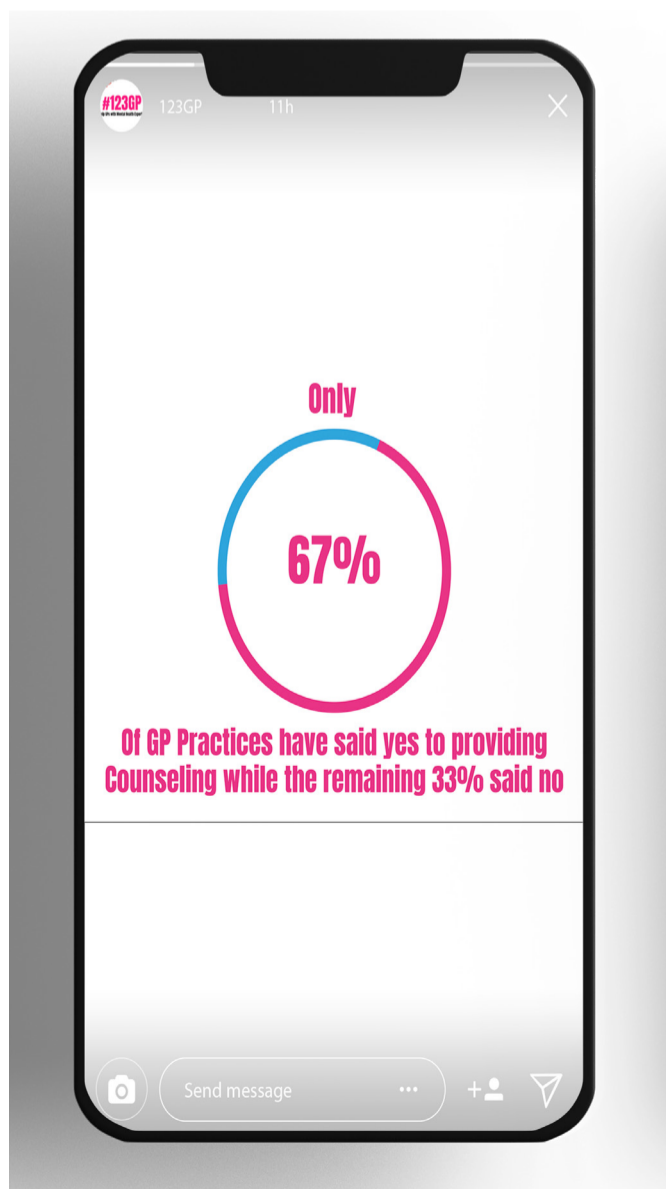
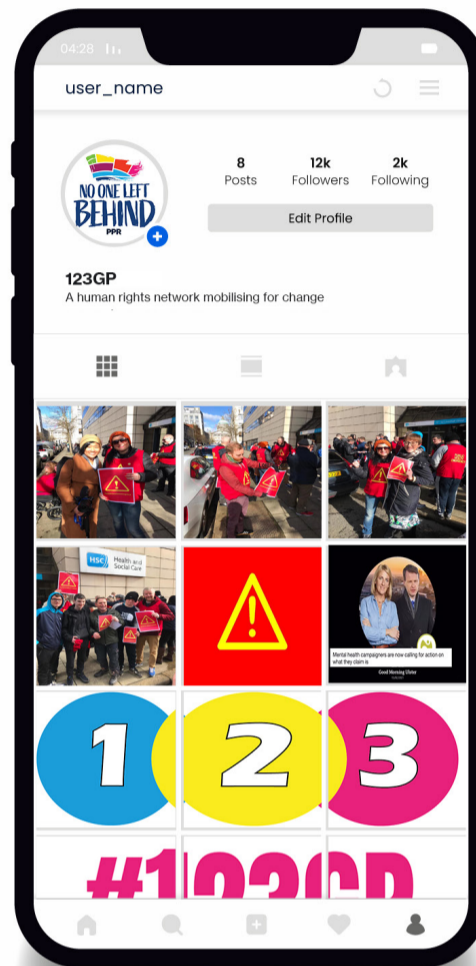
Facebook Design 2



Twitter Design 2



Instagram



More Feedback and Changes



Adrian Hickey, Senior Lecturer in Interactive Media

Once again, can I ask that you please share resources.

Can you all use the phones on P4? - Everyone use these for all platforms.

Can you all use the Mac on P6

Everyone Drop the iPad. It cannot be read.

I dont know who owns what so can you please label them.

Set 1 - I think it is Aaron - Can you please look at using the same font throughout all of your images?

Set 2 - Joel? These are so stretched - can you layout the type without stretching it please?

Set 3 - Can you use more than one stat Robert across all devices? Can you lay it all out without stretching it please?



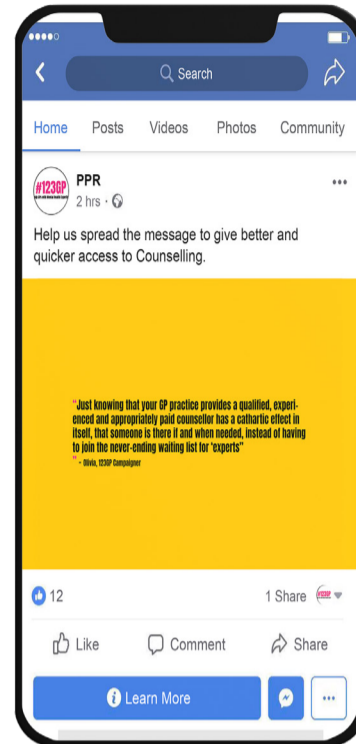
Claire Mulrone

Is this a combined design deck, which of you owns which bit, it's important to distinguish between each of the three social media campaign. I think some of the imagery is stretched. could you review this before Adrian signs off . I want the pitch sorted out tomorrow.

Claire

The feedback received from Adrian and Claire on Basecamp was straight forward but we were being a bit too sloppy on our part. We knew that whenever we read the feedback and went back to look at our Pitch document. We made certain that it would not happen again and got our act together as a group and made sure this time we'll pick up the pace now.

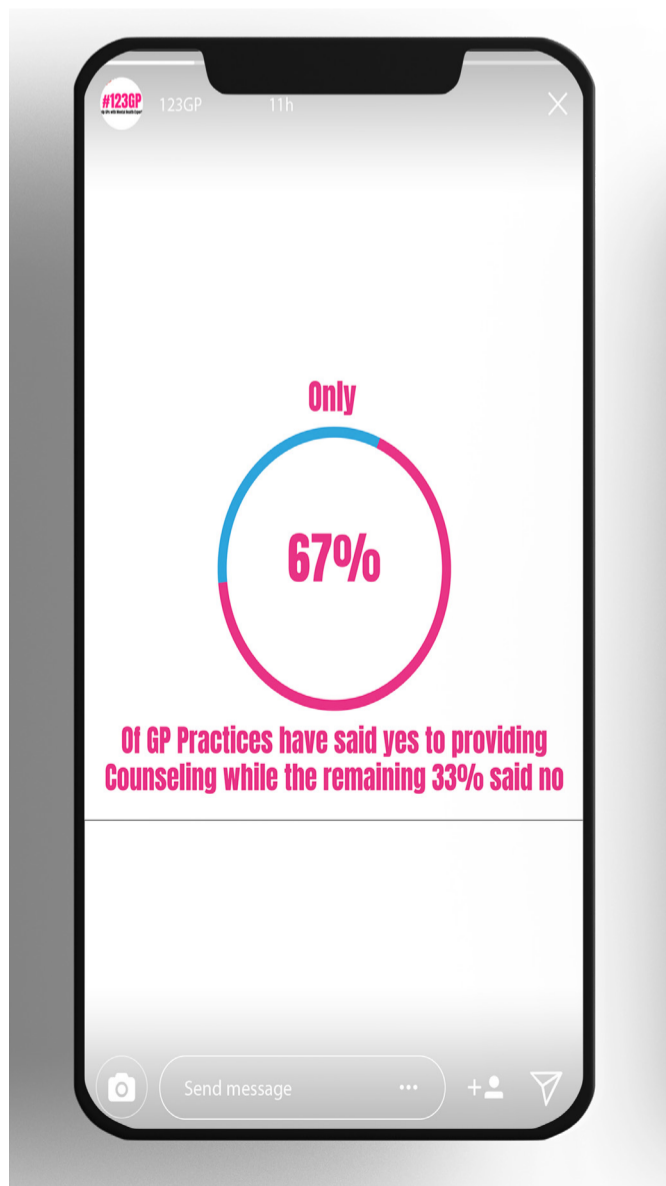
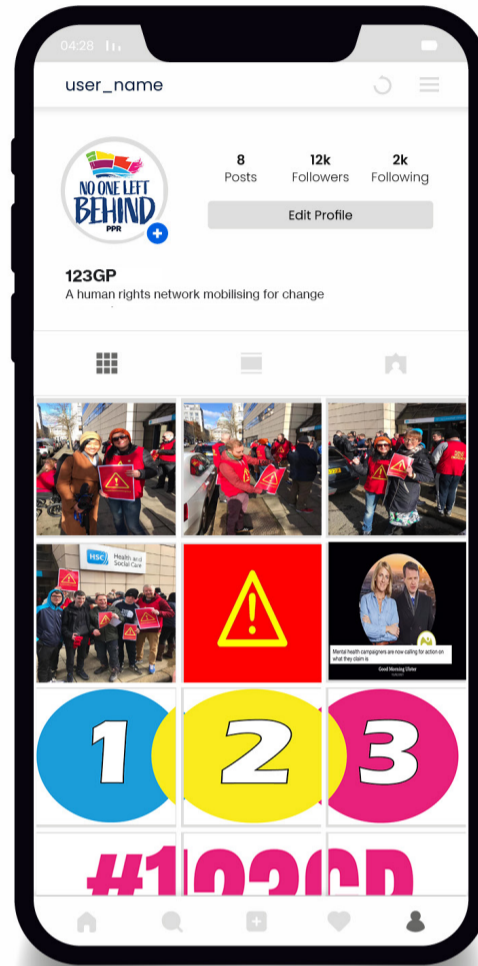
Facebook Design 3



Twitter Design 2



Instagram



Final Feedback leading to Final Designs

After our final pitch got approved by Adrian and Claire, we then had to discuss with each other which one of our designs that we would choose individually to put forward as our final design. We had a look through each other's designs and discussed as a group which one we would go with that would be most suitable for the #123GP campaign.

We chose to go with Aaron's social media design as his background imagery is more appealing and doesn't clash with either the #123GP logo or PPR log. We decided to go with my motion graphics storyboard as it was more as it was direct and simple for the #123GP campaign.

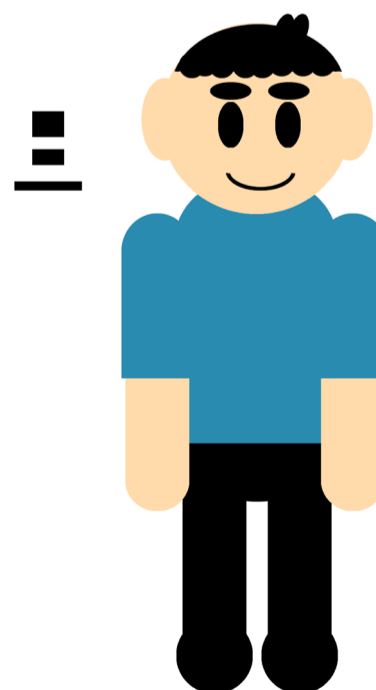
Aaron and Joel had produce several designs between themselves while I was creating a character with lips flaps to simulate talking. At the end I decided to scrap the idea as it would've taken much time to make in time for the deadline.

I was also made aware that due to permission and or GDPR regulations that the personnel that said the quotes in the graphic designs above may not be able to be used until permission is granted. This had an impact on myself and Aaron's final design decision in the end up.

Leftover Designs

In my spare time, I recreated the 123GP Font using a different Sans-Serif Font type. I also kept the character I was creating for the talking animation to showcase it here,

#123GP
Equip GPs with Mental Health Expertise





**NO ONE LEFT
BEHIND**
PPR

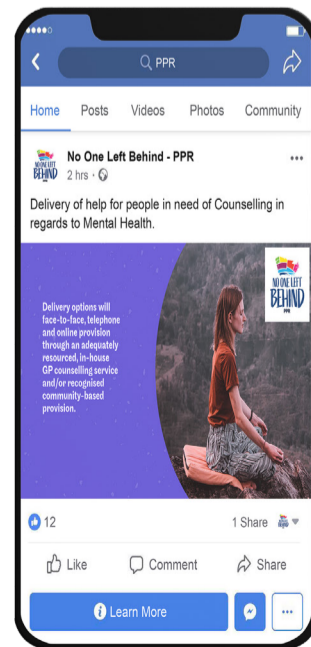
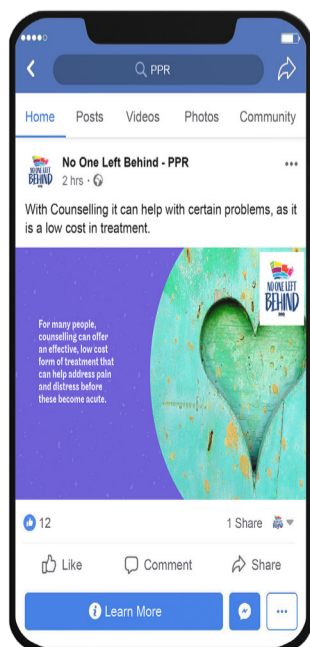
FINAL DESIGNS FOR #123GP CAMPAIGN

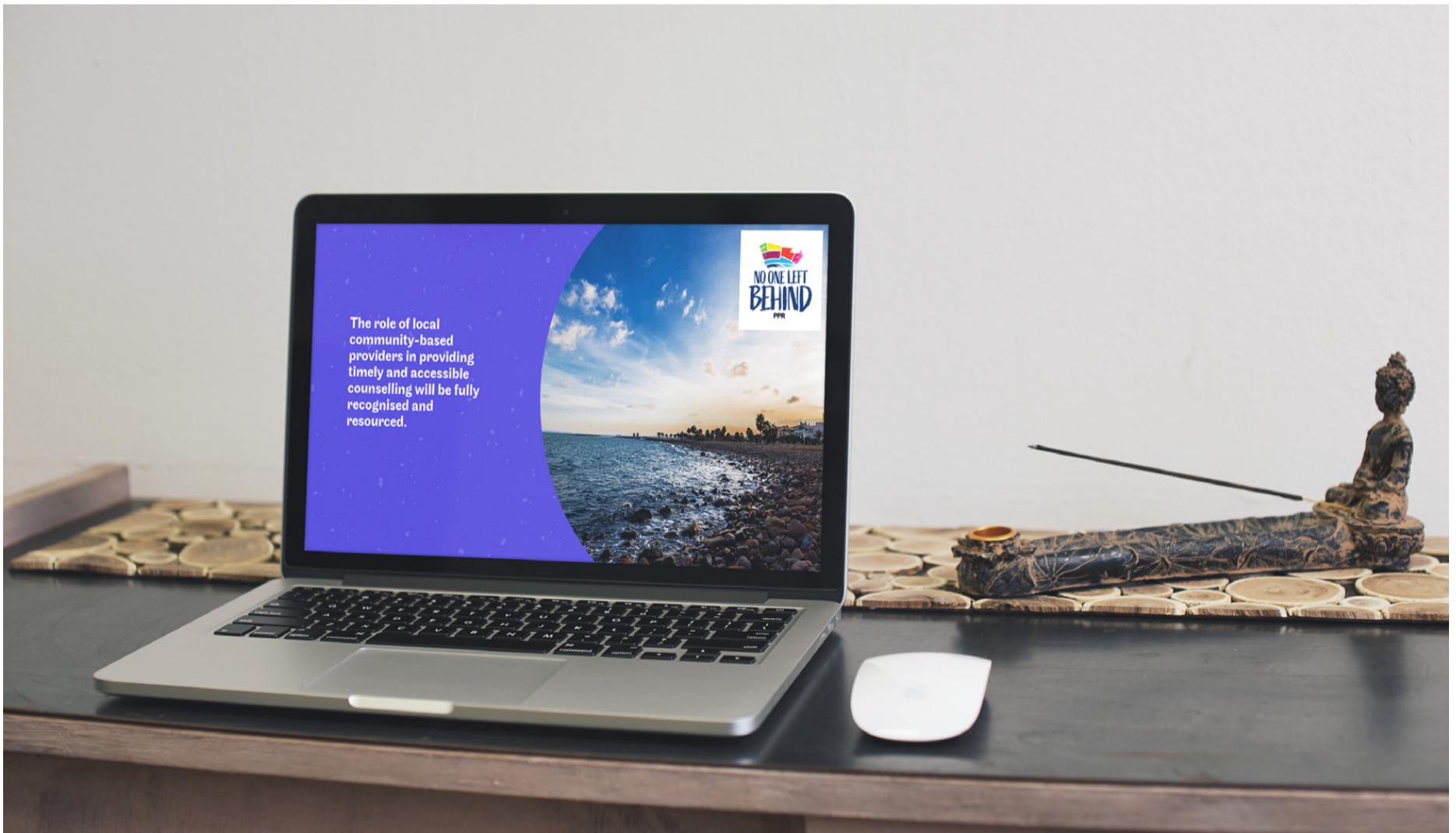
FACEBOOK

Delivery options will face-to-face, telephone and online provision through an adequately resourced, in-house GP counselling service and/or recognised community-based provision.

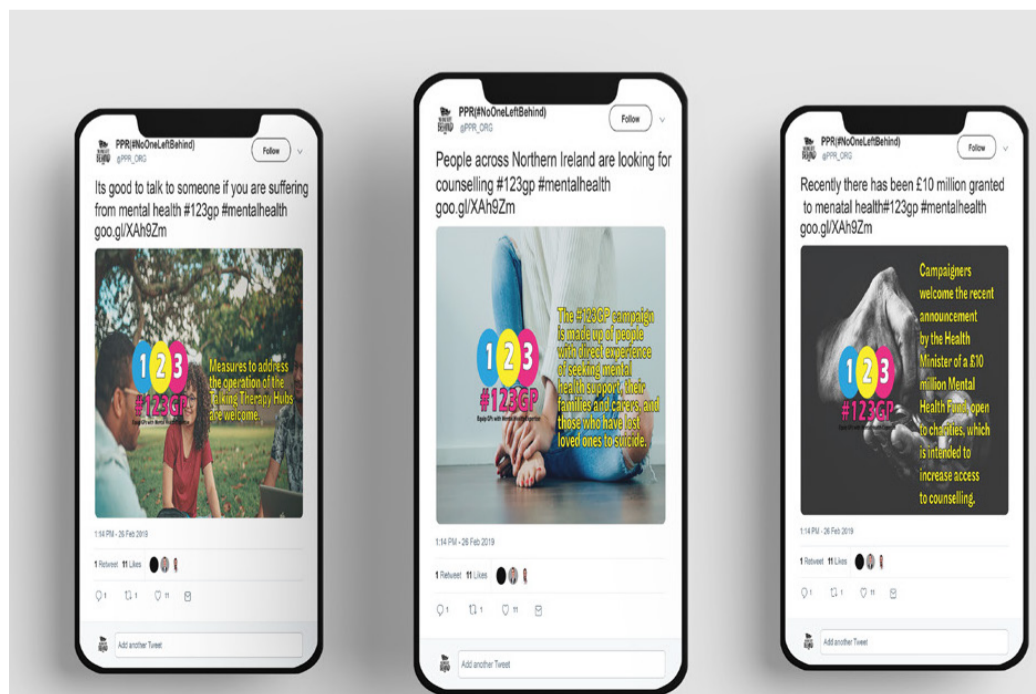
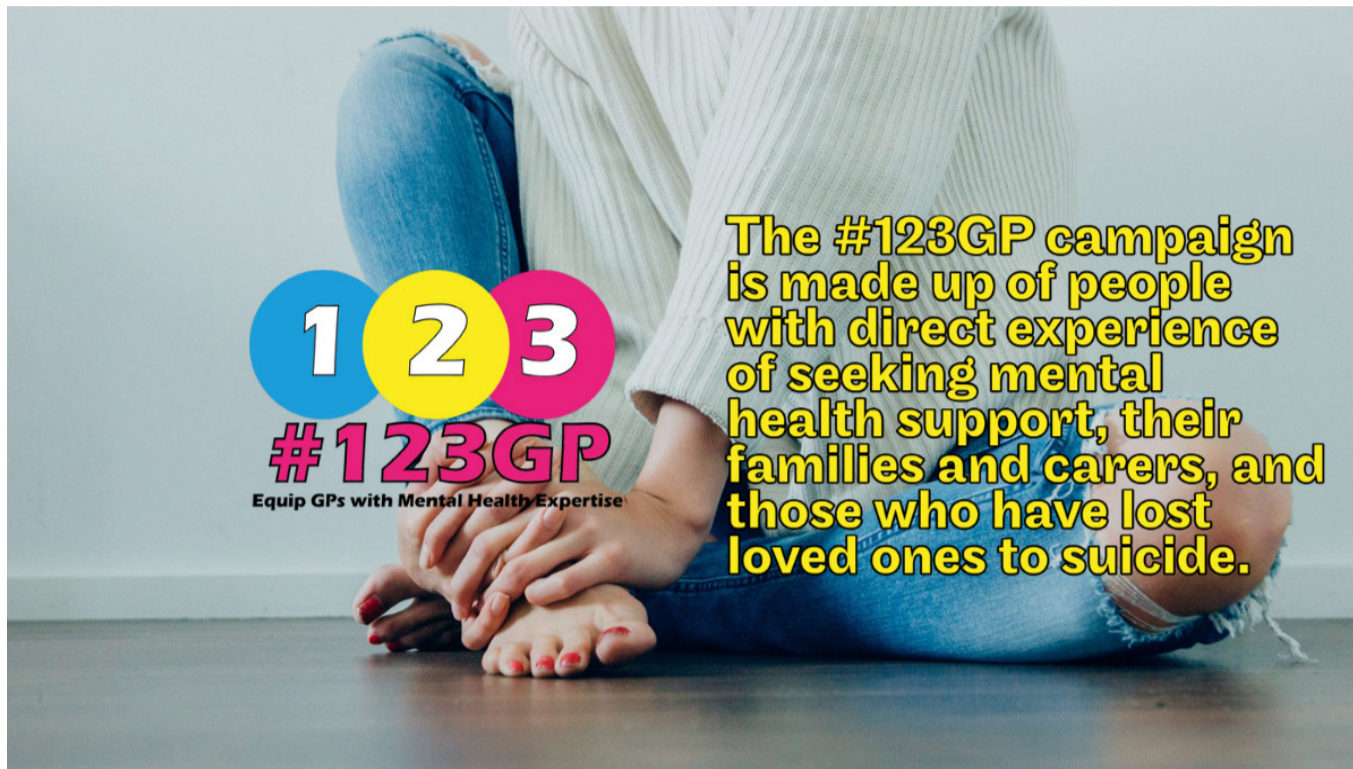


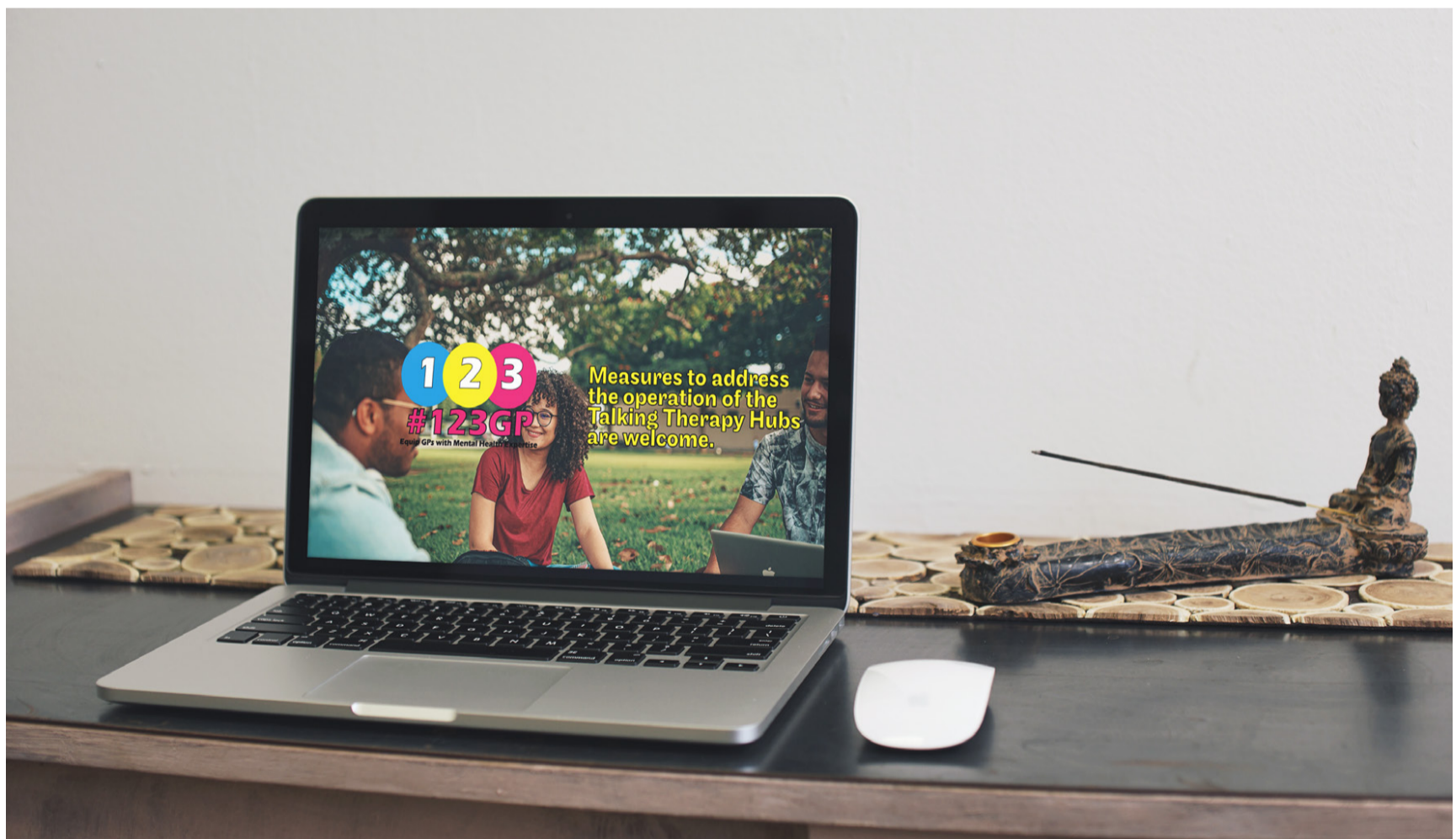
The role of local community-based providers in providing timely and accessible counselling will be fully recognised and resourced.



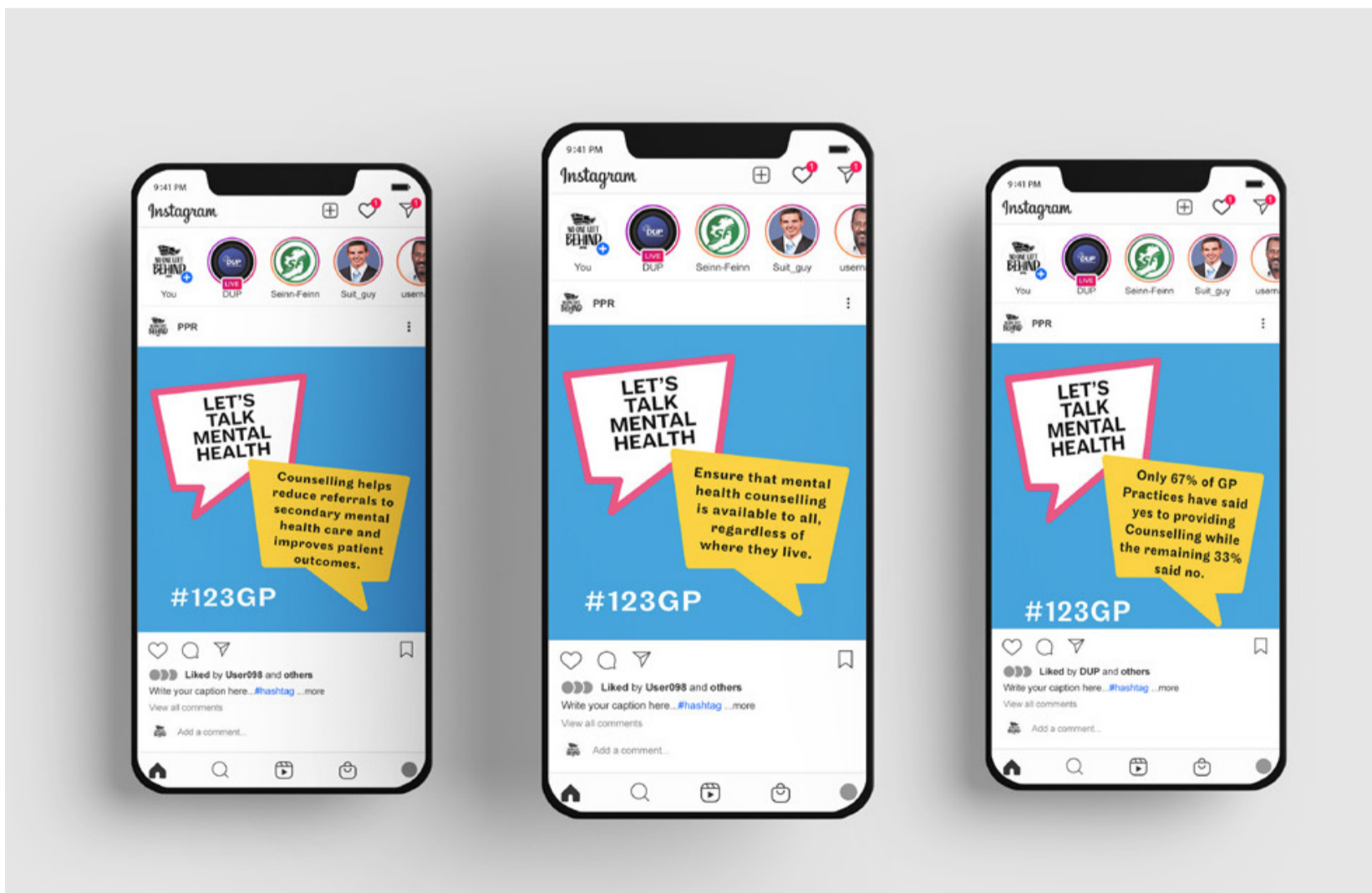


TWITTER



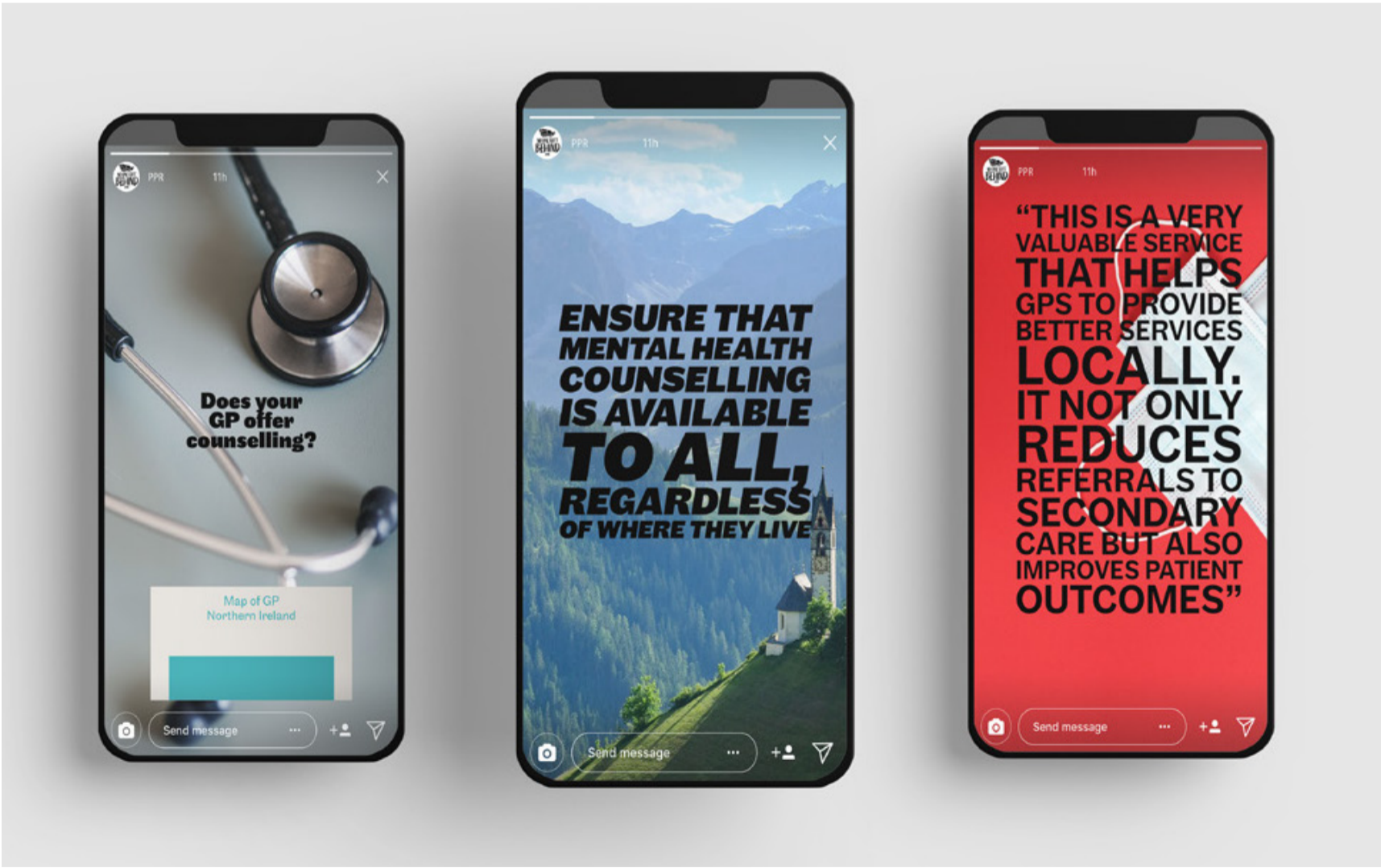


INSTAGRAM



“THIS IS A VERY VALUABLE SERVICE THAT HELPS GPs TO PROVIDE BETTER SERVICES **LOCALLY. IT NOT ONLY **REDUCES** REFERRALS TO **SECONDARY** CARE BUT ALSO IMPROVES PATIENT **OUTCOMES”****

ENSURE THAT MENTAL HEALTH COUNSELLING IS AVAILABLE **TO ALL, REGARDLESS OF WHERE THEY LIVE**



Group Communication

Basecamp:



Basecamp is about getting tasks completed. It is an application that is practical for projects of many sizes. It lets users set up several groups where they can set tasks, communicate with others, and display their work. It was right for our project as we were allowed to upload all of our files, so that everyone can download it from any location at anytime. We also used other communicative applications e.g. WhatsApp, Discord and Outlook (Email). Basecamp was primarily used in our group for sharing of files and setting to-do lists to make sure that we are keeping track of our work.

Message Board:

This can be used to message anyone in the group usually in an informal manner. Overall, our group did not use this feature a whole lot as we much preferred to use other applications e.g WhatsApp and Discord to communicate with each other as we found it a lot quicker and more handy to use.


To-dos:


This was the feature we used a little bit at the start, as it was handy to keep track of when deadlines are due and to let you know when someone in the group has completed a particular task.


Docs & Files:


This was the feature which our group used the most on Basecamp, as it was most handy for everyone in the group to check on work, edit or download work that has been uploaded.


[+ New message](#) **Message Board** ⋮


 **Email from Sara re brief queries** 1
Claire Mulrone • Nov 24 — Hi Robert and all Thanks for the work you have done on revising this production brief – we really appreciate it. I think it would still be helpful to nail down the deliverables a bit more just so we


 **123GP Font type**
Robert Williamson • Nov 1 — Hi Claire and Adrian, we're looking to know if there's any info about which font type was used for the 123gp logo. We've tried to find the font that's most similar but we want the original font used if


 **sorry** 1
Claire Mulrone • Oct 22 — Sorry, I just found your brief in yesterday's activity. I'll review it now. C

 **Brief**
Claire Mulrone • Oct 22 — Can you please upload the brief for approval by Adrian and I. We need to see this review this before you get the final Brief out to the partner today. I know you are all keen to move into the

 **Untitled** 1
Aaron Barnes • Oct 13 — See for the draft of the brief does it have to be posted as a InDesign document converted to a PDF or can the draft be a word document?

 **Email From Sara** 2
Claire Mulrone • Sep 28 — Good morning team See this email. she has been the briefing document and the logos. I will upload them to your documents/files Claire Hi Claire Great to meet with you and Aaron and Robert



 **Meeting** 10
Claire Mulrone • Sep 27 — Good morning team Are you available today at 2.00pm to meet your PPR partner? I would like to set up a Teams meeting for an hour. let me know as soon as you can. Thanks C

 **Hello**
Claire Mulrone • Sep 24 — I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live

[+ New list](#) **To-dos** All done! View as... ⋮




3/3 completed - [Archive list](#)
Writing the brief

[Add a to-do](#)

- ✓ Writing 1,3,5 and 9 Thu, Oct 14  Robert W.
- ✓ Writing Brief - 6, 7 and 8
- ✓ Writing 2, 4 & 10 Thu, Oct 14  Aaron B.




2/2 completed - [Archive list](#)
Production management 1

[Add a to-do](#)

- ✓ Sign up to clockify  Joel G.  Robert W.
- ✓ Create a group on clockify  Aaron B.

3/3 completed - [Archive list](#)
Website benchmark 1

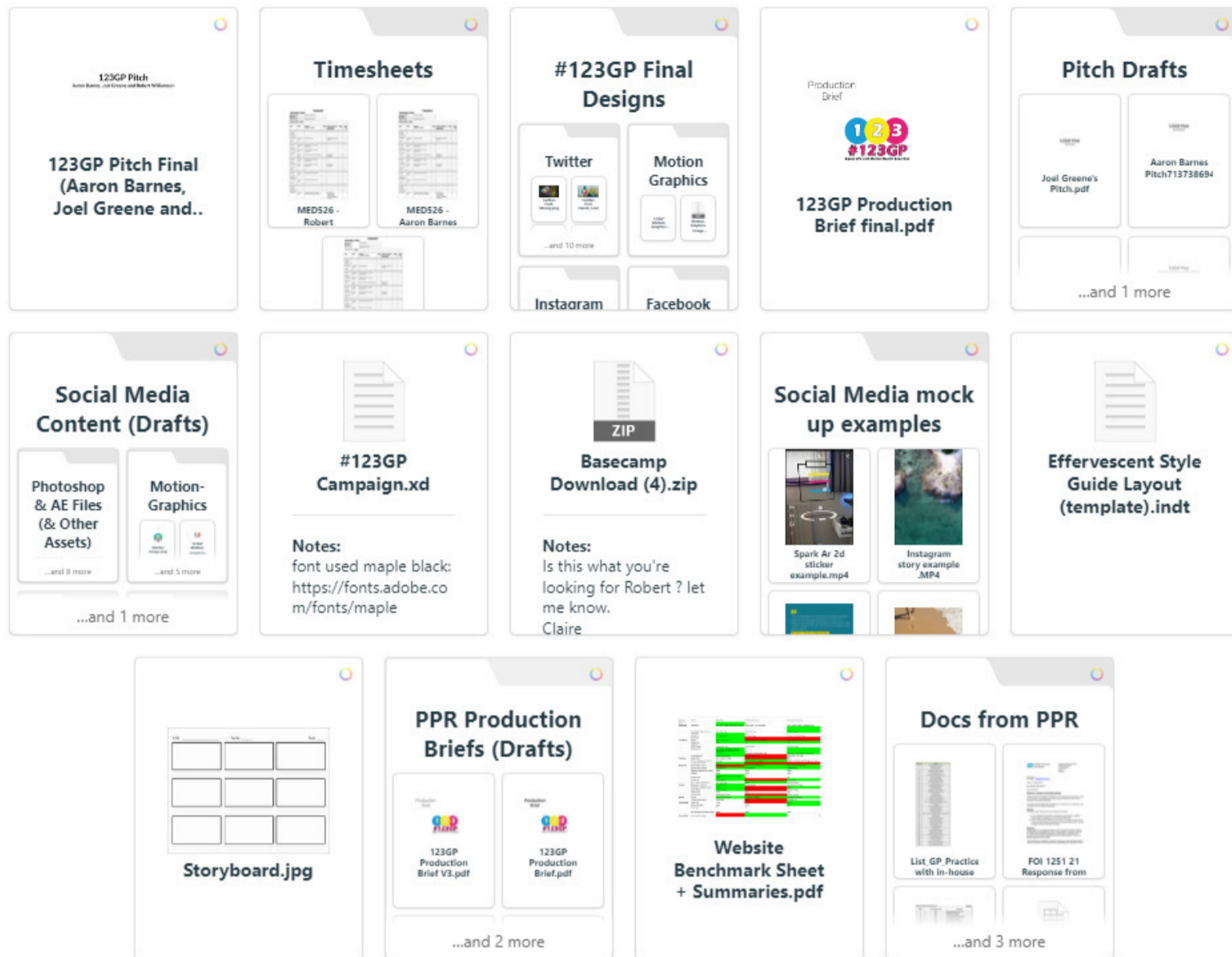
[Add a to-do](#)

- ✓ <https://www.rethink.org/>  Aaron B.
- ✓ <https://www.amh.org.uk/>  Joel G.
- ✓ <https://www.mindwisenv.org/>  Robert W.

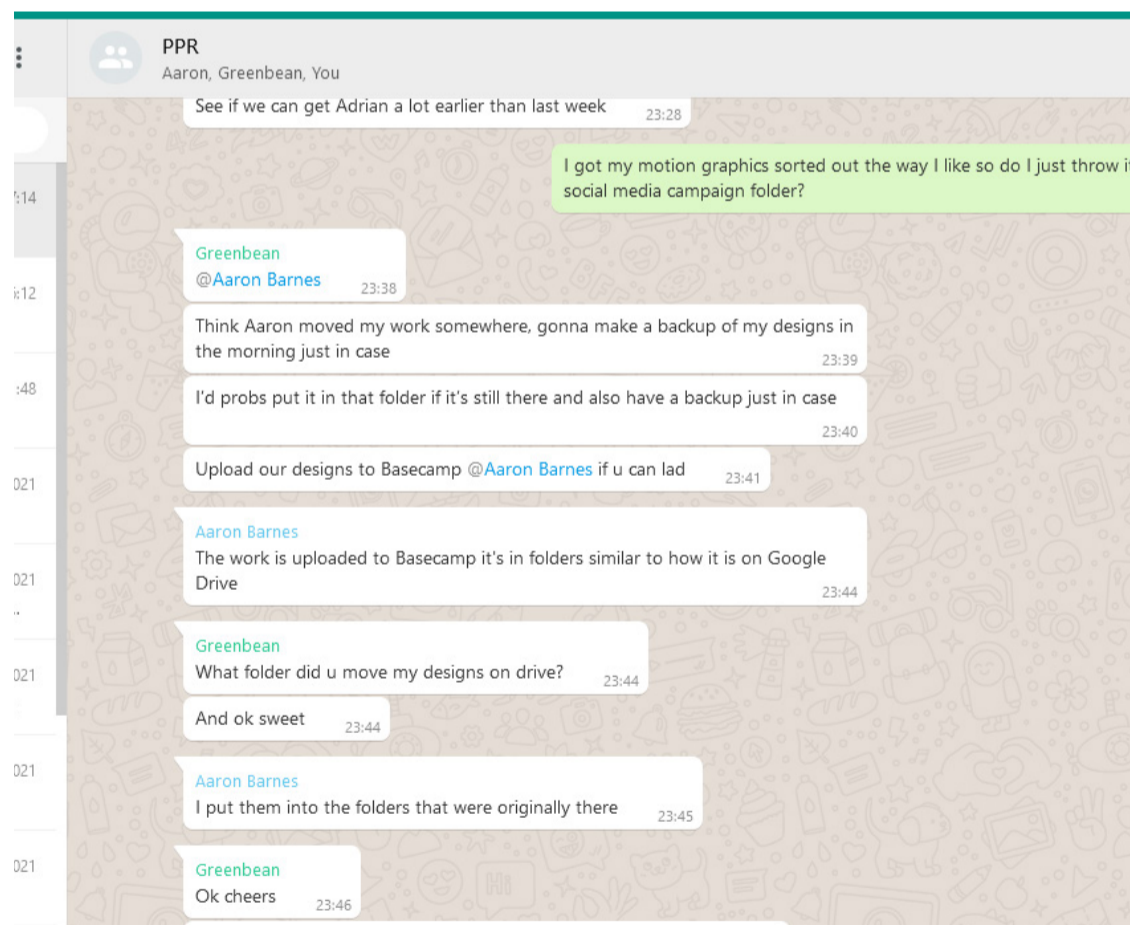
+ New...

Docs & Files

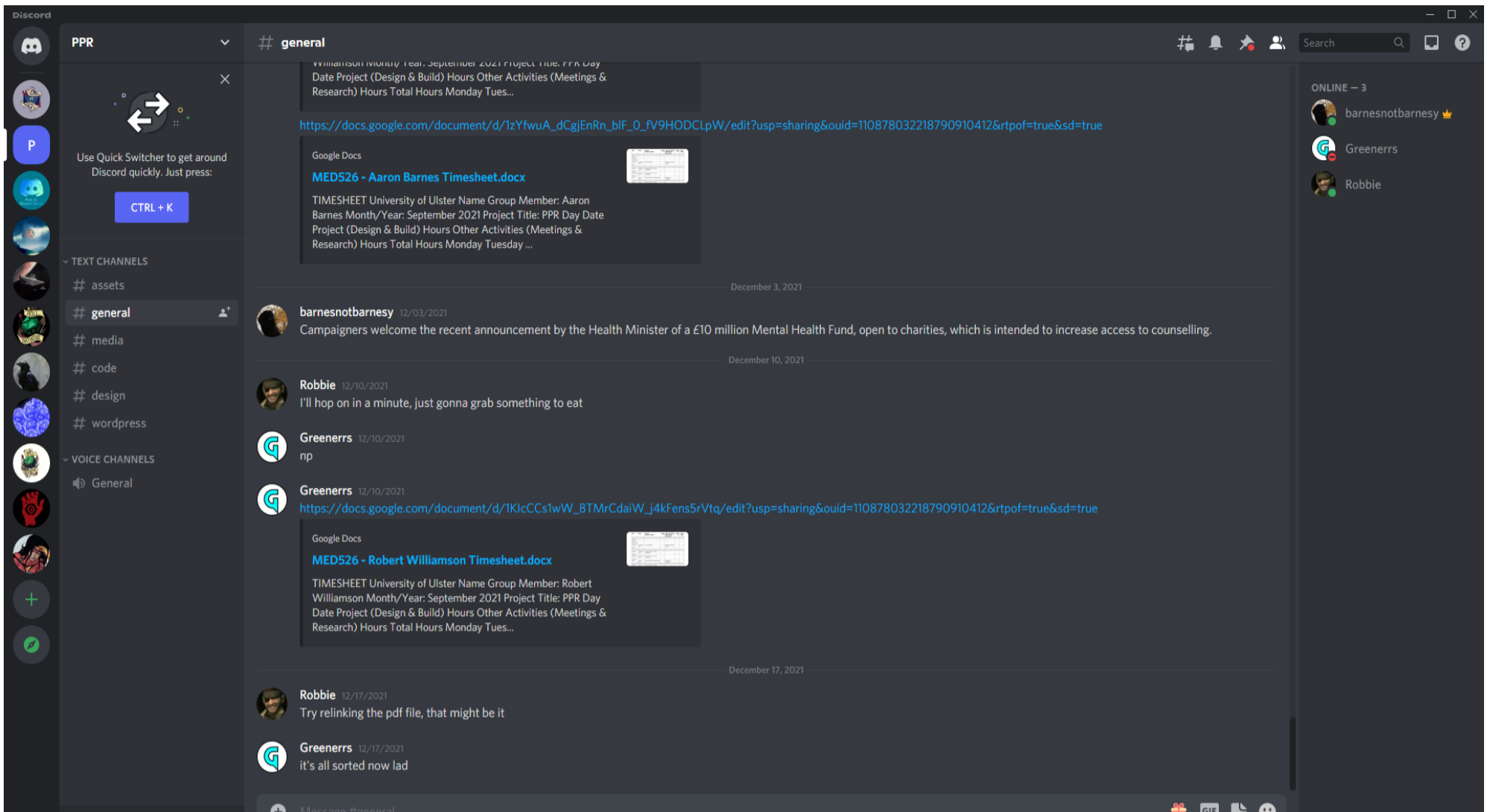
Unsorted



WhatsApp:



WhatsApp is what we primarily used to communicate with each other via text. It is a cross-platform instant messaging application that lets iPhone, Android, Windows Phone, Blackberry and Nokia smartphone users to exchange text, image, video and audio messages for no cost at all (searchmobilecomputing. techtarget.com, 2013).



Discord:

Discord is what we primarily used to talk over voice and video (sharing screens) when discussing the group project, we also used it to communicate via text but not as much as we did on WhatsApp. It is the easiest way to talk over voice, text and video. Talk, chat, hang out, and stay close with your friends and communities (discord.com, 2021).

Email (Outlook):

Microsoft Outlook is what we primarily used to communicate with our community partner. This was the perfect way as with email we could send attachments of our work and make any arrangements if required. Overall, we never had any problems sending emails to our community partner as it worked perfectly fine with no problems and we were allowed to send files between us as a group and the community partner in a professional manner.

Timesheet

TIMESHEET

University of Ulster

Name Group Member:	Robert Williamson
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Month/Year:	September 2021
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Project Title:	PPR
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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)	3	7

Friday	22nd Oct 2021	Fixing corrections in Production Brief	2	content and Motion Graphics)		2
Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
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	1st Nov 2021	Developing Motion Graphics	3			3
Tuesday						
Wednesday						
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 Motion Graphics	3	Choosing which Pitch to use	1	4
Monday						
Tuesday	30th Nov 2021	Finalising Motion Graphics content	4	Looking at other Motion Graphics content for reference	2	6
Wednesday						
Thursday						
Friday						

Total Hours Design & Build **76**

Total Meetings & Research **24.5**

Signature Group Member: Robert Williamson

+ Production Log...

**Total Hours Design & Build:
76 hours**

**Total Meetings & Research:
24.5 hours**

=

100.5 hours

Conclusion

I have thoroughly enjoyed this group project and getting to work with talented people to complete this major project. I would also like to thank Adrian, Claire and Sara (Community Partner) with providing us the opportunity to partake in this project for my University Degree. It was definitely a fun experience to be in this kind of work environment and to create graphic designs for the #123GP campaign, as I have liked making graphics of some sort ever since I first started before I even went to Ulster University.

Overall, I personally believe that we have delivered everything that was required in order to complete the tasks which we were given. I also feel that we have all as a group contributed fairly and equally to this major project and I am happy with the efforts we put into this as a whole.

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