Production Log

Foyle Down Syndrome Trust

The Science Shop
Knowledge•Ideas•Results

By Rebecca Mann

Original Job Outline

Foyle Down Syndrome Trust

Project Specification:

Create digital media outputs that showcase "a week in the life of" Foyle Down Syndrome Trust, showcasing the range of activities that are provided for children and young adults from 0 – 25+ and their family. The creative digital media output could be video footage, animation, motion graphic, photography or a combination.

The piece should capture the range of activities the trust provides those living with down syndrome and the support that families receive from the Trust. The Trust are keen to harness the use of social media to raise the profile of the Trust and of the work they do to families and funders. The digital media outputs will be the creative content of a social media campaign.

Skills Required:

- After Effects
- Premiere
- Photoshop
- Illustrator
- DSLR skills
- Social Media skills

Our Team

Rebecca Mann   **Adam Haggan**   **Riley Doherty**

Why We Chose This Project?

When picking our project we had a discussion waying out the pros and cons for our top three projects. When comparing the different projects Foyle Down Syndrome Trust seemed to be the one that caught our attention. This was due to the connection that Riley had to this condition meaning that we believed that helping FDST with this project will be beneficial to their community.

When looking into the proposed project we were interested in creating a motion graphics piece that could showcase our animation skills and what FDST does for their community. We also saw that they may like videography work which would enable them to convey their message in a different way though this was not finalised due to the Covid-19 restrictions in place. This meant that there would still be plenty of work available for us depending on which media format we used.

What is Down Syndrome?

Mencap. Down's syndrome. [online]

"Down's syndrome is caused by an extra chromosome in your cells. In the majority of cases it can't be inherited, and occurs by chance at the time of conception."

"A child with Down's syndrome might take longer than other children their age to reach certain milestones and to develop certain skills. They may also need ongoing support for different aspects of their life when they become an adult."

"As with other conditions associated with learning disability, every person with Down's syndrome is an individual and, with the right support and opportunities, can lead a happy and fulfilling life."

"People with Down's syndrome will typically have some level of learning disability and characteristic physical features."

"There are some health problems associated with Down's syndrome, such as heart problems and difficulties with sight and hearing, but these will not affect everyone with the condition."

"People with Down's syndrome will live with the condition for their whole life, but there are ways to help children develop into healthy adults who are able to live the lives they choose."

Designing The Project Brief

First Meeting With The Client

Friday 1st October 2021 - 11:00 to 12:00

This first meeting with our client Christopher was to gather the necessary information on the project.

This information was:

- Who is Foyle Down Syndrome Trust?
- What does FDST Do?
- What key information do they want to convey?
- Finalising the Media Format for the Project?
- What the project entails?
- What is the project?
- Is there anything to avoid?

During this first meeting we also got to know Christopher and work that he does with Foyle Down Syndrome Trust. He told us about several events that they participated in and that they were selected as the Lord Mayor of Londonderry's Charity.

In this meeting we finalised that we would be creating a motion graphics social media campaign. This campaign would highlight different elements of Foyle Down Syndrome Trust as a whole.

Benchmarking

Benchmarking is when several companies in a similar field are compared and evaluated against a set of criteria designed with the purpose of improving the services or success of a company. This means that we looked at six other organisations that offer help, support or funding and evaluated their services and social media against the criteria that we created with the motive of improving the social media presence of Foyle Down Syndrome Trust.

Our Benchmarking

For Our Benchmarking we looked at several organisations that support, educating and raising awareness for those with Down Syndrome. Each of us took a look at two organisations that focus on these areas around Down Syndrome, for these organisations we looked at the websites and social media accounts for them. By looking at these organisations that operate in the same area we are able to see how they present themselves online and convey the information around what they do.

This benchmarking process was taken as part of the research element of the project brief, to ensure that we have covered all the necessary areas for creating a suitable social media campaign.

Website - Benchmarking

Down's Syndrome Association

First Impressions

Aesthetics	Modern
Target Audience	Those with downs syndrome and their families
Aim	To help provide support to who need it to improve there quality of life and promoting their right to be included on a full and equal basis with others.

Looks and Feels

Content in Prime Position	Spans the full width of the window and makes good uses of rollover images and text to ensure that the information comes across effectively
Body and Text Fonts	Makes use of different font weights and sizes in san-serif fonts that are easier to read.
Logo Placement	Top Left
Responsive	Several rollovers, collapsible navigation and linked buttons

Website - Benchmarking

Suitability

Made for Purpose
Clear layout that is easy to navigate and makes sure to get the most important aspects of their organisations services and work

Accessibility

Languages
English

Font Size
Multiple different sizes all easily readable

Interactivity

Rollover
Nav bar, image rollovers

Navigation
Drop down and easily navigated

Active Links
All Links Active

Functionality

Load Times
Fast

Website - Benchmarking

Website - Content

Contact Information

Ease of Contact   Post, Email, Phone and In Person

Visibility of Important Content

Positioning   Main aim of the website is displayed on the home page with all key information displayed

Clear Focus

What is the Point?   Clear Aim and Focus

Information Structure

Information Flow   Good and Easy to follow

Website - Benchmarking

Appropriate

Target Audience & Relevant

Visually appealing, information is easy to follow and is aimed toward those with downs syndrome and their families

Social Media - Benchmarking

Down's Syndrome Association

First Impressions

Branding	Semi modern with a simplified design that shows that it is a clearly a website dedicated to a charity organisation

Looks and Feels

Modern	Semi modern and has a consistent appearance across all platforms

Representation

Positive or Negative	Positive

Accessibility

Languages	English

Clickability

Are you likely to try and find out more	Clickable and very interesting

Social Media - Benchmarking

Up to Date

Updated or Outdated   Up to Date

Reach

Target Audience   Has a large reach across several social media platforms and with their consistently updated website

Social Media - Content

Contact Information

Ease of Contact   Facebook, Instagram, Twitter, Youtube and LinkedIn: Advertising different aspects of the organisation and things that happen in their community. Easy to donate to and follow. Has all available contact ifromation for the organisation along with their website

Social Media - Benchmarking

Visibility of Important Content

Positioning — Very clear, new promotional content posted regularly

Clear Focus

What is the Point? — Fundraising, Awareness, Displaying Community Stories

Information Structure

Information Flow — Information easy to find and flows well, a lot of resources available and easy to find

Appropriate

Target Audience & Relevant — Those with downs syndrome and their families. Up to date

Down Syndrome Association - Synopsis

Down Syndrome Association - Website

This website is designed and presented in a modern layout that can convey information about the organisation in a clear and easy to follow layout. They provide support to those who need it to improve their quality of life and promote their right to be included on a full and equal basis with others. They have ensured that all of the links on their website are active and all information can be accessed easily. They have made it easy to find out how to get in contact in several different manners.

Down Syndrome Association - Social Media

This organisation is active on several different social media platforms that are updated regularly. These platforms are used for Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access.

Total: 74.19%

Website - Benchmarking

Down Syndrome Ireland

Aesthetics	Modern
Target Audience	Those with downs syndrome, the families of those with downs syndrome and professionals that work with those with downs syndrome
Aim	To offer information, practical help and support.

Content in Prime Position	Spans the full width of the window and makes good uses of rollover images and text to ensure that the information comes across effectively and has several different styles of images to covey the information in a way that is interesting for those looking through the site.
Body and Text Fonts	Makes use of different font weights and sizes in san-serif fonts that are easier to read.
Logo Placement	Top Left

Website - Benchmarking

Responsive	Several rollovers, collapsible navigation, image sliders, live twitter scroll and linked buttons.

Suitability

Made for Purpose	Clear layout that is easy to navigate and makes sure to get the most important aspects of their organisations services and work

Accessibility

Languages	English and Irish
Font Size	Multiple different sizes all easily readable

Interactivity

Rollover	Nav bar, image rollovers
Navigation	Drop down that is easily navigated and has a search bar available for addition navigation options
Active Links	All Links Active

Website - Benchmarking

Functionality

Load Times Fast

Website - Content

Contact Information

Ease of Contact Post, Email, Phone and In Person

Visibility of Important Content

Positioning Main aim of the website is displayed on the home page with all key information displayed

Clear Focus

What is the Point? Clear Aim and Focus

Information Structure

Information Flow Good and Easy to follow

Website - Benchmarking

Appropriate

Target Audience & Relevant

Visually appealing, information is easy to follow and professionally laid out

Social Media - Benchmarking

Down's Syndrome Ireland

First Impressions

Branding	Modern design that has been designed in a way that it easy to navigate and is visually pleasing to view. It clearly shows that it is for a charity organisation.

Looks and Feels

Modern	Very modern and has a consistent appearance across all platforms

Representation

Positive or Negative	Positive

Accessibility

Languages	English

Social Media - Benchmarking

Clickability

Are you likely to try and find out more   Clickable and very interesting

Up to Date

Updated or Outdated   Up to Date

Reach

Target Audience   Has a large reach across several social media platforms and with their consistently updated website

Social Media - Content

Contact Information

Ease of Contact   Facebook, Instagram, Twitter, Youtube and LinkedIn: Advertising different aspects of the organisation and community things. Easy to donate to and follow. Has all available contact information for the organisation along with their website

Social Media - Benchmarking

Visibility of Important Content

Positioning — Very clear, new promotional content posted regularly

Clear Focus

What is the Point? — Fundraising, Awareness, Displaying Community Stories

Information Structure

Information Flow — Information easy to find and flows well, a lot of resources available and easy to find

Appropriate

Target Audience & Relevant — Possible Sponsors, Those with Downs Syndrome, Their Families. Up to date

Down Syndrome Ireland - Synopsis

Down Syndrome Ireland - Website

This website is designed and presented in a very modern layout that can convey information about the organisation in a clear and easy to follow layout. This organisation has dedicated their website towards those with downs syndrome, the families of those with downs syndrome and professionals that work with those with downs syndrome. This website has a clear layout that makes use of the full width of the screen and several different ways of displaying information. It is kept up to date and has a positive representation of Down Syndrome throughout the site and has several ways displayed to contact them and is easy to find.

Down Syndrome Ireland - Social Media

They have several active social media accounts that convey information on the organisation, Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access.

Total: 90.32%

Benchmarking Modification

When completing the benchmarking for this project we had originally looked at both the websites and social media profiles of the other organisations working in this area. After consulting Adrian and Claire about the different aspects of the project for Foyle Down Syndrome Trust we came to the conclusion that the benchmarking created for the organisation websites were not relevant to the project and would be used for backup information but not presented to the client as it is irrelevant to the project.

Down Syndrome Association - Synopsis - Final

Down Syndrome Association - Social Media

This organisation is active on several different social media platforms that are updated regularly. They provide support to those who need it to improve their quality of life and promote their right to be included on a full and equal basis with others. These platforms are used for Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access. All of their social media is linked to their website where people viewing them can find more information if needed. They have made it easy to find out how to get in contact in several different manners.

Total: 83.33%

Down Syndrome Ireland - Synopsis - Final

Down Syndrome Ireland - Social Media

They have several active social media accounts that convey information on the organisation, Fundraising, Awareness, Displaying Community Stories and this information is easy to find and access. Their social media clearly shows that they are an organisation that has dedicated their social media towards those with downs syndrome, the families of those with downs syndrome and professionals that work with those with downs syndrome. It is kept up to date and has a positive representation of Down Syndrome throughout the site and has several ways displayed to contact them and is easy to find.

Total: 100%

Project Brief

The project brief is a document that we created to outline the project to clients so that they can sign off on the work that we will complete. To create this document we divided the work between the three of us.

Rebecca Mann

Our Client
Timeline
Conclusion

Adam Haggan

Our Objective
Target Audience
Budget

Riley Doherty

Summary of Project
Deliverable
Tone/Style/Message

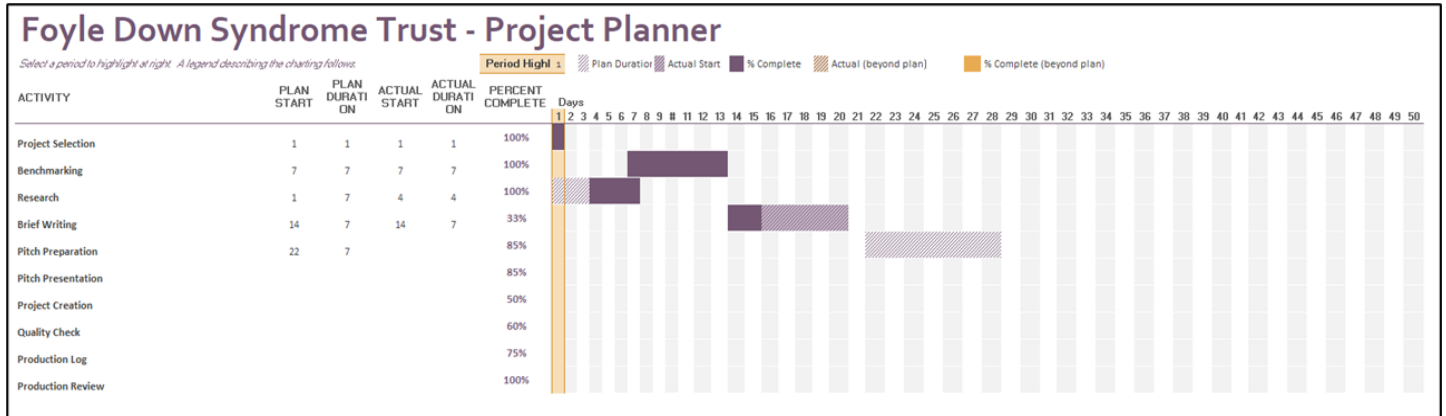## All Members

Similar Agencies - Benchmarking
Our Team

In total we created 6 versions of this project brief making the corrections that Adrian and Claire had requested and suggested to ensure:

- *We were not promising to do more than possible*
- *Everything was professionally written and presented*
- *All the information that we created was project suitable*
- *That all the information that the client needed to make their decision was present*

Basic Timeline

Foyle Down Syndrome Trust - Project Planner

Select a period to highlight at right. A legend describing the charting follows.

Period Highl. 1 | ▨ Plan Duration | ▨ Actual Start | ▦ % Complete | ▨ Actual (beyond plan) | ▨ % Complete (beyond plan)

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE
Project Selection	1	1	1	1	100%
Benchmarking	7	7	7	7	100%
Research	1	7	4	4	100%
Brief Writing	14	7	14	7	33%
Pitch Preparation	22	7			85%
Pitch Presentation					85%
Project Creation					50%
Quality Check					60%
Production Log					75%
Production Review					100%

This is a basic timeline that we developed for the project as part of the project brief to show how long each part of the production will take. This is a very basic overview of what the production may consist of however this will be developed further as more information and project details are receive and designed.

This basic timeline consists of project selection, benchmarking, research, brief writing, pitch preparation, pitch presentation, project creation, quality check, production log and production review.

Our Client

In 1995 a group of parents wanted to help, support, nurture and empower children with Down Syndrome in Northern Ireland. Foyle Down Syndrome Trust (FDST) is a unique user-led organisation that has created a community that supports and empowers those with Down Syndrome from birth to adulthood, this will enable them to lead full, meaningful and productive lives. Through this community they receive help and support which helps them reach their full potential, ensuring they take and enjoy their rightful place in the community. Foyle Down Syndrome Trust keeps its members at the centre of everything that they do, fostering a culture of inclusion that takes a holistic approach to address their educational, social, personal development and emotional needs, aspirations and goals.

Based in a small office in Waterside their determined Board of Directors who are made up of parents, local health and education professionals fight to secure funding to plan and deliver an innovative and groundbreaking programme are inspired by the work of Professor Sue Buckley Downs Ed Ltd. Many of these were funded by BBC Children in Need and The Big Lottery who provided the necessary funding to get it off the ground, this program is believed to be their greatest achievement to date. This music therapy program created in this collaboration with BBC Children in Need has created many of the core elements that have been used to deliver the services they have continued to provide. They have had further success in securing grants and coupled with fundraising by the friends and families of Foyle Down Syndrome Trust, enabled them to secure a new premise,

increase membership, enhance our service delivery, improve our facilities and most importantly further enrich the lives of children and young people.

Why Understanding Our Client is Important?

By understanding the client we are able to see where they started, what they do and who they help. This understanding also enables us to fulfil the clients specifications for the project:

- Increase membership
- Enhance our service delivery
- Improve our facilities
- Plan to enrich the lives of children and young people.

To find the necessary information that we needed on Foyle Down Syndrome Trust I looked into the information they provide on the website and Facebook, information provided in the initial meeting with the client and research into what has been said about them on various media outlets.

Conclusion

For this project, we will create Twitter and Instagram profiles for Foyle Down Syndrome Trust. For these new and existing profiles, we will create a social media strategy around the content being created and shown. This will control when everything is uploaded, what is being advertised and how everything should look to create a consistent look across all social media accounts. We will create templates and guidelines that will explain how future content should be laid out and displayed. We will also create two promotional videos that will include Video, Photography and Motion Graphics content.

What Our Client Thought?
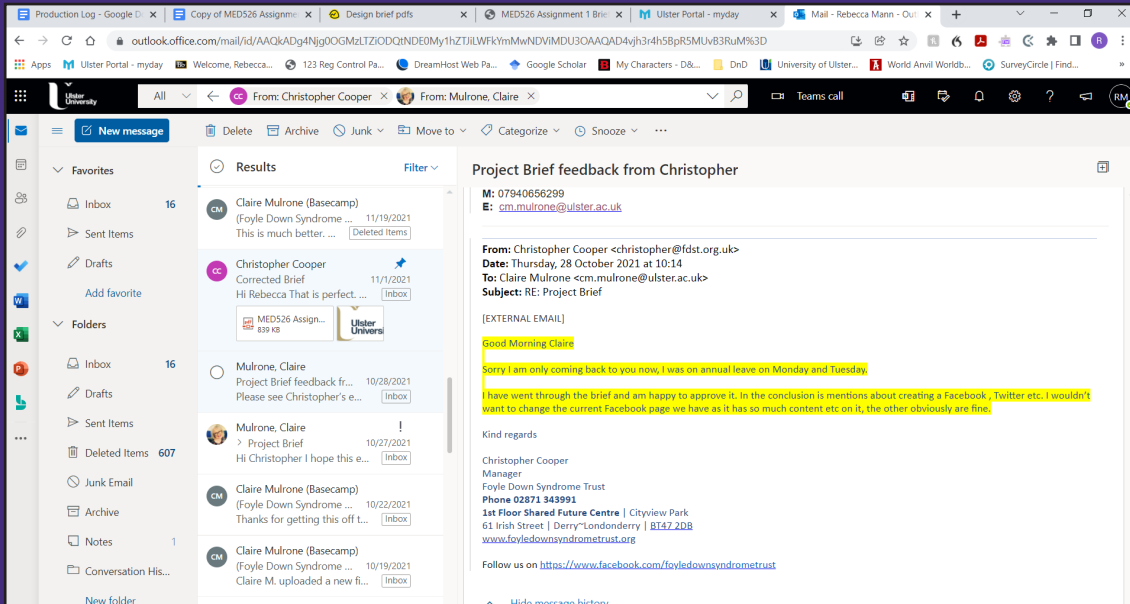
This email from Christopher showed us that there was information that was unnecessary in the brief that was corrected and a new version was sent back quickly.
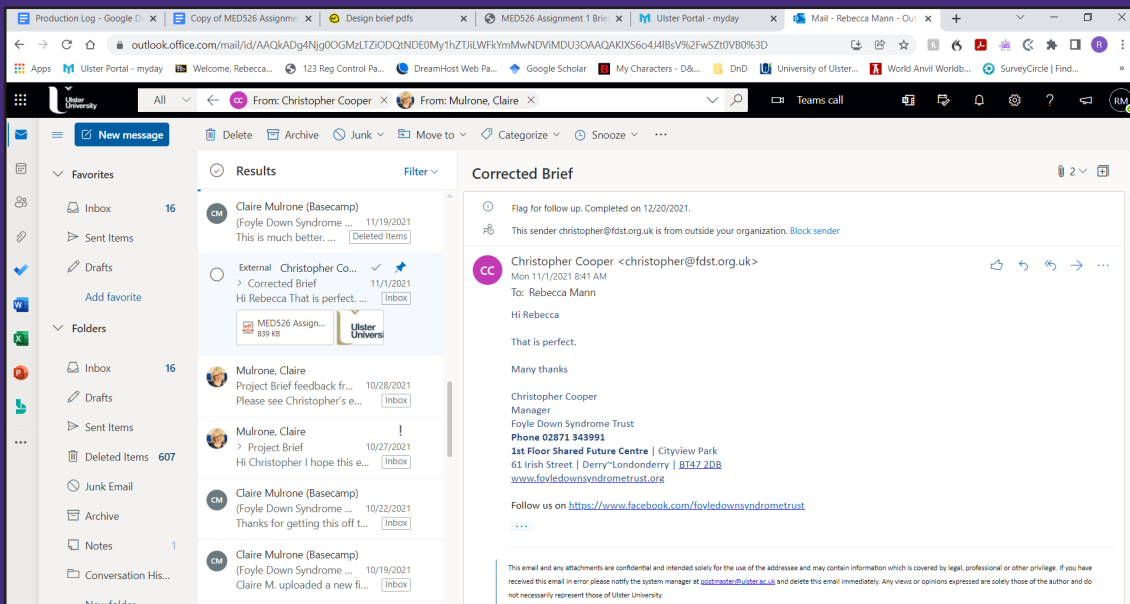
This shows that once this was corrected the client signed off on the brief stating the complete scope of the project.
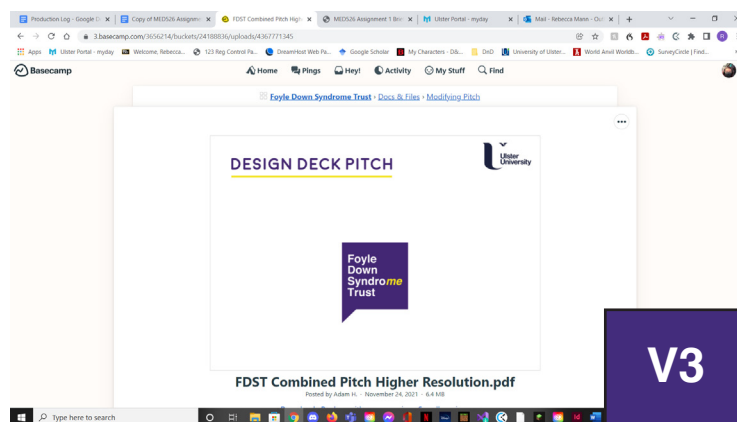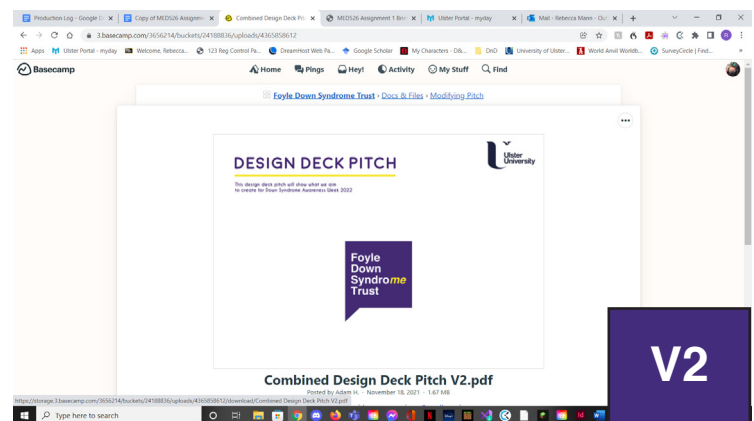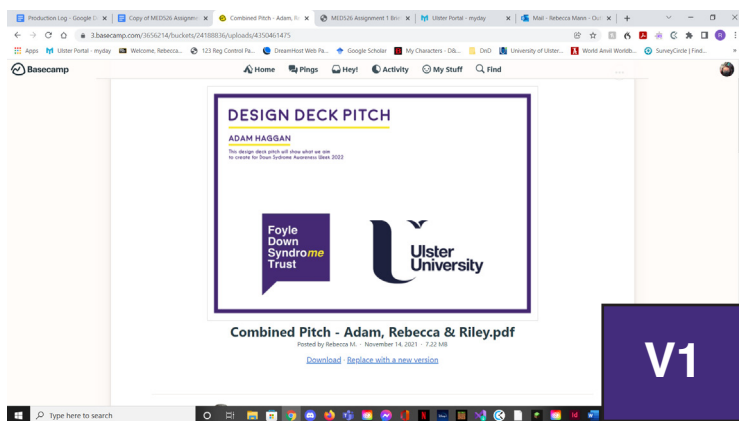
Pitch Deck

The next step of documentation that we created for this project is the Pitch Deck. This document will provide multiple visual representations of the proposed work which will enable the client to make an informed decision as to the visual appearance of the Instagram campaign that we will create.

Pitch Deck Modifications

When creating this document we had to make several revisions due to the unnecessary inclusion of text, image quality issues, unnecessary visual information and disconnected visual styles on titles and text. These details were pointed out by Adrian and Claire once documents were posted on Basecamp. These corrections enabled us to create a Pitch Deck that was suitable to be presented to the client.

Pitch Deck Modifications

When creating this document we had to make several revisions due to the unnecessary inclusion of text, image quality issues, unnecessary visual information and disconnected visual styles on titles and text. These details were pointed out by Adrian and Claire once documents were posted on Basecamp. These corrections enabled us to create a Pitch Deck that was suitable to be presented to the client.

V1

V2

V3

We chose to use the minimalist visual style for the Pitch Deck that Adam had originally created after it had been modified.

Idea 1, 2 and 3
## - Original Aspect Ratio

Idea 1

Idea 2

Idea 3

When generating ideas we first created images using a 1:1 aspect ratio to ensure that the information is visible for the animation. Once Adrian looked at these designs he commented that a 16:9 aspect ratio would be better as it is universal. From this feedback the designs were changed to fit the newly decided on aspect ratio.
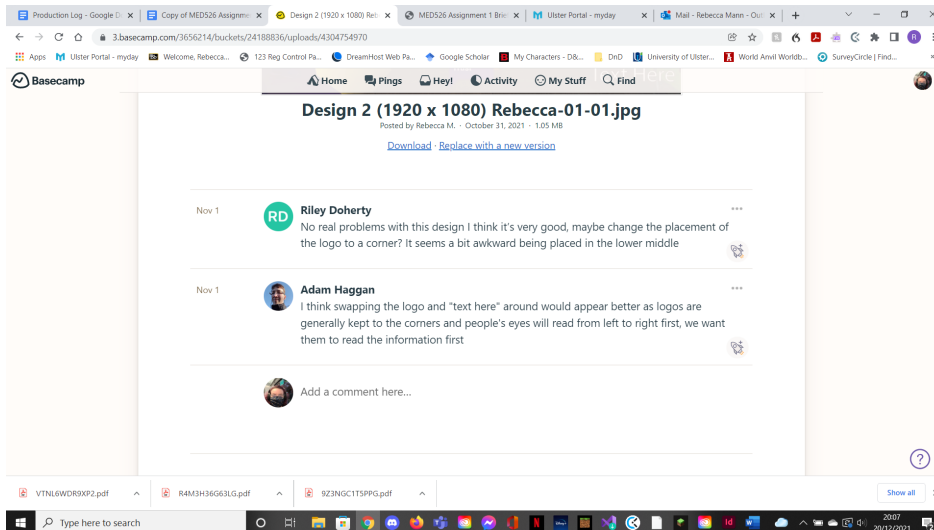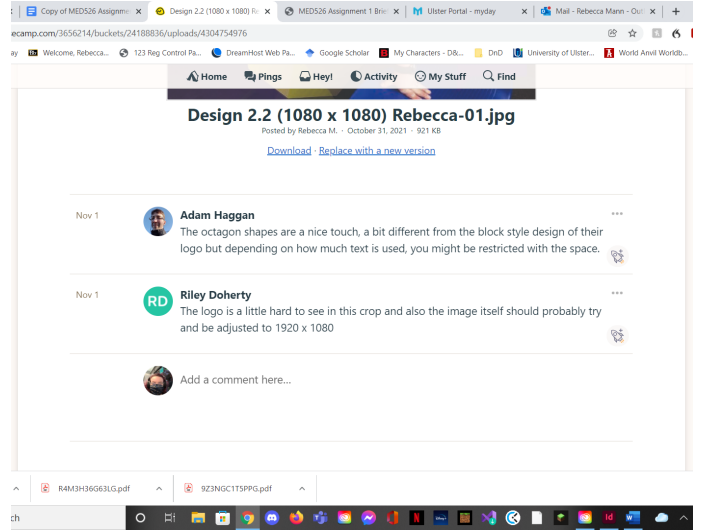
Idea 1
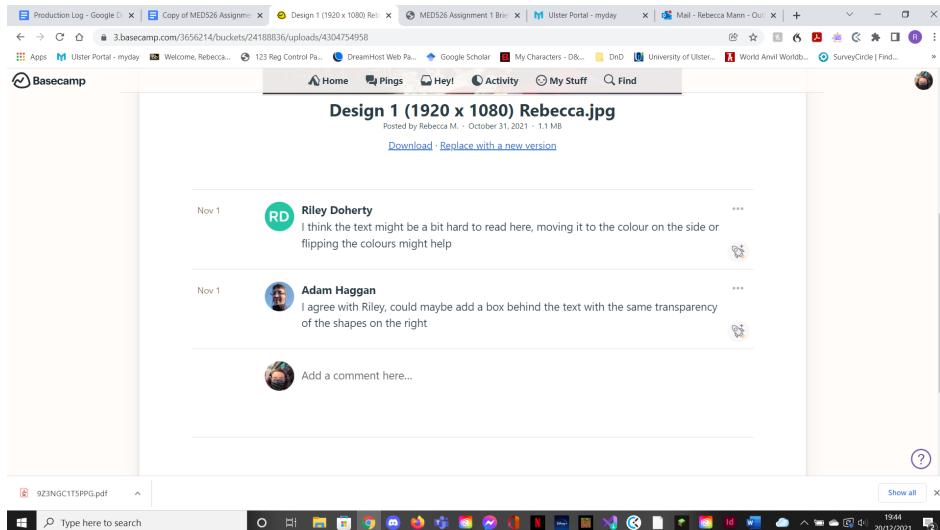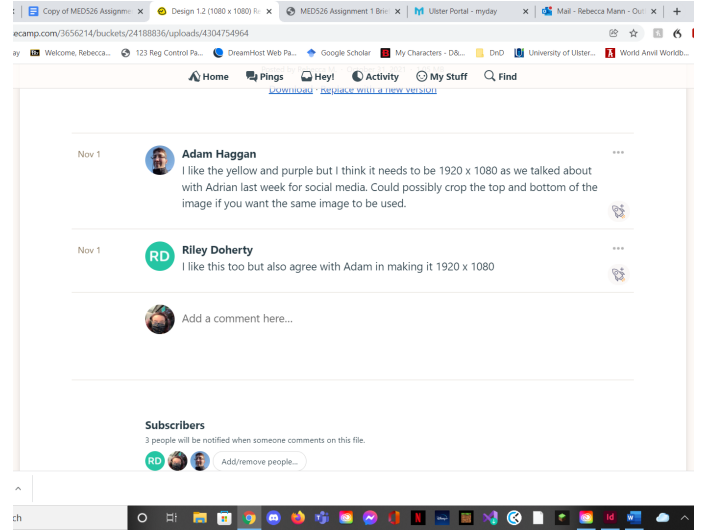
Idea 1 - Final

Foyle Down Syndrome Trust

We empower those with
Down Syndrome from birth to
adulthood.
This enables them to lead full,
meaningful and productive lives.

From the feedback given by Adam and Riley I modified the design to have a text box with a similar gradient effect as the triangle outline design. I decided that white text on a purple gradient was easier to read which is why I designed it this way. By using the organisation colours the animation is connected to the branding while information is able to be seen behind elements of the design. Though there are issues with this design the gradients cover some of the image and there is too much text on screen, these issues were pointed out by Adrian.
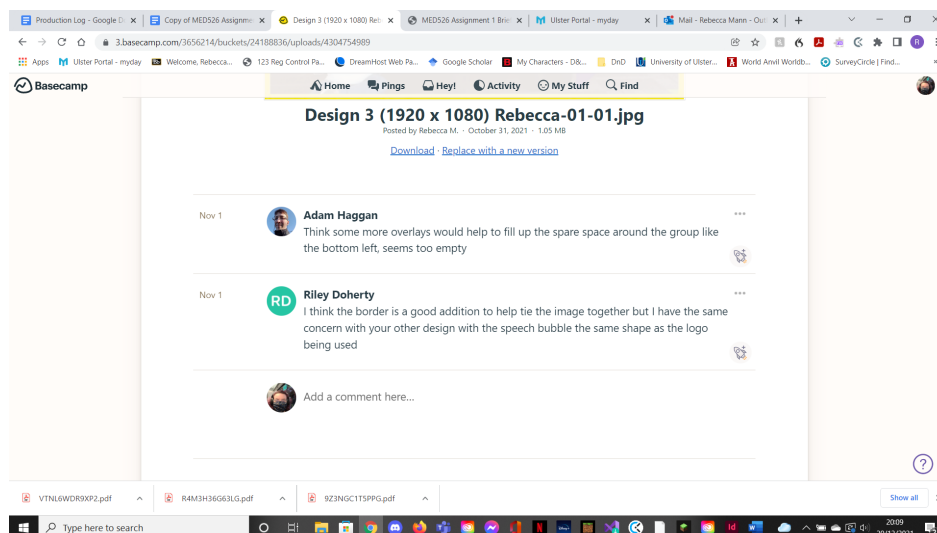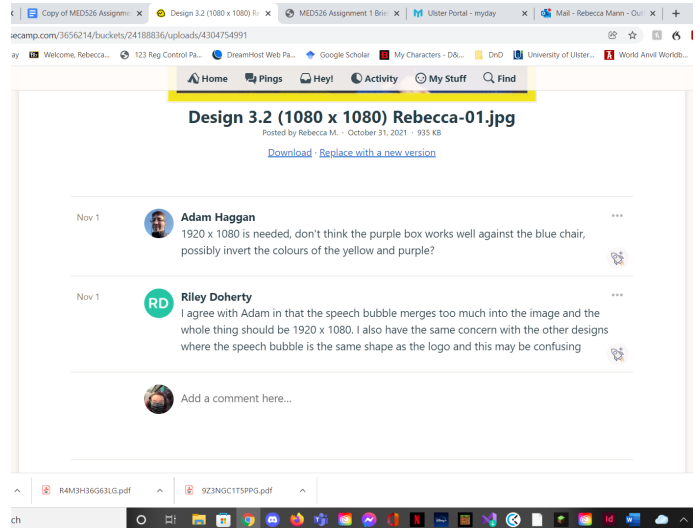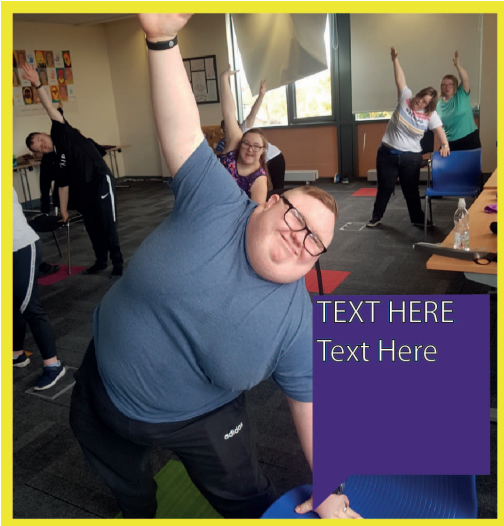
Idea 2

Design 2.2 (1080 x 1080) Rebecca-01.jpg
Posted by Rebecca M. · October 31, 2021 · 921 KB

Download · Replace with a new version

Adam Haggan
The octagon shapes are a nice touch, a bit different from the block style design of their logo but depending on how much text is used, you might be restricted with the space.

Riley Doherty
The logo is a little hard to see in this crop and also the image itself should probably try and be adjusted to 1920 x 1080

Add a comment here...

Design 2 (1920 x 1080) Rebecca-01-01.jpg
Posted by Rebecca M. · October 31, 2021 · 1.05 MB

Download · Replace with a new version

Riley Doherty
No real problems with this design I think it's very good, maybe change the placement of the logo to a corner? It seems a bit awkward being placed in the lower middle

Adam Haggan
I think swapping the logo and "text here" around would appear better as logos are generally kept to the corners and people's eyes will read from left to right first, we want them to read the information first

Add a comment here...

Idea 2 - Final

TEXT HERE
Text Here

Foyle
Down
Syndrome
Trust

From the feedback given by Adam and Riley I modified the design to have the layout recommended by Adam. This was done by changing the position of the logo and the text. These recommendations ensure that the layout is clear and key details have a central placement to show their importance to the audience. By having the logo placed to the right the branding will be apparent across the entire animation. Though there are issues with this design that Adrian has pointed out the gradient hexagons are against the organisation brand guidelines and there would be to much empty space when the animation is occurring.

Idea 3

TEXT HERE
Text Here

Design 3.2 (1080 x 1080) Rebecca-01.jpg
Posted by Rebecca M. · October 31, 2021 · 935 KB

Download · Replace with a new version

Nov 1   **Adam Haggan**
1920 x 1080 is needed, don't think the purple box works well against the blue chair, possibly invert the colours of the yellow and purple?

Nov 1   **Riley Doherty**
I agree with Adam in that the speech bubble merges too much into the image and the whole thing should be 1920 x 1080. I also have the same concern with the other designs where the speech bubble is the same shape as the logo and this may be confusing

Add a comment here...

TEXT HERE
Text Here

Design 3 (1920 x 1080) Rebecca-01-01.jpg
Posted by Rebecca M. · October 31, 2021 · 1.05 MB

Download · Replace with a new version

Nov 1   **Adam Haggan**
Think some more overlays would help to fill up the spare space around the group like the bottom left, seems too empty

Nov 1   **Riley Doherty**
I think the border is a good addition to help tie the image together but I have the same concern with your other design with the speech bubble the same shape as the logo being used

Add a comment here...

Idea 3 - Final

TEXT HERE
Text Here

Unlike with the previous two designs I didn't go with the edit recommendations that Adam and Riley made, this was due to some feedback that I had received from a family member that has worked with charity organisations similar to Foyle Down Syndrome Trust. Their recommendation was that the logo shaped text box kept a consistent element of branding throughout the animation and the yellow outline kept the colour of the organisation brand guidelines visible. Due to these recommendations and this being the least likely design that I would use for the final Pitch Deck I would not make any of Adam's or Riley's recommendations.

Original Storyboards

Foyle Down
Syndrome Trust

We are
Foyle Down
Syndrome Trust

Original Storyboards

We are
Foyle Down
Syndrome Trust

Foyle
Down
Syndrome
Trust

Original Storyboards

Our Outdoor Classroom and Learning Space allows our members to learn about nature, agriculture and learn in a different environment when the weather is suitable.

Original Storyboards

We offer several facilities to our members such as our Sensory Room. This enables our members to engage with objects and devices in a controlled environment which stimulates all five of the senses in safe and secure space.

When creating these original storyboards I was attempting to create a Kinetic Typography piece however there were many elements that I was creating incorrectly. This was due to how text heavy these graphics were designed. The gradient elements were against the organisation brand guidelines. These storyboards were scraped and were unsuitable for use. The hexagons are against brand guidelines so these storyboards would need to be redesigned completely before they can be placed in the final design deck. However, me and the other members of the team misunderstood the criticism that Adrian and Claire gave, meaning that we failed to create a new Storyboard for the first draft of the Pitch Deck.

Kinetic Typography

We offer several facilities to our members such as our Sensory Room. This enables our members to engage with objects and devices in a controlled environment which stimulates all five of the senses in safe and secure space.

When creating these original storyboards I was attempting to create a Motion Graphics piece however there were many elements that I was creating incorrectly. This was due to how text heavy these graphics were designed. The gradient elements were against the organisation brand guidelines. These storyboards were scraped and were unsuitable for use. The hexagons are against brand guidelines so these storyboards would need to be redesigned completely before they can be placed in the final design deck. However, me and the other members of the team misunderstood the criticism that Adrian and Claire gave, meaning that we failed to create a new Storyboard for the first draft of the Pitch Deck.

Final Designs

To create my final design for the Pitch Deck I took into account all the Feedback I received from my team, Adrian and Claire. This is why I created a minimalist design that focused on the FDST branding and colour scheme to ensure the best possible outcome for the animation and graphics that we will create for this Instagram campaign. The designs that I created were centred around the theme of family and that the members of FDST are families that saw a need and decided to get it filled. This campaign that I created highlighted the members as this is who the organisation helps and what the original groundwork that the organisation was found on and by.

#Independent *me*

#Play *Together*

Final Designs

#**Co**me Together
#**Family** Matters

#**Keep the** Fun

What can we do together?

Final Designs

#Generation of *Fun*

Want New *experiences*

#New Experiences *Together*

Twitter and Instagram Samples

Twitter
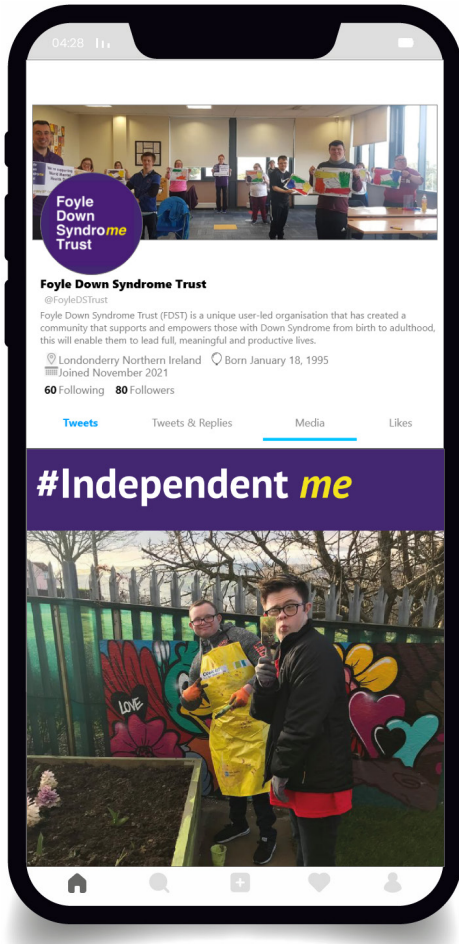
Instagram

Final Storyboards

Foyle Down Syndrome Trust

This motion graphics piece will start with an animated version of the FDST logo. The text will move in from left to right in a typed style animation.

Learn more Do more

The logo's shape will be scaled up to fill up the screen and text will appear on screen revealing the two separate quotes using the same text type animation style. This will be consistent throughout the motion graphics piece.

#Family focused

The purple background will slide up the screen revealing the photograph. Once the photograph is revealed the text will appear on screen using the text type animation.

Working together

The purple rectangle will slide down the screen to be positioned in the centre, while moving the rectangle will reveal the photograph. The bottom photograph is revealed using the slide transition as well. Text is revealed through type animation.

Fun is the best way learn

The photograph will slide down the screen to meet the purple rectangle. Once they have met they will continue to slide down the screen till the rectangle reaches the bottom of the screen. The text will be revealed using the type animation.

Building New relationships

The purple rectangle will slide up the screen revealing the photograph until the rectangle reaches the top of the screen. The text will appear on screen using the type animation.

Gaining New Friends Building Family Dynamics

The purple rectangle will be scaled up to fill the screen, the text will then be animated using the type animation to reveal the text.

Foyle Down Syndrome Trust

The purple shape of the logo will scale down to the same size as the logo featured at the start of the animation. This will then have the same animation featured on at the start will finish the animation.

This storyboard explains the details of how the animations using this design will appear and be animated. This storyboard was used to create an animation example for this campaign theme. This animation example will be shown to the client so that they understand the different parts of the animation will look.

The Pitch

When Pitching our designs to Christopher and three of his colleagues we discovered that they found all of our designs interesting and didn't have a favourite as they all had the elements that they wanted in this media campaign being a good clear use of branding and colour scheme and clear easier to read information. During this pitch we displayed an example animation using the designs that we created so that they could choose which style would be the one they would like for us to use as a baseline when creating the final animations. Though they liked our designs there was a discussion around the content that we were creating for them. The different themes that we had for our campaigns only scratched the surface of what they wished to convey so with the help of Claire we created a plan from the following key points of the new instagram campaign.

- The instagram campaign will take place in March 2022 during World Downs Syndrome week.
- The campaign will use the colour and font of the current brand following the existing brand guidelines.
- This will be a five day campaign.
- There will be five different themes over the five days
- There will be at least three posts a day on the chosen theme.
- Day 1 The history of FDST, acknowledging where they come from.
- Day 2 The FDST Families theme
- Day 3 The FDST Activities theme
- Day 4 The Impact of FDST
- Day 5 The Future of FDST

The Pitch

- On the underlying theme each day will see one education post under each of the themes. Education is why FDST exists. This may not always be a photo, it might be the individual education plans each child has or equipment.
- FDST is going to pull together three or four ideas that they would like to highlight under each of the five themes over five days.
- FDST will pull together testimonials and headline stats to use in the campaign. FDST will forward these once the team has met.
- Create a short motion graphic with music, photos, stats and graphic content showcasing the amazing work they undertake.

Final Decisions

After the Pitch we had a discussion as a team making some of the design decisions about the style and appearance of the final animations and graphics. During this discussion we found that Riley and I had both created animations with elements that both the client and Claire had found suitable for the campaign and visual assets for the graphic posts. However we decided that Adam's animation style of animating to music was the best way to convey the messages and points of the animation in a short animation that we would decide should fall between 30-45 seconds long. To choose the music for these animations we looked at several websites that contained copyright free music. I decided that looking at Bensound, a website dedicated to providing copyright free music, would be the best source to look at as I have used it in the past when creating animations.

When looking at the music that they have available I found several tracks that are suitable for the different themes. We also decided that using the 1080x1080 image size would be best for the images as this campaign is Instagram which uses this format. We also decided that the animations should be designed using the 1920x1080 portrait format to ensure that they will be able to be played on Instagram and other platforms should they choose to have them on their other social media accounts.

Dividing Work

Adam Haggan
- Create Logo Animations (Intro/Outro)
- Post Graphic Assets
- Animation Graphic Assets
- Education Posts

Riley Doherty
- History Animation
- History Posts
- Impact Animation
- Impact Posts
- Future Animation

Rebecca Mann
- Families Animation
- Families Posts
- Activities Animation
- Activities Posts
- Future Posts

We divided the different aspects of creating this campaign based on each of our skills. Adam has the most experience and skills relating to graphic design so we decided that he should create a majority of the graphics that will be needed, we also decide that he should focus on the education puts to ensure that he can give them a consistent appearance across the entire campaign. Riley has the best animation skills so we decided that having them create the most animations would be best along with the post related to the animations they are creating. I have good animation and graphic design skills

Dividing Work

so I decided to create the two animations relating to similar themes and posts for these themes. I also thought that by creating future posts it would allow Riley and Adam to focus on their strengths. By dividing the work this way the project will be completed to the highest quality and no one will be doing more work than the others in the team.

Deciding Assets

During the Pitch with the client we discussed what they would want to see in this Instagram campaign. This is when we asked them to provide us with any information that they would like to include, images that they would like to be included, facts and figures that they would like to be used, funders and any other information that they had.

They provided us with:
- Zip file - Pictures for Science Shop - Containing Images
- PDF - FDST Report 2021
- DOCX - Parents Booklet 2019
- DOCX - Created by Previous Ulster Magee Students Social Media Campaign

We also gathered other images from their Facebook page as we had asked whether it would be safe and suitable to use them. We looked through these documents and files and separated them into what is the most suitable for the different parts of the campaign. During this process we decided on some of the graphics that Adam needed to create and when creating the animation and posts this would be expanded on.

Creating Families Animation

I created this animation using the same visual style as I used in my animation sample that I created for the Pitch. Though this animation was improved on by animating it to the music that I selected from Bensound.
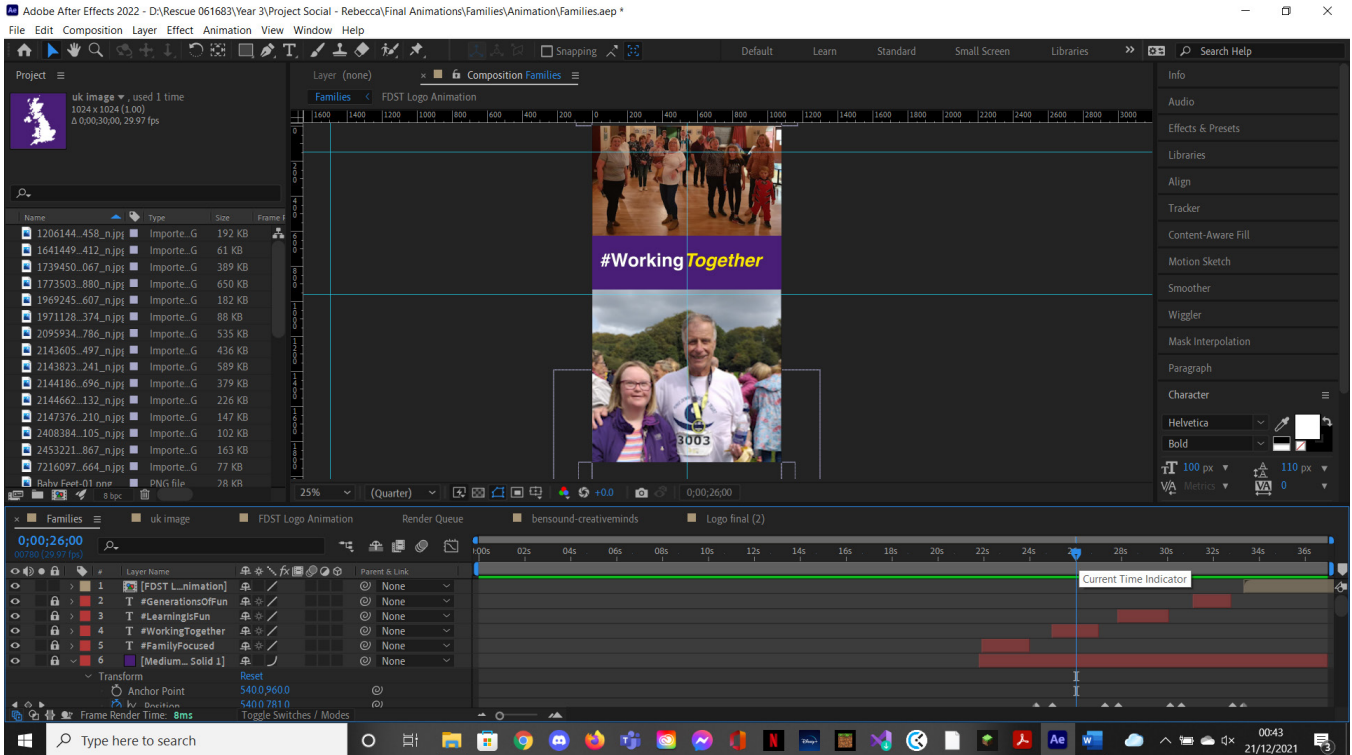
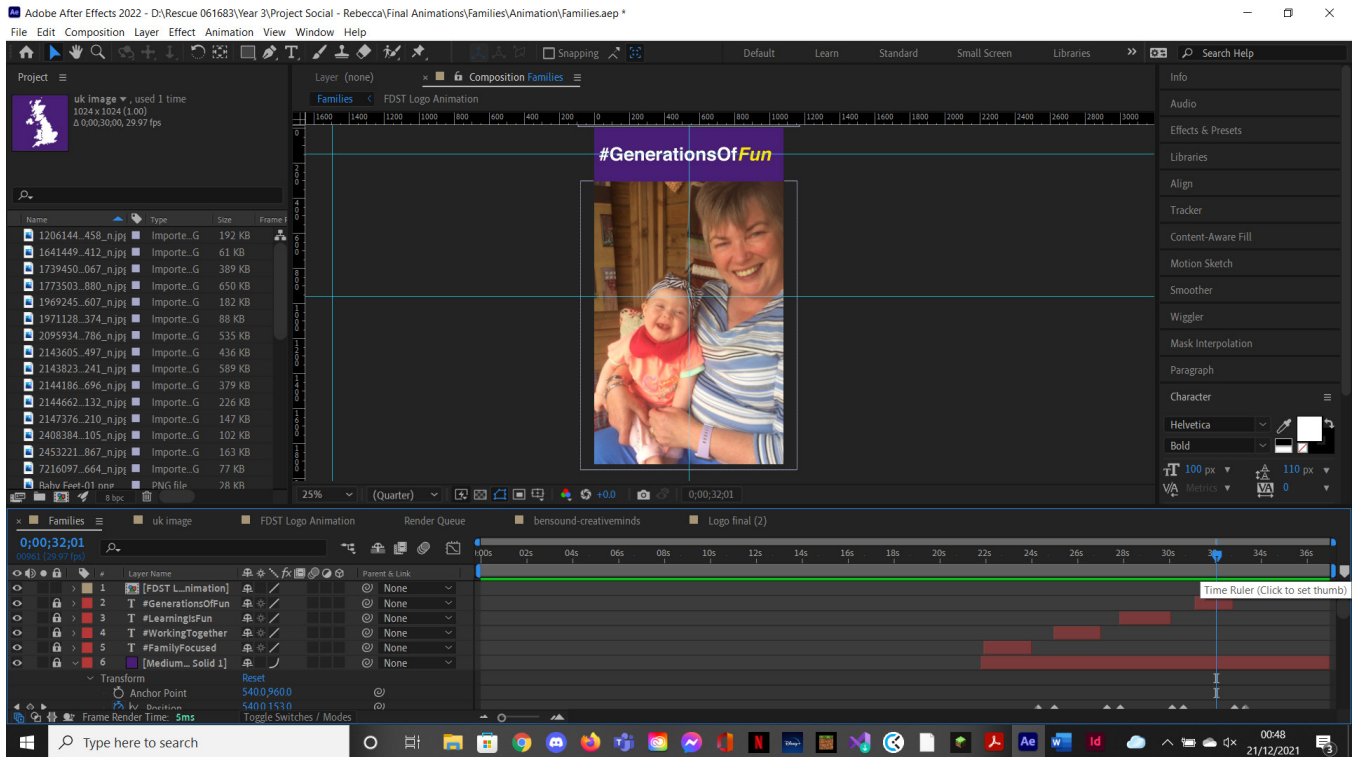**Music - Creative Minds**
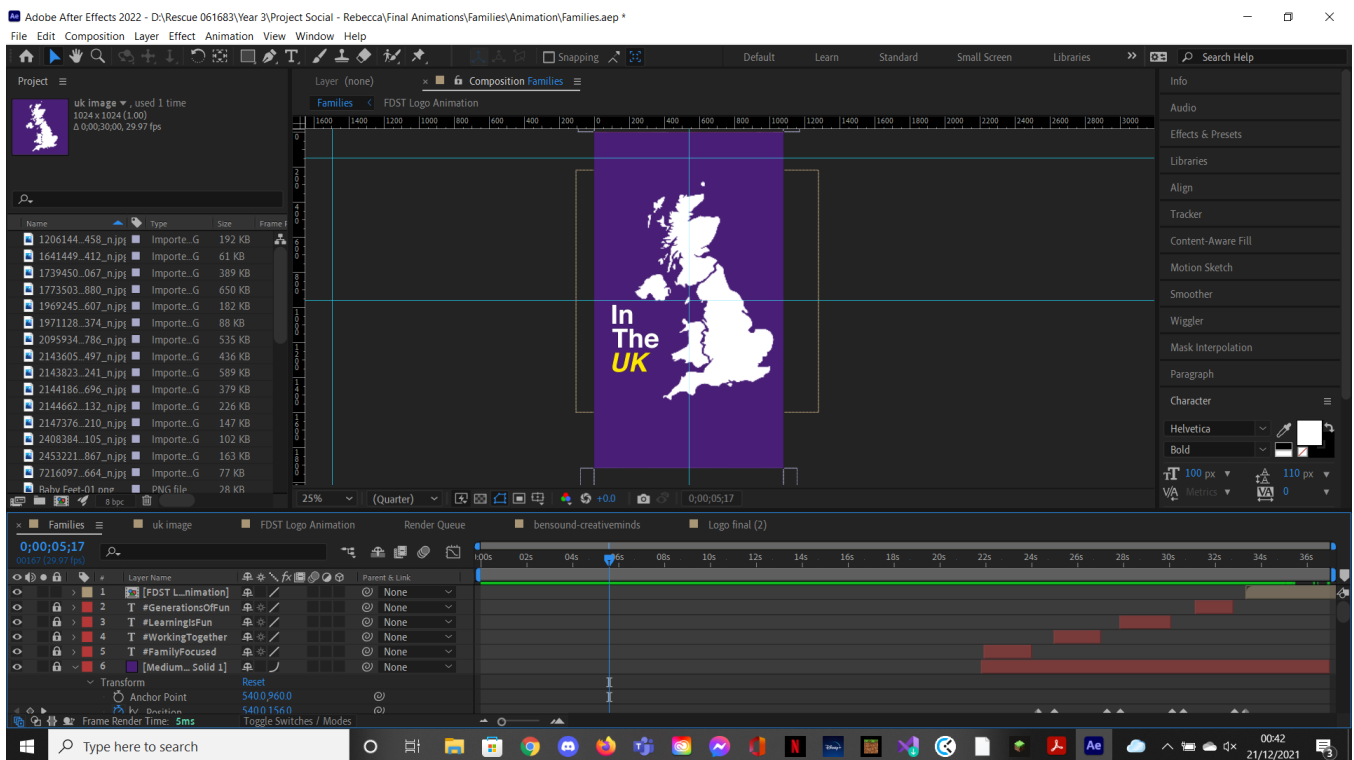
Creating Families Animation
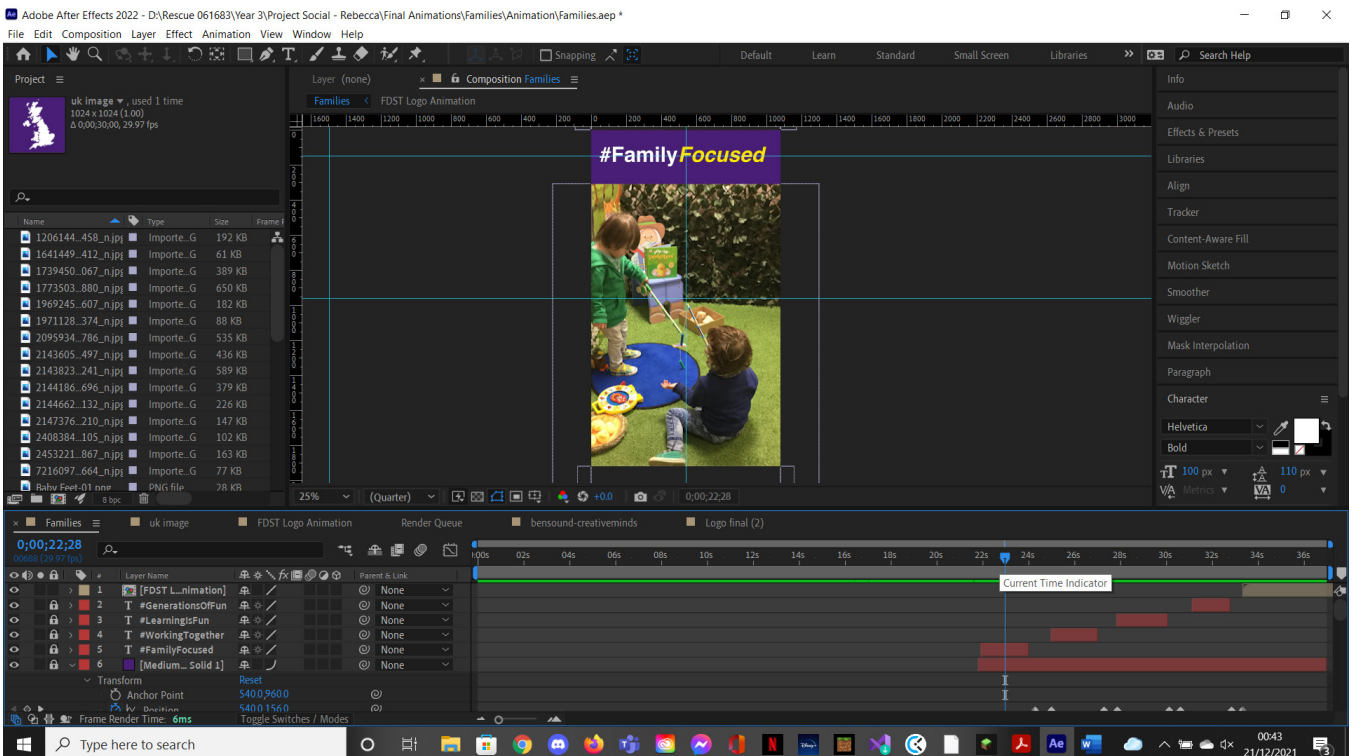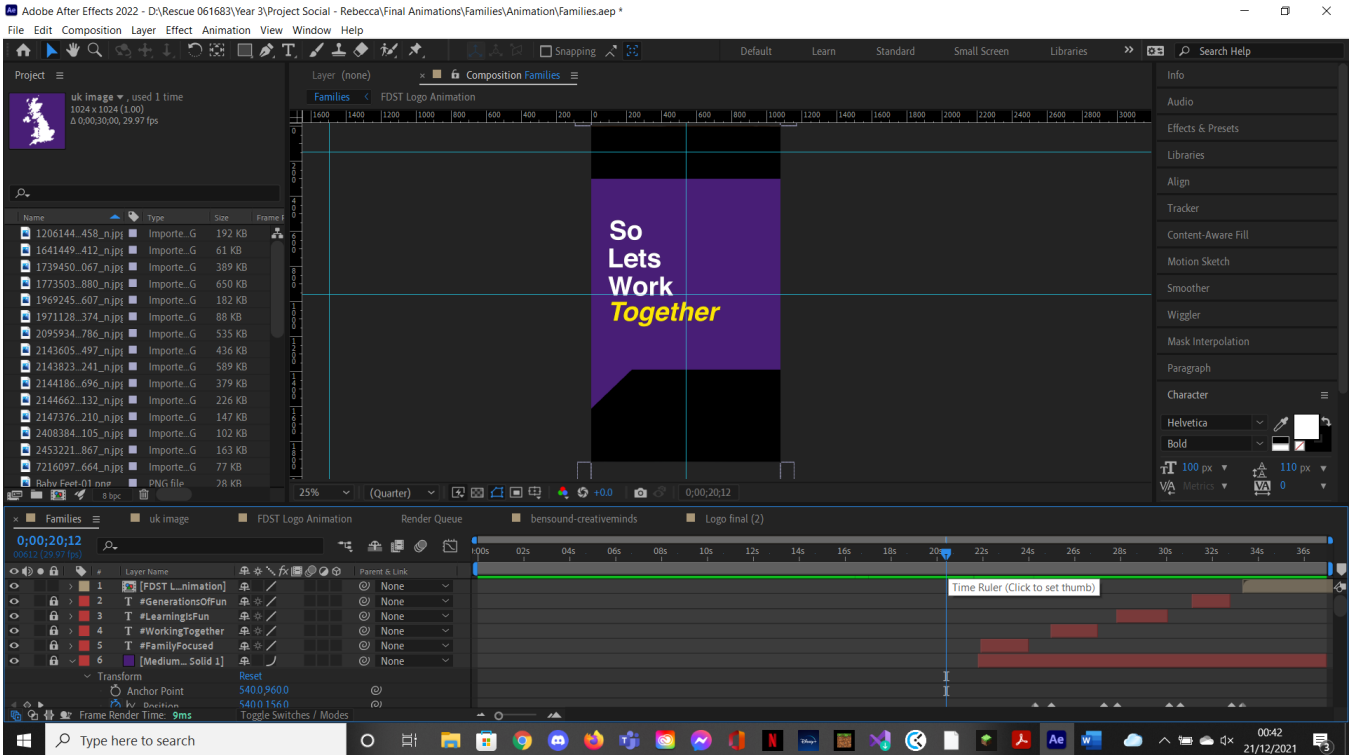
Creating Families Animation
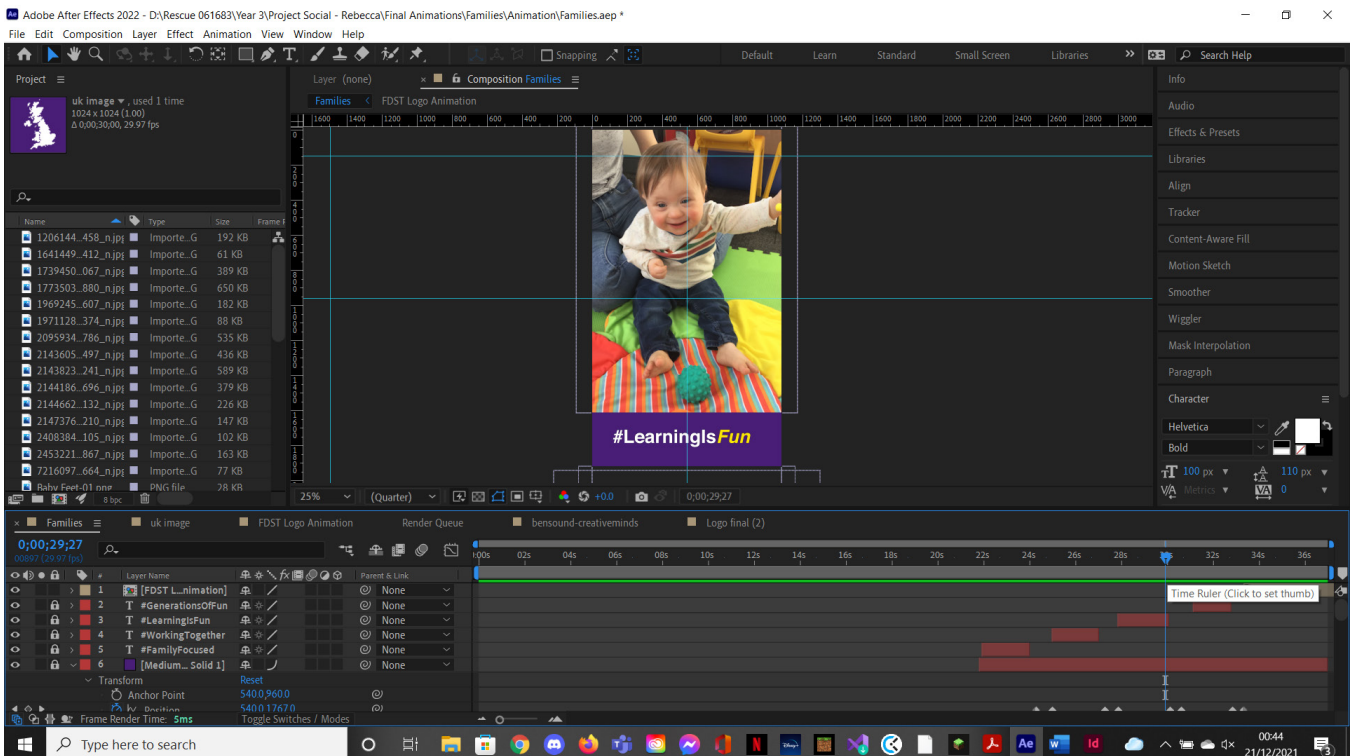
Creating Families Animation

When creating the Families animation I found it difficult to create the animation to the correct timing. However, since our team worked together in one location to create our final animations, graphics and posts I was able to get feedback and help on creating these animations as they occur. One of things that I did to modify this timing issue was to move the keyframes by a few frames to ensure that the animations were not too fast and the information is clear and easier to read on screen. This animation was exported as a High Quality MP4 file.

Creating Families Posts

I created these post using the information from the Parents Booklet that Christopher provided and quotes from the Parents about there experience with Foyle Down Syndrome Trust.

Parenting Support Group
Parent Fundraising
Quotes from Parents

Parents Support Group

Our parent support group meets on a regular basis to offer parents the opportunity to meet and provide support to each other through shared experiences.

Family Fundraising

£

Many of Our Members spend time raising money and awareness for Down Syndrome. These Family Fundraisers are a way to show support to those with Down Syndrome and the local community.

Quotes From Parents

The world is a better place with our happy little boy in it, we love him so much.

Having my son has been life changing but all for the better.

Our daughter lights up our lives. She has made me a more understanding, patient, and good mummy.

Quotes From Parents

My son teaches me something new every day. My son enriches our family's lives.

You may face challenges along the way but never forget that there is plenty of help and support available.
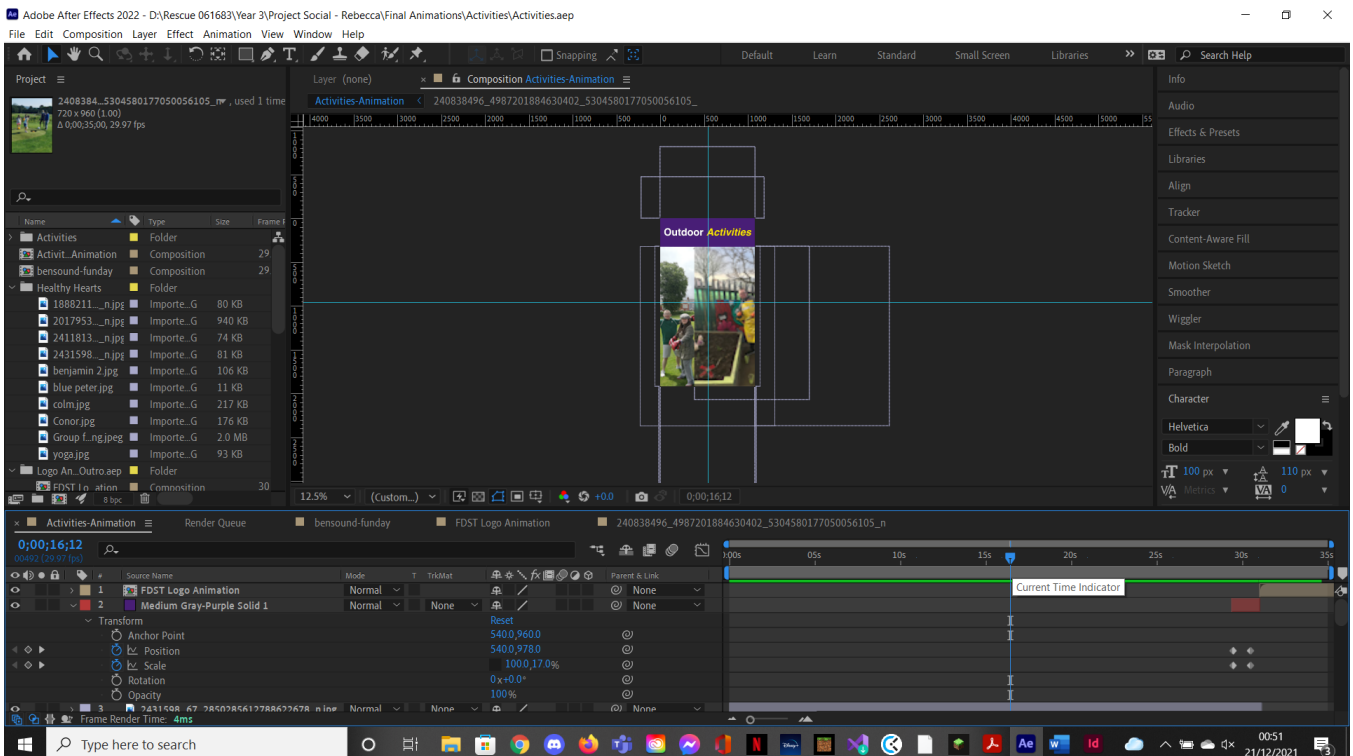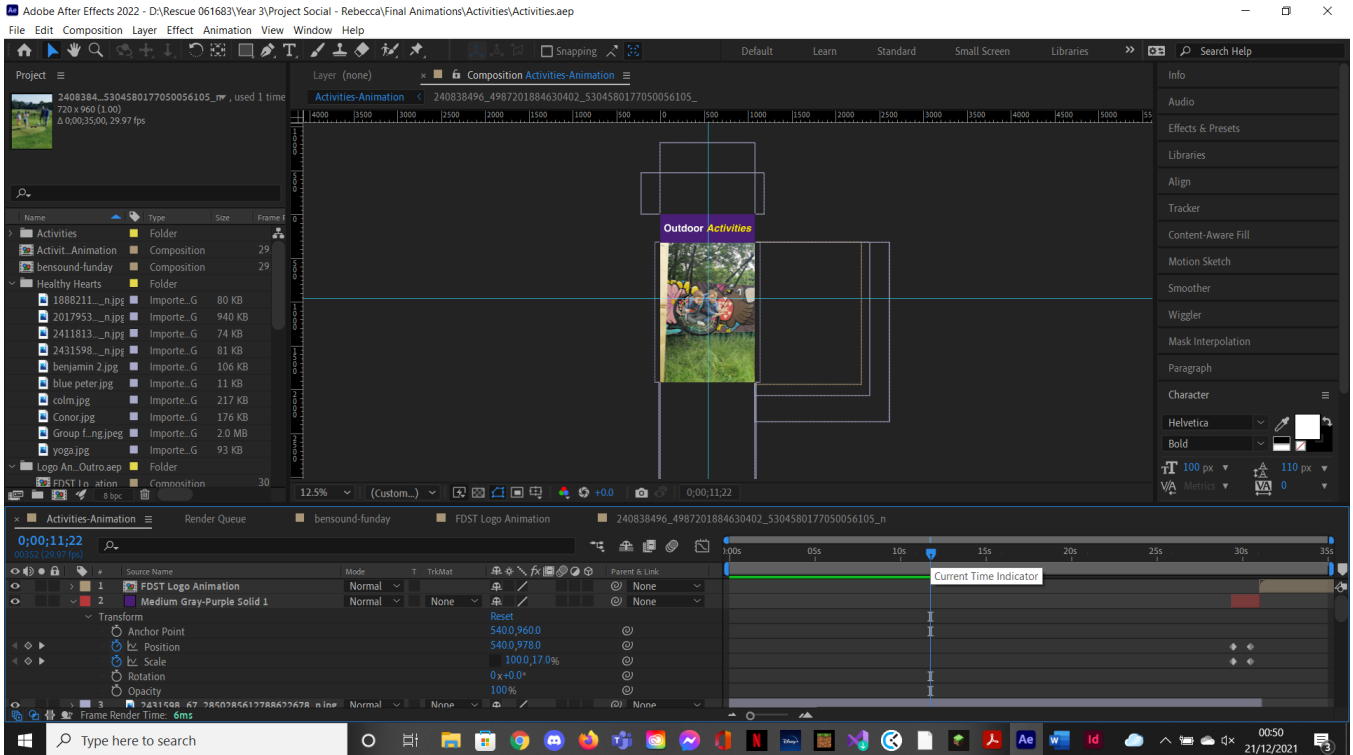
Creating Activities Animation

I created this animation using the same visual style as I used in my animation sample that I created for the Pitch. Though this animation was improved on by animating it to the music that I selected from Bensound. This animation was also modified to have a pre-set fly out animation to remove the text from the screen as a bonus animation aspect.
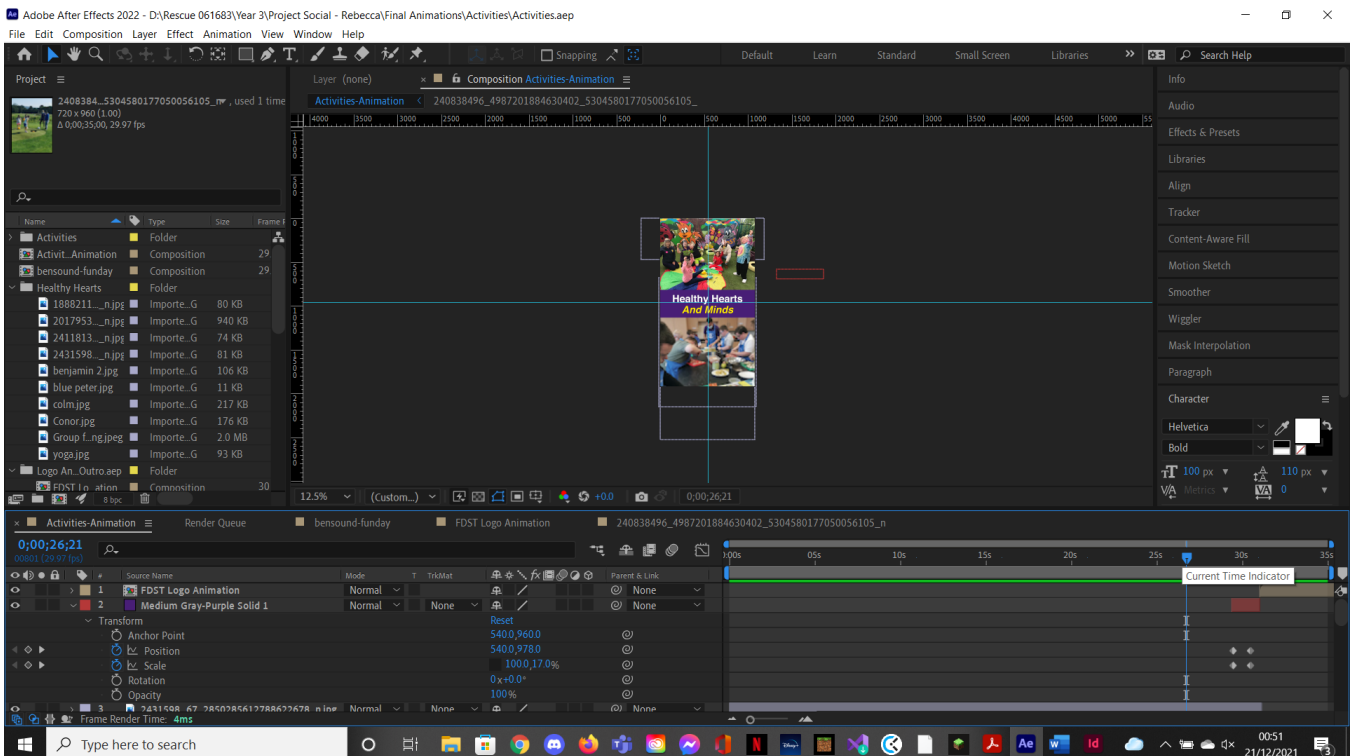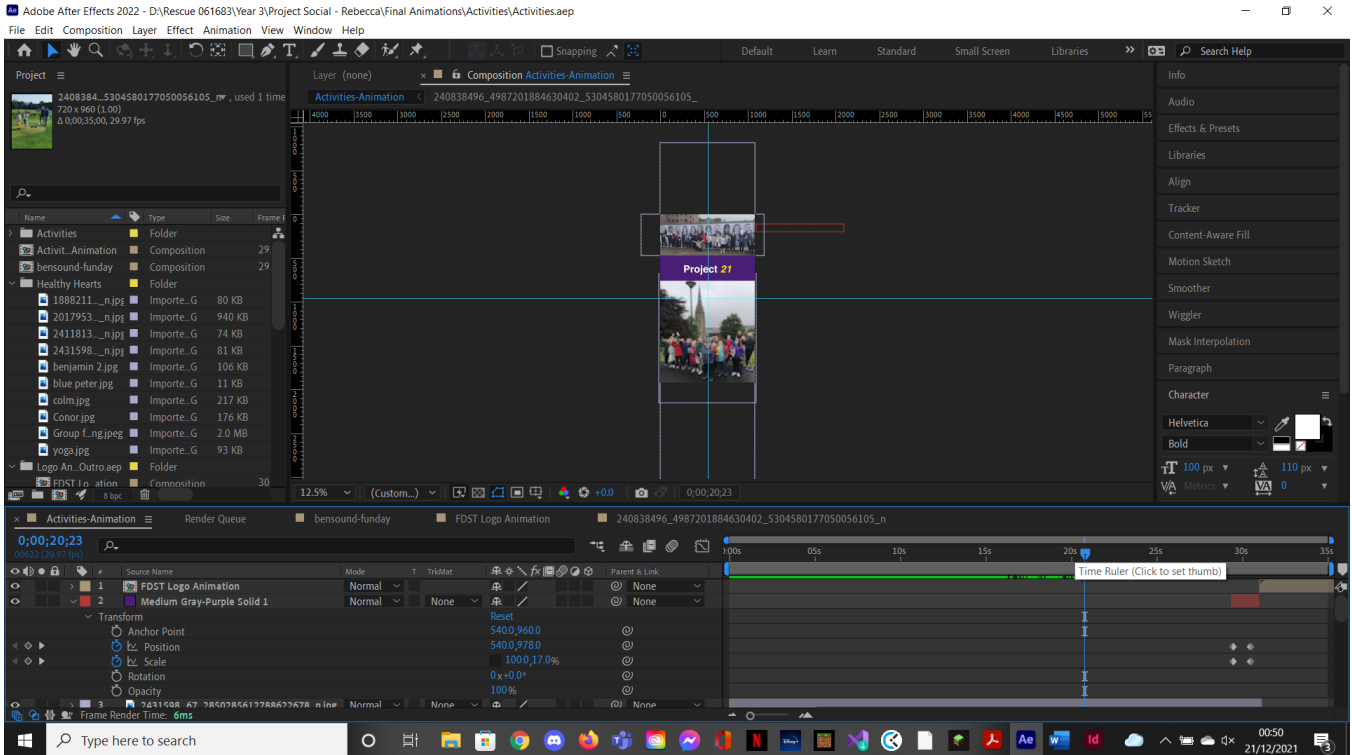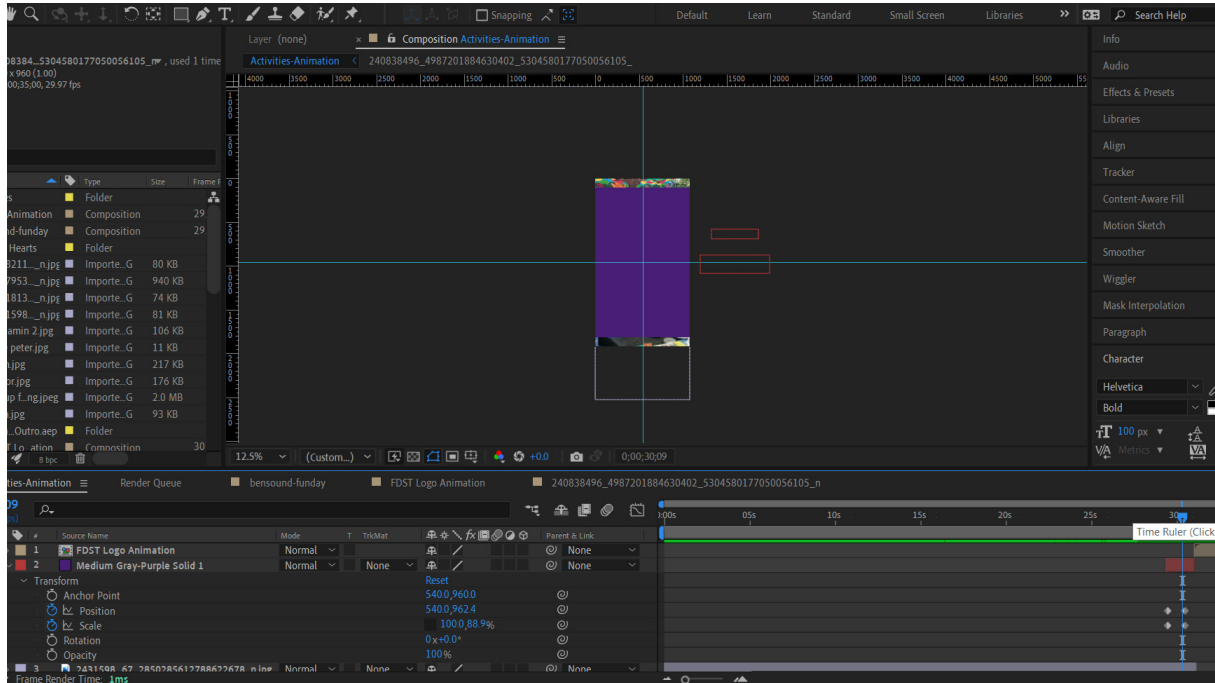
Music - Funday
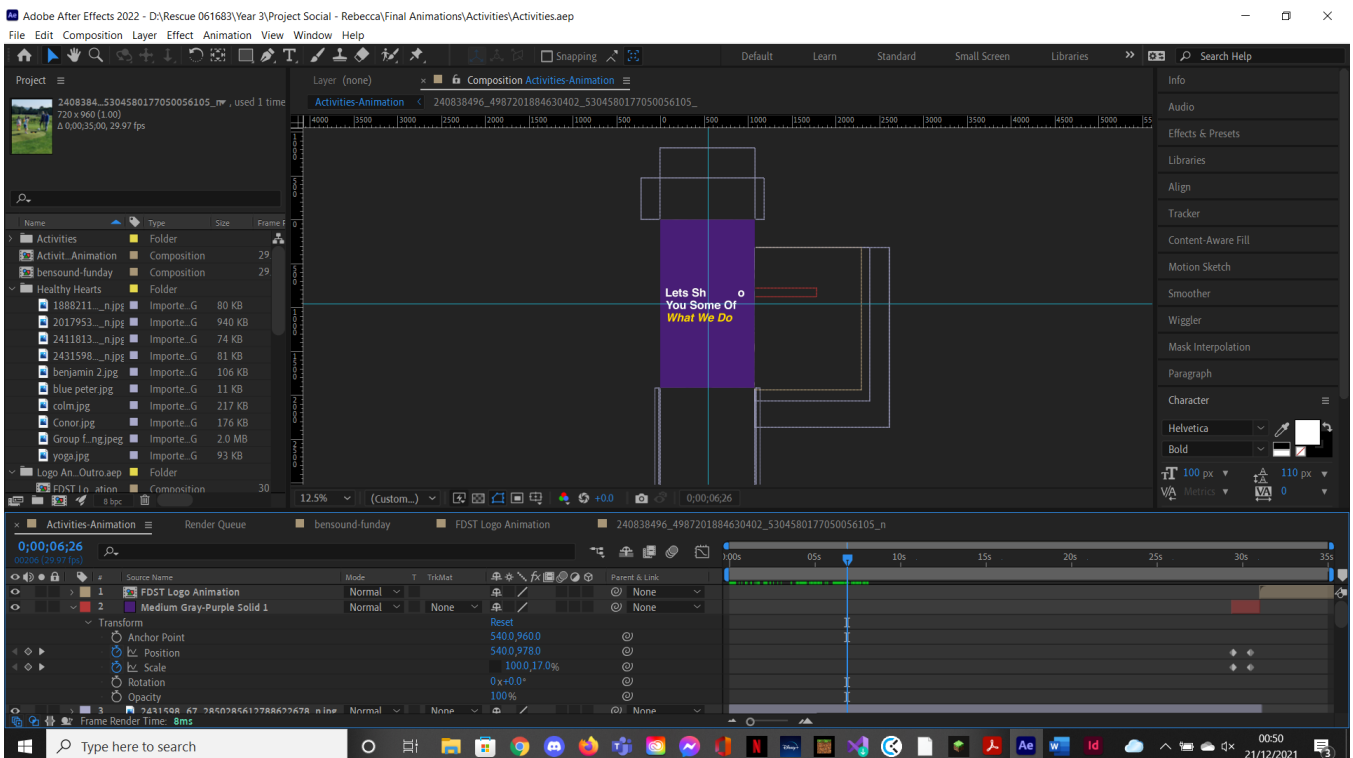
Creating Activities Animation

Creating Activities Animation

Creating Activities Animation

When creating this animation around the activities theme I recreated it from scratch 4 times as I struggled to decide on the image and data arrangement along with the correct timing with the music. However, since our team worked together in one location to create our final animations, graphics and posts I was able to get feedback and help on creating these animations as they occur. One of things that I did to modify this timing issue was to move the keyframes by a few frames to ensure that the animations were not too fast and the information is clear and easier to read on screen. There was an issue with exporting this file as some of the images and text would not appear in the original export, to get the correct export I recreated the image and text animations and imported new versions of the files to the After Effects project. This issue was then prevented by sending my After Effects file to Adam to export as my laptop had issues exporting this file correctly. This animation was exported as a High Quality MP4 file.
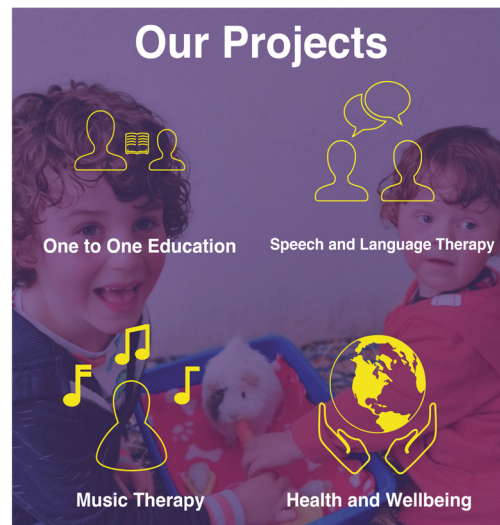
Creating Activities Posts

I created these post using the information from the Created by Previous Ulster Magee Students Social Media Campaign that Christopher provided us. This document contained a list of projects, programmes and facts about them.
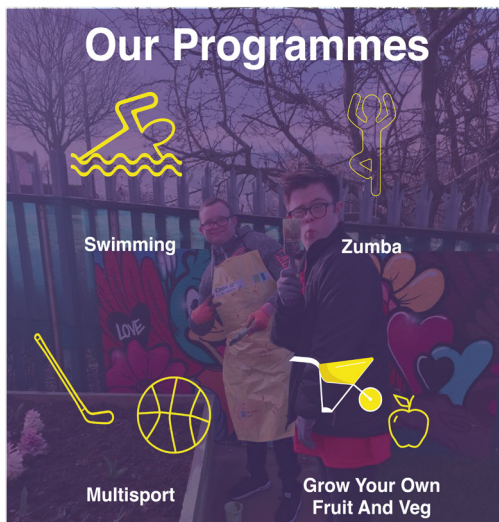
Members
Our Projects
Our Programmes

Our Members

108
Families

Foyle Down Syndrome

From Our Local Community

Our Projects

One to One Education

Speech and Language Therapy

Music Therapy

Health and Wellbeing

Our Projects

Outdoor Learning

Mentoring

Social Enterprise

Project 21

21

Our Projects

Parent Support Group

0-3

Parents and Baby Social Programme (0-3 Year Old)

4-7

4-7 Year Old Social Programme

Creating Activities Posts

Our Programmes

- Sensory Play
- Music
- Jo Jingles
- Messy Play

Our Programmes

- Arts and Crafts
- Dance
- Yoga
- Cycling

Our Programmes

- Swimming
- Zumba
- Multisport
- Grow Your Own Fruit And Veg

Our Programmes

- Muddy Boots Project
- Cookery
- Healthy Eating
- Road Safety

Our Programmes

- Independent Travel
- Work Experience
- Residentials
- Summer Schemes

Creating Future Posts

I created these posts using the information from the Created by Previous Ulster Magee Students Social Media Campaign that Christopher provided us. This document outlines some of the key points that they hope to pursue in the future.

Our Future

Continue to secure funding to be able to deliver our current range of projects whilst also enhance and expand on current programmes.

Our Future

Recently secured £95,000 from BBC Children in Need for a 3 year extention to our Music Therapy project and £465,000 from the National Lottery Community Fund for a 5 year extension of our Healthy Hearts and Minds project

Our Future

Expansion on the Social Enterprise Down Right Crafty to create employment opportunities.

Our Future

We are currently developing a 5-year strategic plan towards creating supported living opportunities for young people with down syndrome.

Creating Instagram Guide

During the Pitch to the client we had originally discussed how to create their Instagram account. We had stated that there were two options that could be done.

1. We could set up that account for you on your behalf, but you would need to provide us with the email address that you wish to use.
2. You could set this account yourself but would then pass the details onto us so that we can add the appropriate graphics.

As we had no information on this Instagram account we emailed the client to reiterate these options. We then waited for him to reply but decided to make a guide incase we didn't hear back in time. Claire sent three follow up emails to check on whether we received any word from the client and that creating the guide would be good to create in case we didn't didn't hear back.

We created a basic outline using google docs together and then decided that I should create the guide using a visual style that represents the organisation branding.

Creating Instagram Guide

Account Details
Description: Foyle Down Syndrome Trust (FDST) is a unique user-led organisation that has created a community that supports and empowers those with Down Syndrome from birth to adulthood, this will enable them to lead full, meaningful and productive lives.
Links:
Website: https://foyledownsyndrometrust.org/
Facebook: https://www.facebook.com/foyledownsyndrometrust/

Down Syndrome Awareness Week Guide

- **Upload Animation on Topic**
- **Upload Main Post, each folder has all the photos that need uploaded together**
- **Upload Educational Topic Post**
- **Each Content for each day are separated by folder named for that day's theme**
- **Each post are numbered to upload in order**
- **Each animation must include (https://www.bensound.com) in the description**

Day 1: The History of FDST
Description:
Animation: **Description MUST include link to bensound (https://www.bensound.com)**
Animation and Topic post: **#DownSyndromeAwarenessWeek #Day1 History of our organisation, #FDST**
Educational post: **#DownSyndromeAwarenessWeek #Day1**

Creating Instagram Guide

#Education #History #drsuebuckley #onetooneeducation #abll-r

Day 2: The FDST Families Theme
Description:
Animation: Description MUST include link to bensound (https://www.bensound.com)
Animation and Topic post: #DownSyndromeAwarenessWeek, #Day2, Who are our members, What they do, #QuotesFromsParents, #FunTogether, #FDST
Educational post: #DownSyndromeAwarenessWeek #Day2 #Education #educationpacks #1-1education #1-1 #unique

Day 3: The FDST Activities theme
Description:
Animation: Description MUST include link to bensound (https://www.bensound.com)
Animation and Topic post: #DownSyndromeAwarenessWeek, #Day3, What we do, #KeepTheFun, #LoveActivities, #FDST
Educational post: #DownSyndromeAwarenessWeek #Day3 #Education #newskills #adulteducation #socialskills #independence #skills #activities

Day 4: The FDST Impact of services
Description:
Animation: Description MUST include link to bensound (https://www.bensound.com)
Animation and Topic post: #DownSyndromeAwarenessWeek #Day4 The impact we have #IndependentMe, #FDST
Educational post: #DownSyndromeAwarenessWeek #Day4

Creating Instagram Guide

#Education #mainstreameducation #milestones #goals #learning #makaton #communication #development

Day 5: The Future of FDST
Description:
Animation: **Description MUST include link to bensound (https://www.bensound.com)**
Animation and Topic post: **#DownSyndromeAwarenessWeek #Day5 Plans For Our Future #FDSTFuture, #FDST**
Educational post: **#DownSyndromeAwarenessWeek #Day5 #Education #Future #Expand #LocalCommunity #Community**

Examples of Accounts to Follow
@globaldownsyndrome
@grahamwarke   (Lord mayor of Derry City and Strabane)
@down.syndrome.awareness
@downs_syndrome_association
@ndssorg
@downsyndromeaction

Clockify

To gather how many hours we worked over the course of this project we decided to use clockify, a free project management website. This allows us to see that amount of possibly billable hours that we would have if this was a traditional work placement. We used clockify as a group on some occasions to ensure that we were not duplicating hours and we also did this solo for work that we completed by ourselves.

We struggled to use clockify to monitor the amount of time we spent on each aspect of the project. We would have to back track to the start time on many occasions as we would start the monitor in the middle.
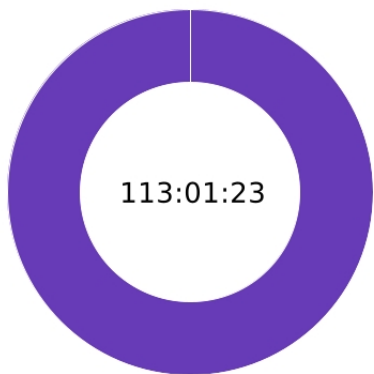
Summary report

01/09/2021 - 31/12/2021

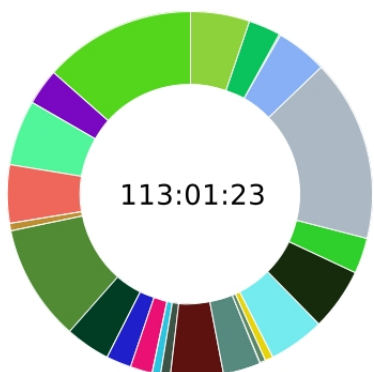Total: **113:01:23**   Billable: **113:01:23**   Amount: **0.00 USD**
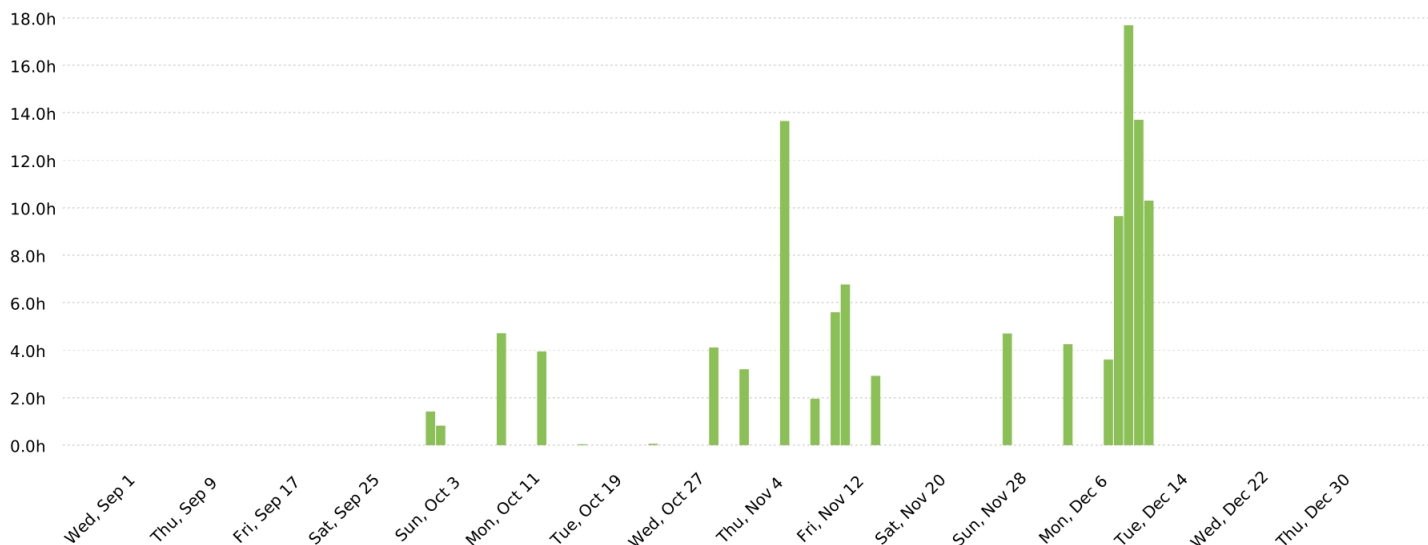
Project

● Foyle Down Syndrome Trust	113:01:23	100.00%

Description

● Final Posts	15:09:18	13.41%
● Creating Activities Post and graphics	03:37:00	3.20%
● Animation Planning	06:32:35	5.79%
● Final Animations	05:53:30	5.21%
● Project Brief & Meeting	00:43:30	0.65%

●	Design Brief	11:35:21	10.25%
●	Design Deck Pitch	04:34:00	4.04%
●	Finishing Benchmarking	02:25:00	2.14%
●	Benchmarking Research Input	02:17:00	2.02%
●	Meeting with Client	00:48:52	0.72%
●	Guide	01:00:00	0.88%
●	Final Animation	05:11:27	4.59%
●	Creating Logo animation intro and outro, creating graphics and post planning	03:45:00	3.32%
●	Brief and design research for concepts	00:02:00	0.03%
●	Benchmarking Editing	00:37:16	0.55%
●	Benchmarking	00:48:02	0.71%
●	Creating Graphics and Education Post Creation	05:35:00	4.94%
●	Modify Concepts and Start Design Deck/Pitch	06:11:00	5.47%
●	Recieved Client documents and started planning what informations and pictures each person would use for their work	03:36:00	3.19%
●	Pitch	18:14:32	16.14%
●	Finish Post, Upload content to basecamp and creating guide document	05:09:00	4.56%
●	Concept Ideas & Research	00:03:00	0.04%
●	Project Brief	03:13:00	2.85%
●	Education Posts & Graphics	06:00:00	5.31%

Project / Description	Duration	Amount
Foyle Down Syndrome Trust	**113:01:23**	**0.00 USD**
Final Posts	15:09:18	0.00 USD
Creating Activities Post and graphics	03:37:00	0.00 USD
Animation Planning	06:32:35	0.00 USD
Final Animations	05:53:30	0.00 USD
Project Brief & Meeting	00:43:30	0.00 USD
Design Brief	11:35:21	0.00 USD
Design Deck Pitch	04:34:00	0.00 USD
Finishing Benchmarking	02:25:00	0.00 USD
Benchmarking Research Input	02:17:00	0.00 USD
Meeting with Client	00:48:52	0.00 USD
Guide	01:00:00	0.00 USD
Final Animation	05:11:27	0.00 USD
Creating Logo animation intro and outro, creating graphics and post planning	03:45:00	0.00 USD
Brief and design research for concepts	00:02:00	0.00 USD
Benchmarking Editing	00:37:16	0.00 USD
Benchmarking	00:48:02	0.00 USD
Creating Graphics and Education Post Creation	05:35:00	0.00 USD
Modify Concepts and Start Design Deck/Pitch	06:11:00	0.00 USD
Recieved Client documents and started planning what informations and pictures each person would use for their work	03:36:00	0.00 USD
Pitch	18:14:32	0.00 USD
Finish Post, Upload content to basecamp and creating guide document	05:09:00	0.00 USD

Concept Ideas & Research	00:03:00	0.00 USD
Project Brief	03:13:00	0.00 USD
Education Posts & Graphics	06:00:00	0.00 USD

Bibliography

Mencap. (n.d.). *Down's syndrome.* [online] Available at: https://www.mencap.org.uk/learning-disability-explained/conditions-linked-learning-disability/downs-syndrome?gclid=Cj0KCQiA5OuNBhCRARIsACgaiqVvCxa17UGNSwoPQQTF-sljc9DFyWffeWmResvN_7_yCAwZOe2SL0gaAjVuEALw_wcB [Accessed 30 Sep. 2021].

Foyle Down Syndrome Trust, (n.d.). *Foyle Down Syndrome Trust – Visit FDST to find out more about the innovative approach we are providing towards educational and social inclusion for children and young people with Down syndrome. Helpful news and information on programmes we offer. Support us. Get fundraising ideas. News & resources. Get involved. A Non-Profit Organization. Foyle Down Syndrome Trust.* [online] Available at: https://foyledownsyndrometrust.org/.

Noun Project. (2000). *Noun Project.* [online] Available at: https://thenounproject.com/.