



Production Log

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Original Project Outlines The Team

Project Specifications

Using archive and open-sourced vintage footage from the 1950s & '60s in Northern Ireland develop a video to be used by the organisation to support a reminiscence programme called Tea and Memories. The piece can also incorporate footage of individual residents' memories of this era when they were aged between 20 & 30 years old. What events influenced their life choices, their personal journey and their memories.

Skills Required

- Premiere
- Archive & Research Skills
- After Effects
- Editing/Captioning/Graphic Overlays



Andrew Brown



Jack Burden

Why we chose this project

There were a couple of different projects that caught our eye when selecting. We chose this project based on our shared interest in working with vintage archived footage from the 1950s-60s. I also had an uncle who suffered from Alzheimer's and wished to learn more about how people who suffer from Alzheimer's can be treated/how reminiscence therapy works and helps those who suffer.

The project also included video/premiere work which interested me as my placement the year prior was based on videography and premiere so I found this project the best way to showcase what I had learned over the year of placement.

What is Reminiscence Therapy?

A paper titled Reminiscence therapy for dementia stated that “RT involves discussing events and experiences from the past. It aims to evoke memories, stimulate mental activity and improve well-being. Reminiscence is often assisted by props such as videos, pictures and objects. It can take place in a group or be done with a person on their own, when it often results in some form of life-story book being created. RT helps older people with depression. It may be suitable for people with dementia both because depression is common in dementia and because people with dementia typically have a better memory for the distant past than for recent events” (Woods et al. 2018).

Another paper that spoke of reminiscence therapy being used in one of Abbeyfield’s care homes in London said that reminiscence therapy gives those suffering from memory problems a sense of status and an ego boost. Nurse Gill Byford said that reminiscence therapy also gives those who are coming to the end of their lives the chance to access what has happened to them, providing them

with a link to the past (Wallis 2004).

On Abbeyfield’s website, they list some of the positive effects reminiscence therapy does on someone with dementia. They state how it helps reduce loneliness and anxiety (Active Minds 2019).

The Brief

First meeting with the client

Wednesday 5th October 2022 11:45 - 12:45

The first meeting with Sally who was the representative of Abbeyfield & Wesley happened online using Microsoft Teams where Claire, Jack and myself discussed with Sally the following questions to gather more information on the project.

- Who are Abbeyfield & Wesley?
- What is the Tea & Memories programme?
- What is the core problem in need of a solution?
- What can be improved upon from the original programme?
- What time range of footage should be utilised?
- How long should the footage be?
- What types of footage are desirable?
- What footage should be avoided?

The meeting detailed a lot of key information that would shape the project going onward. The main premise of the project was to provide a product that would improve the quality of the Tea

& Memories programme here in Northern Ireland. One aspect of that was making use of locally sourced archived footage instead of the footage they already used which was more suited for English audiences. A key takeaway was the topical approach to the project, where Sally singled out key areas that would spark reminiscent moments such as school days or holidays.

What I did for the Brief

- Summarize the project
- Explain your objectives
- Provide the timing
- Specify your budget
- Benchmarking (3 Similar Organisations)

Benchmarking

In the benchmarking process, we looked at several other organisations/companies that offered the same or similar services to Abbeyfield & Wesley's Tea and Memories programme. The purpose of the benchmarking process was to compare and contrast to find the best practices in the industry for the product/service that is to be delivered. In our instance, it would be to find the best standard of delivery of reminiscence therapy.

In our benchmarking, we targeted organisations/companies that made use of a form of media to deliver a reminiscent experience to their users/viewers. The services/products were then pitted against one another using various categories and features to grade them and find what was the best practice among them and find where they could improve which would all lead to finding the best method of delivering reminiscence therapy for Abbeyfield & Wesley's Tea & Memories programme.

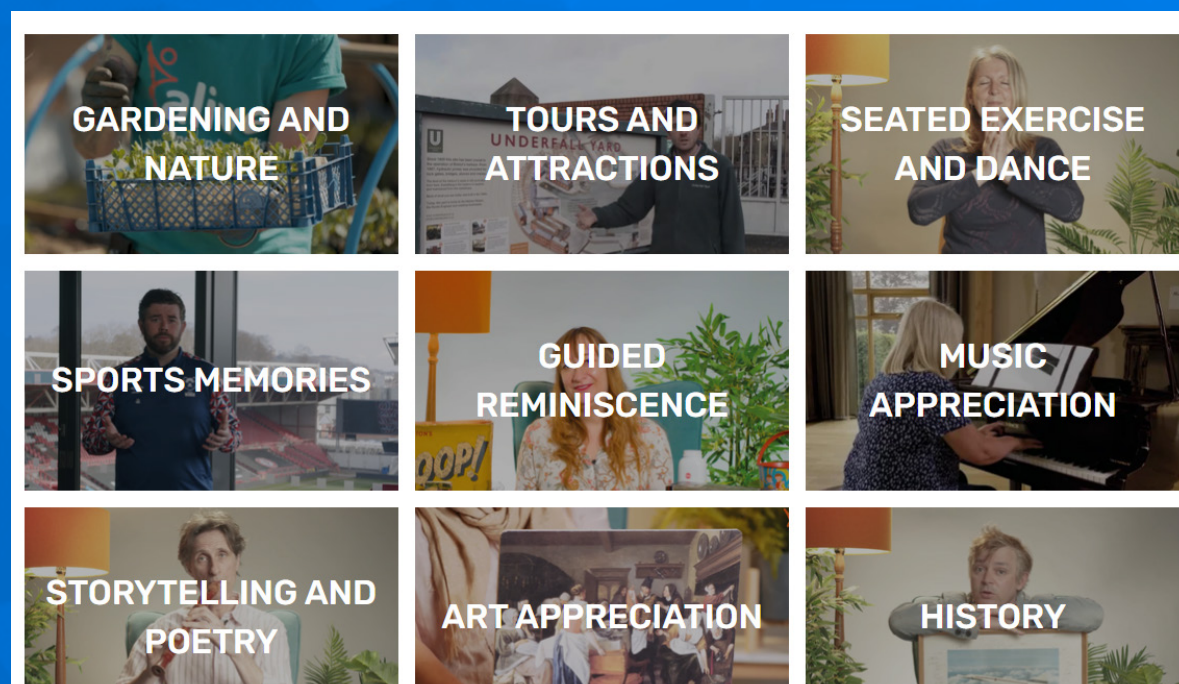
Category	Features	My Life TV	Nostalgic America	Dementia UK	RITA	Alive on Demand	Memory Lane
Technical	Form of Media	Video	Printed Picture	Video / Picture /	App	Video	Game
	Fit for purpose	Yes	Yes	Yes	Yes	Yes	Yes
	Narration	Yes	No	No	No	Yes	Yes
	Audio	Yes	No	Yes	Yes	Yes	Yes
Content	Provides Reminiscent	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of consumption	Medium	Medium	Easy	Easy	Medium	Medium
	Allows for discussion	Medium	Easy	Easy	Hard	Hard	Medium
	Northern Ireland Based	Yes	No	Yes	No	No	No
Aesthetics	Aesthetically Pleasing	No	Yes	Yes	No	Yes	No
	Long or short form	Long	Short	Both	Long	Both	Short
	Video / Picture Ratio	4:3	N/A	4:3	16:9	16:9	16:9
	Archive Video / Picture Enhancements	No	Yes	No	No	No	No
	Topical	Yes	Yes	Yes	No	Yes	Yes
	Colour	Both	Both	Both	Yes	Yes	Yes
Accessibility	Subtitles	Yes	No	No	No	No	Yes
	Audio Descriptive	Yes	No	Yes	No	Yes	Yes
	Vision Aid	Yes	Yes	Yes	Yes	Yes	Yes
	Ease of use	Medium	Easy	Medium	Hard	Medium	Medium
	Ease of Setup	Medium	Easy	Medium	Medium	Medium	Hard
	Portable	Yes	Yes	Yes	Yes	No	Yes
	Accessible Online	Yes	No	No	No	Yes	No
Overall Score		57%	52%	57%	33%	62%	57%

Benchmarking Summary

Alive on Demand is a live subscription service that provides access to a wide range of video content that will entertain, educate and engage older people with dementia. These videos are broken up into various topics such as guided tours around popular attractions that will allow the viewers to reminisce about those places and remember back to when they were younger and in said locations.

The service ticks a lot of boxes using up-to-date videography while also allowing the viewer to engage, reminisce and discuss a wide range of relatable topics which is something that the Tea and Memories programme is very much aligned with.

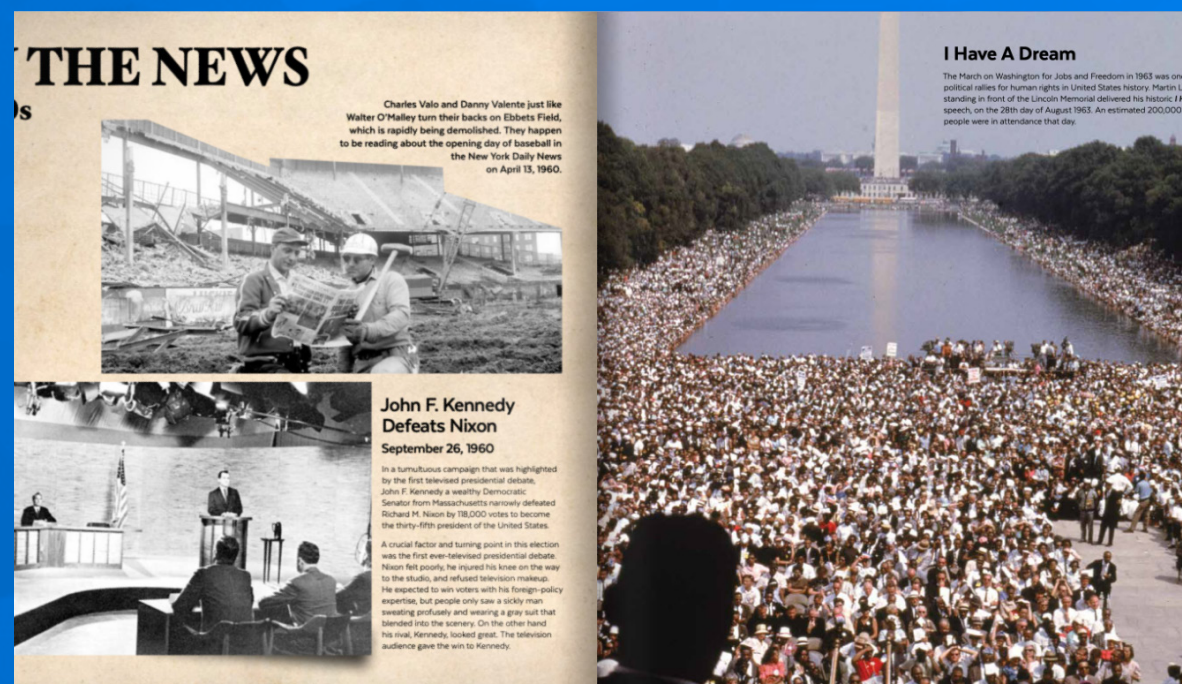
My Life TV shares an overall benchmarking score of 57% along with Dementia UK and Memory Lane. My Life TV is a similar service to Alive on Demand. it's a subscription-based streaming service for people living with dementia. It provides content that will allow for viewer reminiscence, from old archived footage of news and popular shows to engaging content that will spark discussions such as world landmark quizzes and sing-alongs.



An issue with My Life TV is that some of the videos seem to be in long formats ranging from twenty minutes to over an hour long in length which does not lend itself to ease of consumption and might not allow for the same value of a discussion that short format videos would. Along with that the quality of the archive footage is far from current day standards being 4:3 and grainy which isn't ideal which is why it scored lower than Alive on Demand. yet there are still good aspects of My Life TV that should not be forgotten.

Nostalgic America is a printed book that holds a large collection of famous moments captured in pictures that happened. From the moon landing to some of the greatest pop stars of a bygone generation. This product holds a score of 52% overall and while a great product it misses many of the specifications of the benchmarking, a primary one being that it misses the ideal media format. The book is easy to use and will allow for discussion as many could reminisce about some of the most popular events captured in the book yet it isn't locally based enough and does cover the range of topics that Abbeyfield and Wesley have specified.

Throughout the benchmarking process the best practices have been identified for a media product that provides a reminiscence experience. While Alive on Demand stands out as the overall best practice of a reminiscence product it only scored a 62%. Analysing the results of this benchmarking shows a great opportunity for Abbeyfield and Wesley's Tea and Memories programme to become the best possible reminiscence therapy programme possible.



Project Summary

Abbeyfield and Wesley wishes to improve the quality of its Tea and Memories programme which includes showing elderly people who may have dementia footage or images from their past. These videos pictures can be of old locations, places of work, or significant events. The aim of the programme is to bring older people together and reminisce over bygone eras, in order to spark conversations and connect with other like-minded people.

We've been asked to make the media part of the programme more suited to a local audience of Northern Ireland and even Ireland as a whole as the original programme was more specifically based in mainland UK and the footage thereof was more English. This will ultimately mean creating a media experience that is easily accessible and consumable by both an older audience and those with dementia with dementia and the carers who run the programme.

Through the benchmarking process, we've notated the various formats that reminiscence therapy can be delivered, from the print-based format of projects like Nostalgic America to a streaming service like Alive on Demand that hosts many different videos on various topics. From what Abbeyfield and Wesley has told us and from benchmarking we have proposed to produce a video production that will cover as many of the topics that we have been recommended as possible, making use of the Digital Film Archive to find footage that is suited to the topics.

Another key point of the project is using footage that is based in and based across the Island of Ireland, this ties in with the topics as it'll mean finding footage from Northern Ireland based on the topics provided by Abbeyfield and Wesley.

Explain the Objectives

The overall goal of this project is to create a video production that takes inspiration from the original Tea and Memories programme but is based and grounded based across the Island of Ireland. The video(s) must include and have footage based on topics that have been recommended to us by Abbeyfield and Wesley. These topics are listed below.

- Holidays / Trips to coastal towns.
- Work in Northern Ireland for both men and women.
- Key events in the news (Coronation, Stormont, Harland and Wolff's last liner launch).
- Schools, education, old uniforms, childhood games.
- Fashion of the era for both men and women.
- The Home, technology of the day, household goods.
- Entertainment (Tea dances, The zoo, Cinema, Tourist attractions).
- Deliveries of food (milk van, grocery van), High Street.
- Transport (trains, planes, cars, trams).
- Rural life (Farming, limited transport links).

- City Life (housing, parks, recreation).
- Landmarks and historical places across Northern Ireland.
- Music of the era (dance bands, gatherings, the charts, large concerts).

We'll measure our success by ensuring we achieve what was set out for us by Abbeyfield and Wesley, by ensuring that we tick off the specifications that Abbeyfield and Wesley have provided for us. Some of these are mentioned prior but all will be stated now.

- Recreate/re-envision the original Tea and Memories programme with the primary change being that it is Northern Ireland based.
- Using the Digital Film Archive or any other possible sources, find archived footage that links/associates with the topics Abbeyfield and Wesley is keen to see appear within this project.
- Ensure the video provides a reminiscent experience that will allow for/spark discussion. (This will be done through the use of topical footage that will stem from the 1950s through to the 1970s).

- Provide short-form content that will be easily consumed and enjoyable.
- Ensure the project is somewhat future-proofed by utilising archive footage that is based on the later years of the specified time parameters.
- Help spark conversation, and give guidance to start a discussion. (Provide questions that will allow people to reminisce and talk about their bygone years.)
- Reach not only the Abbeyfield and Wesley residents by allowing for a wider reach that will spread into the local communities and bring people together for a cup of tea and conversation with similar individuals.

Provide the Timing

Task	Aim	Action	Completion
Project Brief	Create a document that will outline the project that will be completed, how the project will be completed, and what will be potentially delivered and in what format and the creative thinking behind it.	<p>Research Abbeyfield and Wesley to ensure an understanding of them and what they might want.</p> <p>Summarize the project, mention the target audience, and list the goals for the desired outcome.</p> <p>Outline what it will be delivered at the end of production.</p> <p>Identify similar agencies and compare them to the client, see what works best using a benchmark and draw conclusions.</p> <p>Provide a timing and budget.</p>	14/10/22

Pitch Development	Create ideas/concepts on how to handle the challenge presented by the client.	<p>Make use of the benchmarking from the brief to see what is popular and what works well for the problem, from there develop three potential ideas that are separate from each other to provide a wide range of possible outcomes which the client can choose between.</p> <p>Fine archive footage that can be used, ensuring that it falls under the specifications of the brief (topical, 1950s-70s, Northern Ireland based).</p> <p>Storyboard how each of the videos will look, ensure Abbeyfield will be able to see what is envisioned.</p>	21/10/22 - 28/10/22
Project Pitch	Pitch potential ideas for the solution of the project.	Present three ideas which are different from one another which allows Abbeyfield and Wesley to see a wide variety of concepts and what is possible.	04/11/22
Gather Media	Gather all the media required for the creation of the product.	<p>Collect the archived footage from the various identified sources e.g. Digital Film Archive.</p> <p>Gather any music and images that will be used to create the final product.</p>	11/11/22

Product Development	Create the first iteration of the product that will be delivered.	Use the gathered footage to create a video that will showcase the archive footage in a way that will promote reminiscence.	18/11/22 - 25/11/22
Test Product	Complete some testing on the product to see where improvements can be made.	Have the video viewed by testers and see where they interact with the video the most. See what works and what doesn't.	25/11/22 - 02/12/22
Final Development	Make improvements based on testing.	Make changes and improvements wherever necessary. Provide finishing touches to the product.	02/12/22 - 09/12/22
Final Presentation	Present the final product to the client.	Present the final product client.	16/12/22

Specify your budget

We have no budget for this project. Ulster University offer students the adobe package for free.



Adobe Suite

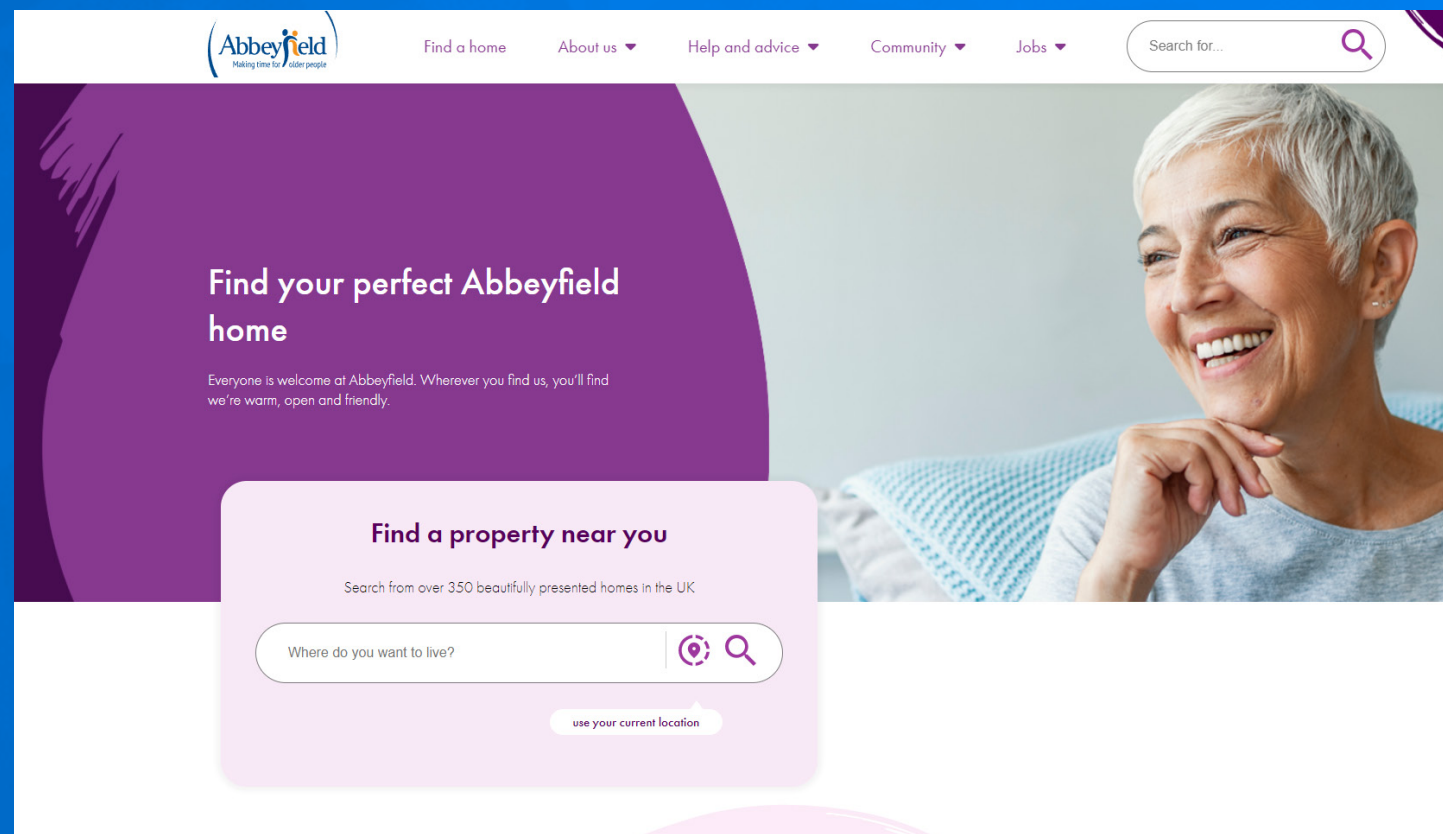
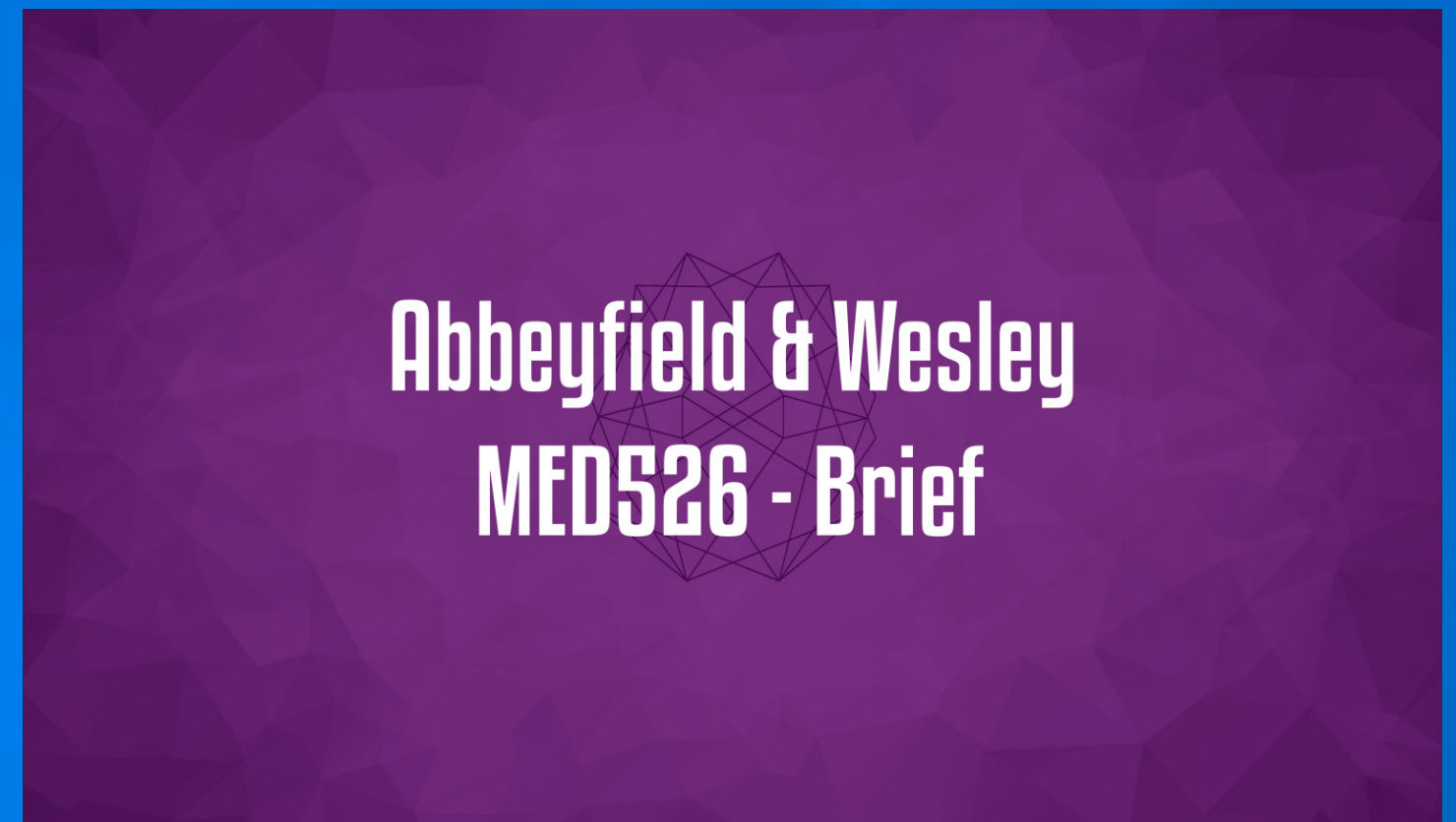
Adobe Creative Cloud
Adobe Premiere Pro

Reflections on the Brief

In one of the earliest iterations of the brief, I experimented with the idea of a sensory room product which made use of audio, lighting and pictures to create a relaxing safe space that is familiar to them. In hindsight this product never really ticked any boxes in terms of the brief that we were provided by Abbeyfield & Wesley, I got lost when researching reminiscence therapy and closely connected to that is sensory stimulation. After a meeting in class where I gained further advisement from Adrian and Claire, I swapped out the sensory room for a more suitable streaming service that allows viewers to access specially curated for those with dementia.



Another idea was the styling of the brief documentation itself, earlier I utilised a purple colour scheme which matched the colours of the Abbeyfield website, however after communication with Adrian I discovered that I had made a mistake and found that the colours I used were from the Abbeyfield society website and not from the Abbeyfield & Wesley colour palette which utilises the traditional blue and gold from their logo. From this, I made changes to ensure all future documentation was changed to suit the Abbeyfield & Wesley blue and gold colour scheme.



The timing overall was very basic and ended up being changed heavily due to various circumstances many being the fault of my own and breakdowns in communication which will be detailed further on within the documentation. I believe this timing should have allowed for greater room for flexibility to find and gather the needed footage so that we could have sent for more feedback from the client as that ended up being an issue in the ending stages of the production, this will also be documented further later on.

Clients Response to the Brief

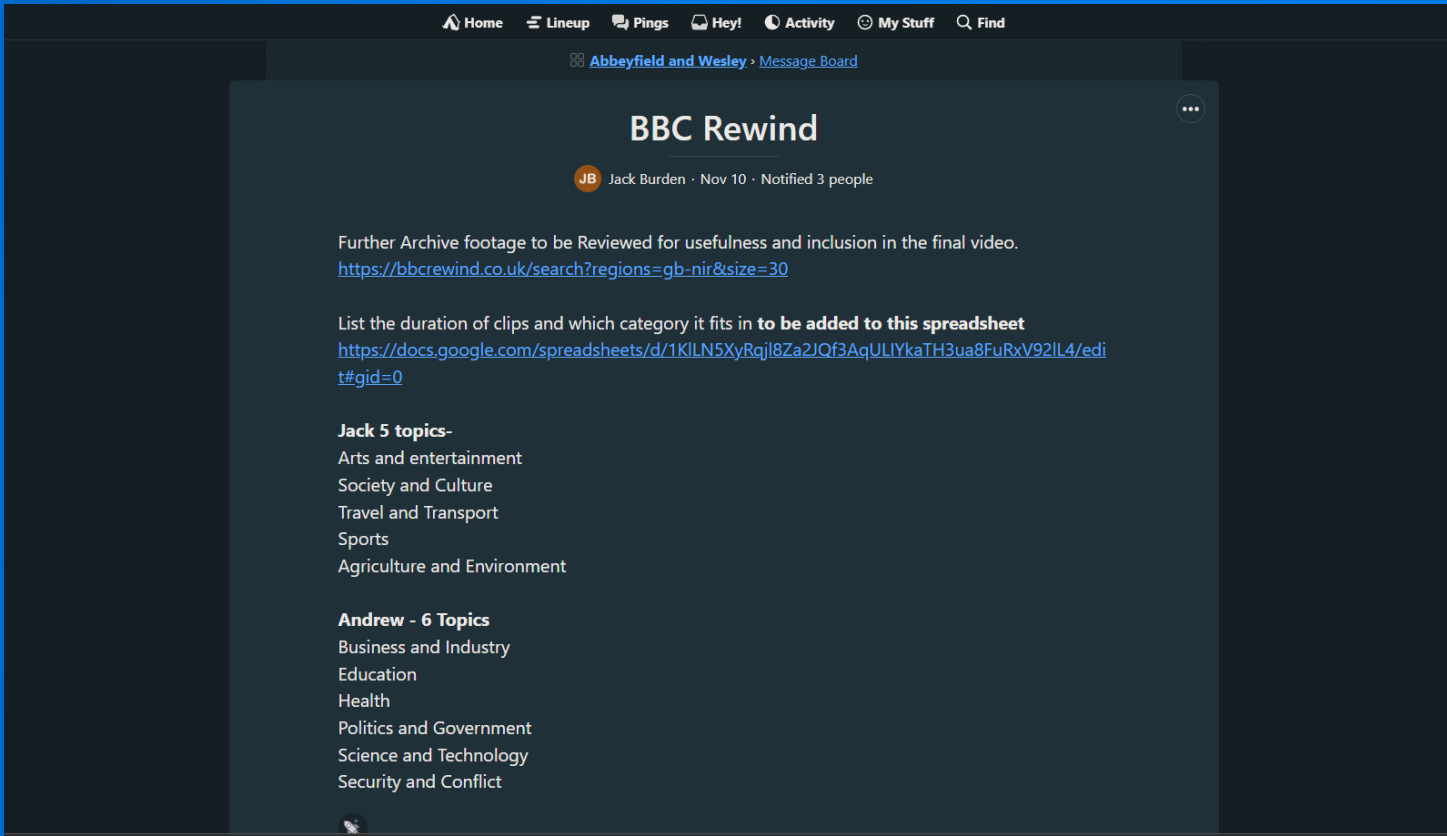
The client was overall pleased with the brief we had sent off to them and was looking forward to seeing the results of our research. There were some corrections and factual inaccuracies on our part which we should have looked into more thoroughly before sending the brief documentation off. We were very thankful to have such a great client who sent us a document which detailed all the changes they wished us to make to the brief documentation which did so.

The Pitch

Development of the Pitch

For the Pitch, we decided to present a range of topics for Sally to pick and choose from. Thanks to Claire who found the BBC Rewind site which held a large archive of public footage from across the UK. From this site, Jack and I divided the topics that were able to be filtered and searched through them to find footage that we thought be most suitable for each of the eleven topics.

From there we made a spreadsheet, which would later down the line turn out to be more important than we originally thought, and catalogued all the archived footage from the time range of the 1950s through to the late 70s and provided descriptions, locations, dates, durations and links.



A	B	C	D
Business & Industry			
Clip Title	Ulster life	Ulster life	pier being constructed
Location	Belfast city centre, Belfast docks, Stormont	County Down, County Armagh, County Tyrone, County Fermanagh	Larne, County Antrim
Date	Tuesday, 26 May 1953	Tuesday, 26 May 1953	
Clip Length	09:48		10:19
Link	Link	Link	Link
Education			
Clip Title	Royal College of Nursing	Students' Vacation Work	Queen's University has opened a new
Location	Belfast	Belfast	Queens University, Belfast
Date	Monday, 31 May 1954	Saturday, 10 August 1957	
Clip Length	01:03		02:31
Link	Link	Link	Link
Health			
Clip Title	general hospital in Derry / Londonderry	Cure For Sprains	new American - Style ambulance
Location	Altnagelvin Hospital, County Derry / Londonderry	Ederney, County Fermanagh	Northern Ireland
Date	Thursday, 5 July 1956	Sunday, 1 November 1964	
Clip Length	00:29		02:32
Link	Link	Link	Link
Politics & Government			
Clip Title	Belfast's Royal Welcome	The Coming Election	Ulster Elections
Location	Belfast City Hall, Stormont	Queen's University, Belfast	Crumlin Road, Belfast
Date	Friday, 3 July 1953	Friday, 16 October 1953	
Clip Length	04:25		01:42
Link	Link	Link	Link
Science & Technology			
Clip Title	first television transmitter	experimental research 'plane	Car driven by pure jet engine
Location	Divis, Belfast	Short Brothers, Belfast	Northern Ireland
Date	Monday, 4 May 1953	Monday, 7 December 1953	
Clip Length	00:30		01:43
Link	Link	Link	Link
Security & Conflict			
Clip Title	David White, Belfast Harbour	Great Southern	Atkins Belfast Station

Following this, we created storyboards based on the topics we were given, I tried my best to create a narrative/structure for my storyboards that would hopefully help guide the viewer through the video and just be random archived footage that fell under the same category. Each storyboard had twelve images and all started and ended with the Abbeyfield & Wesley logo which left ten slots to showcase the best footage that we had found on each topic.



Abbeyfield and Wesley Logo transitional opening.



Scenes of men working in the industrial sector, showing the old ways of work, old work cloths, tools, etc...
From: "Pattern of Ulster: Part one" (1953)



Shows work ongoing on a tanker in Harland and Wolff.
From: "Scene Around Six" (1968)



Shows the construction of a new pier in Larne, County Antrim to increase the size of the harbour.



Shows footage of workers in a timber mill.
From: "Six Ten: Wooden House" (1964)



Scenes of worker in a silversmith in Bangor, County Down.
From: "Scene Around Six Tape 1971" (1971)



Scenes of men turning wool into yarn.
From: "Pattern of Ulster: Part two" (1953)



Footage of women working in a linen plant.
From: "Scene Around Six" (1968)



Shows work inside the Pendragon Shirt Factory in Coalisland.
From: "Scene Around Six" (1970)



Footage from a newly open Nylon factory in Antrim at the time.
From: "News: Princess Beatrix/Ulster" (1963)



Scenes from a bakery and how bread was made within the Ormeau Bakery.



Closing/outro transition or animation of the Abbeyfield and Wesley logo.

After a meeting with Adrian in class, we discussed changes that should be made to make the Pitch easier to understand and present everything so there was no room for confusion on anything. This included placing all the clips in chronological order, including the addition of timestamps so the client can know how much footage we are working with per clip, and changing to explanatory text so that it provides a brief description of the clip followed by where it's from and finally a date of release.



Abbeyfield and Wesley Logo transitional opening.



Scenes of men working in the industrial sector, showing the old ways of work, old work cloths, tools, etc...
From: "Pattern of Ulster: Part one" (1953)



Scenes of men turning wool into yarn.
From: "Pattern of Ulster: Part two" (1953)



Shows the construction of a new pier in Larne, County Antrim to increase the size of the harbour



Footage from a newly open Nylon factory in Antrim at the time.
From: "New: Princess Rantiv / Ulster" (1963)



Shows footage of workers in a timber mill.
From: "Six Ten: Wooden House" (1964)



Shows work ongoing on a tanker in Harland and Wolff.
From: "Scene Around Six" (1968)



Footage of women working in a linen plant.
From: "Scene Around Six" (1968)



Shows work inside the Pendragon Shirt Factory in Coalisland.
From: "Scene Around Six" (1970)



Scenes from a bakery and how bread was made within the O'Meara Bakery

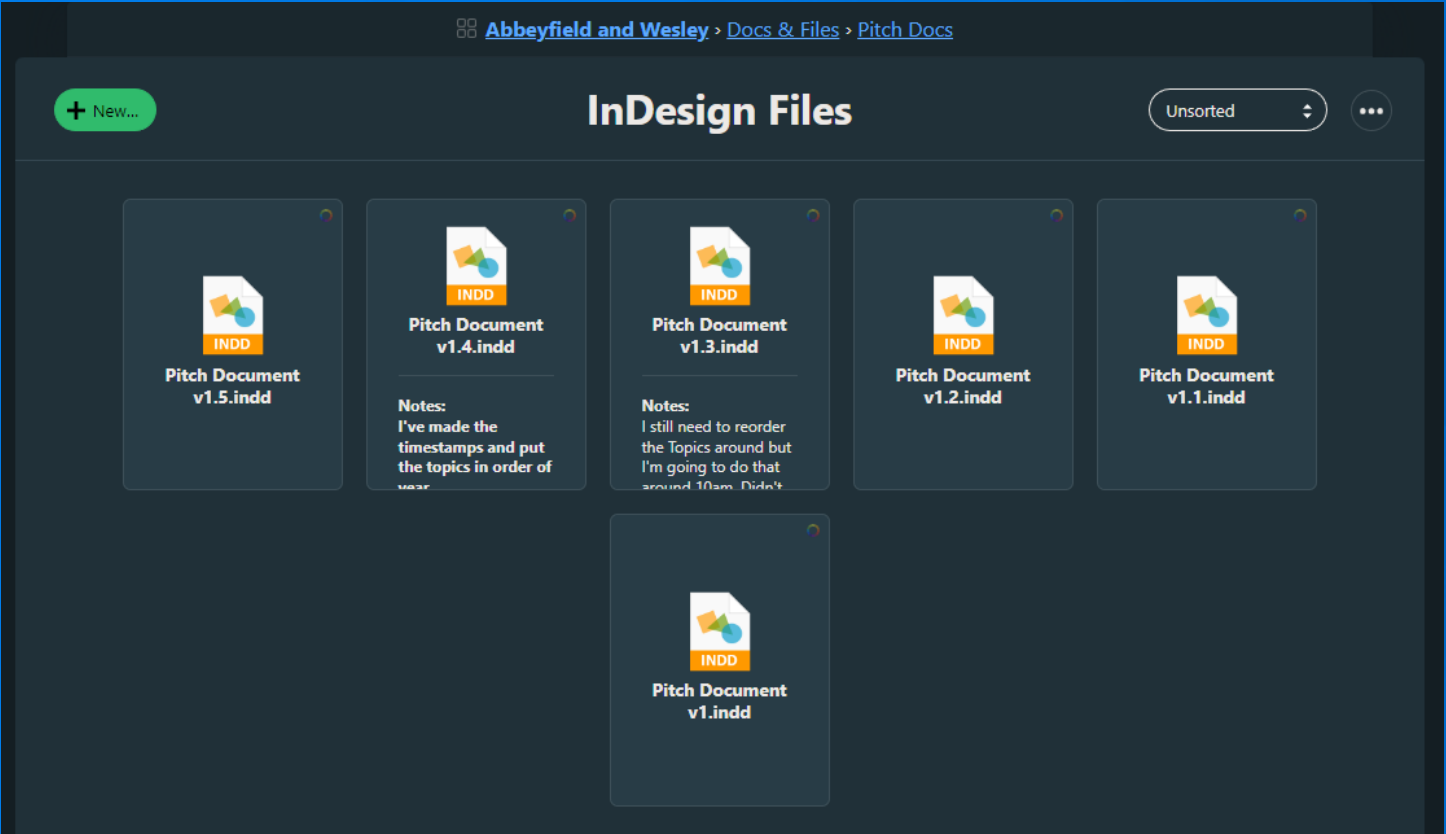


Scenes of worker in a silversmith in Bangor, County Down.
From: "Scene Around Six Ten: 1071" (1971)



Closing/outra transition or animation of the Abbeyfield and Wesley logo

We went through six different iterations of the pitch document before coming to the finalised one that we took with us to Belfast for our pitch with Sally from Abbeyfield & Wesley on Thursday the 24th of November.



The Pitch

We had our pitch meeting on Thursday the 24th of November at 13:00. The pitch went well and Sally was responsive to our pitch and had a great amount of feedback to provide us with which helped direct us. Some key points of feedback were in response to areas I was originally worried about which were the overall length of the videos we'd be producing and some of the content that I'd researched to ensure we had but felt might not be appropriate for the target audience. Due to this some of the topics that we had researched and storyboarded were scrapped and replaced with more fitting topics.

Abbeyfield and Wesley > Message Board

Pitch

Claire Mulrone · Nov 21 · Notified 3 people

Can you both be at the Belfast campus at 12.30 for a pitch at 1.00pm. I will meet at the new main entrance and bring you to the room. Please reply to this message as I need to confirm the time with the partner. Claire

Nov 21

JB

Jack Burden

Hi Claire, I could be able to drive myself however, it'd be a challenge considering I don't know my way around Belfast or its campus.

Nov 21

AB

Andrew Brown

Hi Claire, Sorry for the late reply. I can do both the location and time. Andrew.

Abbeyfield

Making time for older people

Abbeyfield and Wesley Logo transitional opening.

BBC

ARCHIVE

The Queen's state visit to Northern Ireland. From: "News: Belfast's Royal Welcome" (1953)

04:25

BBC

ARCHIVE

Footage of the time leading up to a election in Northern Ireland. From: "News: Northern Ireland: The Coming Election" (1953)

01:42

BBC

ARCHIVE

Mid-Ulster by-election, shows footage of politicians meeting with people and polling stations.

01:16

BBC

ARCHIVE

Footage of Northern Ireland's new parliament being opened by Lord Wakehurst, the Governor of Northern Ireland.

00:27

BBC

ARCHIVE

Shows Jim Killedder and Johnny McQuade riding a float, followed by Unionist supporters and a band, celebrating Killedder's election.

00:30

Abbeyfield

Making time for older people

Abbeyfield and Wesley Logo transitional opening.

BBC

ARCHIVE

Shows the Royal Ulster Rifles receiving the freedom of the city in recognition of their service in Korea. From: "Northern Ireland: Royal Ulster Rifles Honoured" (1954)

02:22

BBC

ARCHIVE

Footage of Gannet Squadron in operation. From: "News Gannet Squadron" (1955)

00:51

BBC

ARCHIVE

Footage showcasing the results of a three night riot in Belfast. From: "News: Republicans demand return of flag" (1964)

00:44

BBC

ARCHIVE

Footage of the response from the rioting of stronger police presence.

00:13

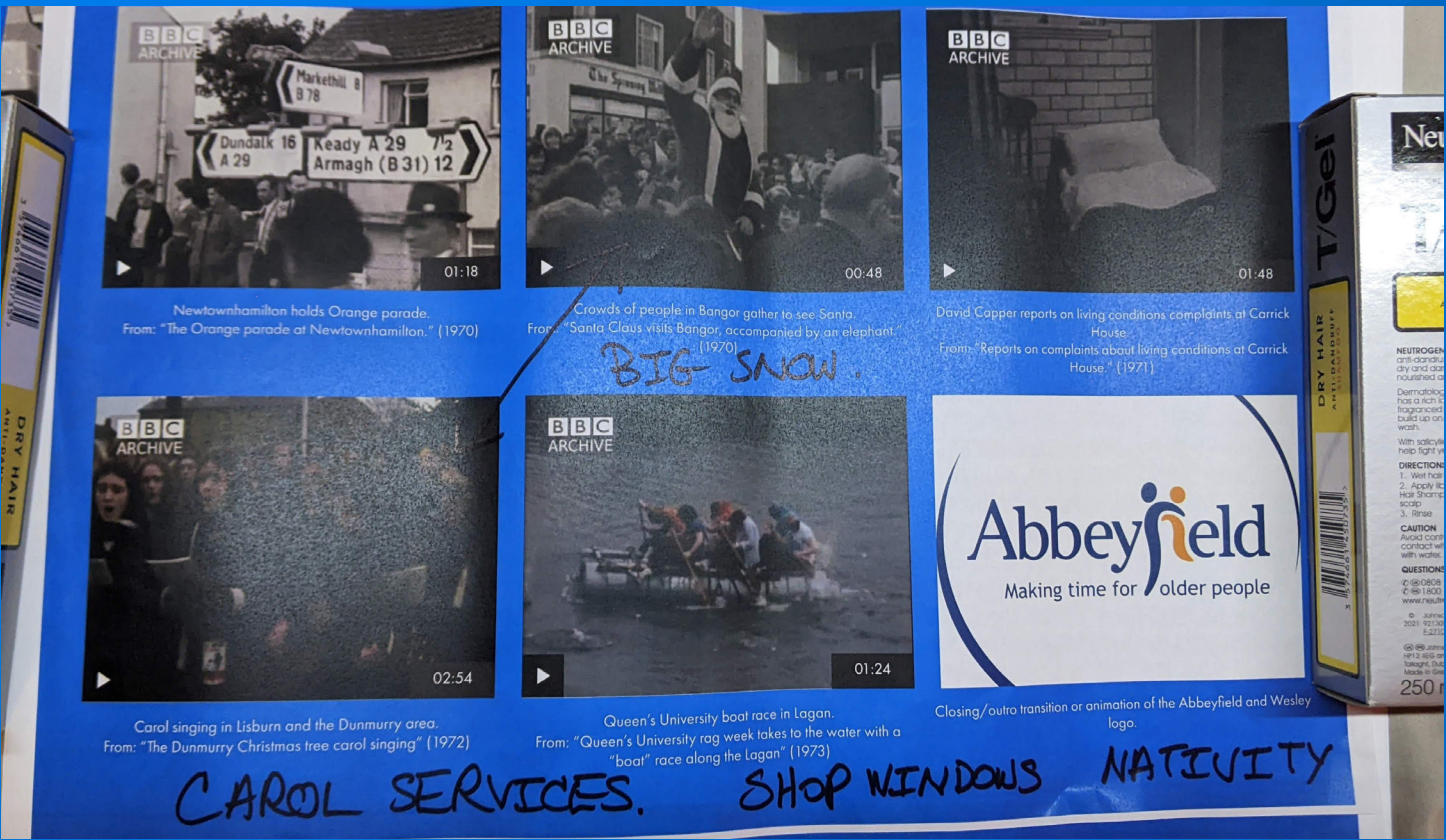
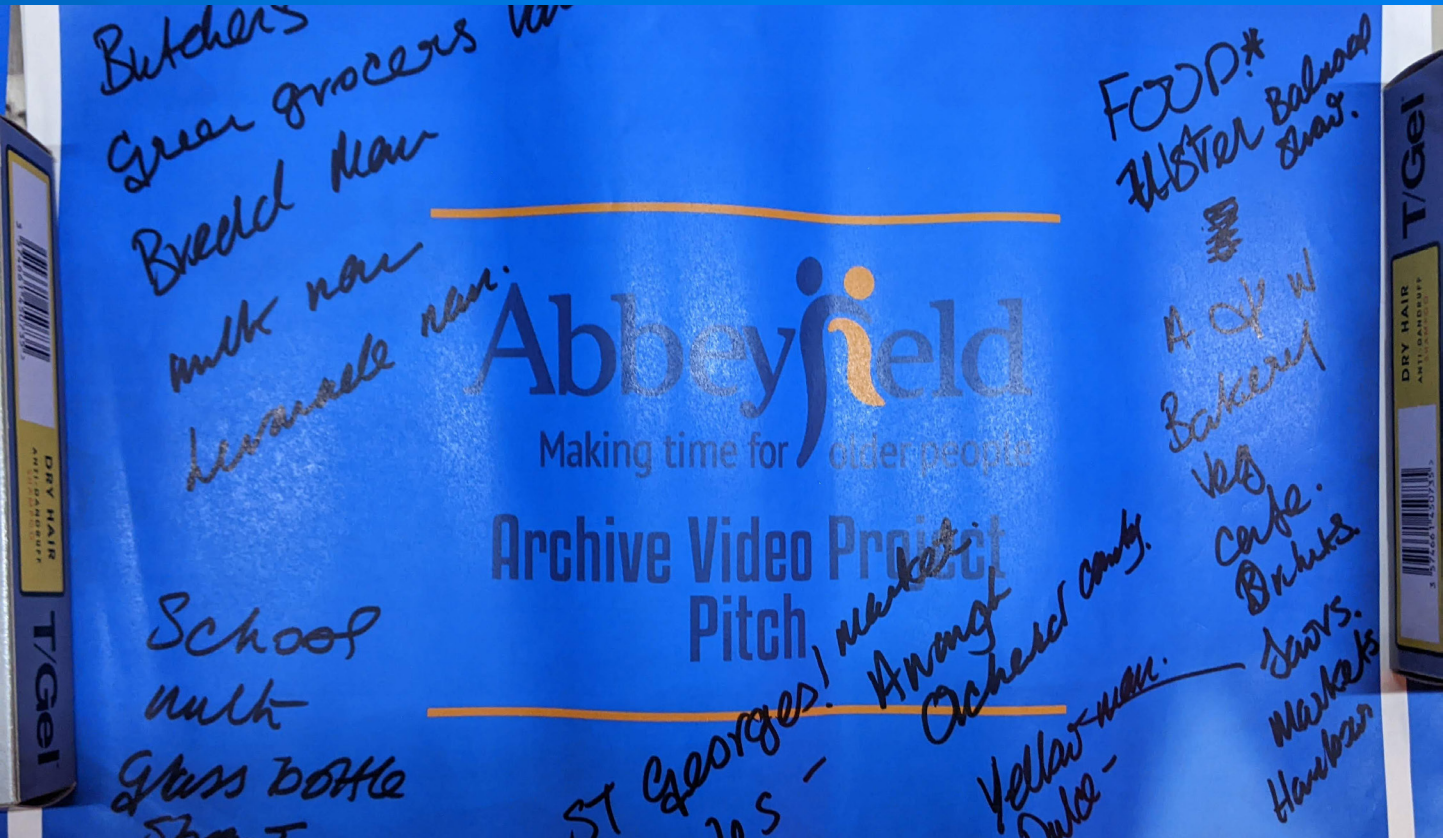
BBC

ARCHIVE

Scenes of growing tensions in Belfast as militant protestants march through the city.

00:53

Two of my topics were cut due to their sensitive nature and the content provided within might not help promote the positive reminiscent experience we were hoping to encourage. Alongside this one of Jack's topics Society and Culture was also scrapped and instead two new topics were introduced. They were Winter Wonderland and Food. One final note in regards to the changes that were to be made to the videos was the addition of graphic prompts/ cards that would section parts of the videos up and help create/encourage reminiscent moments or discussions.

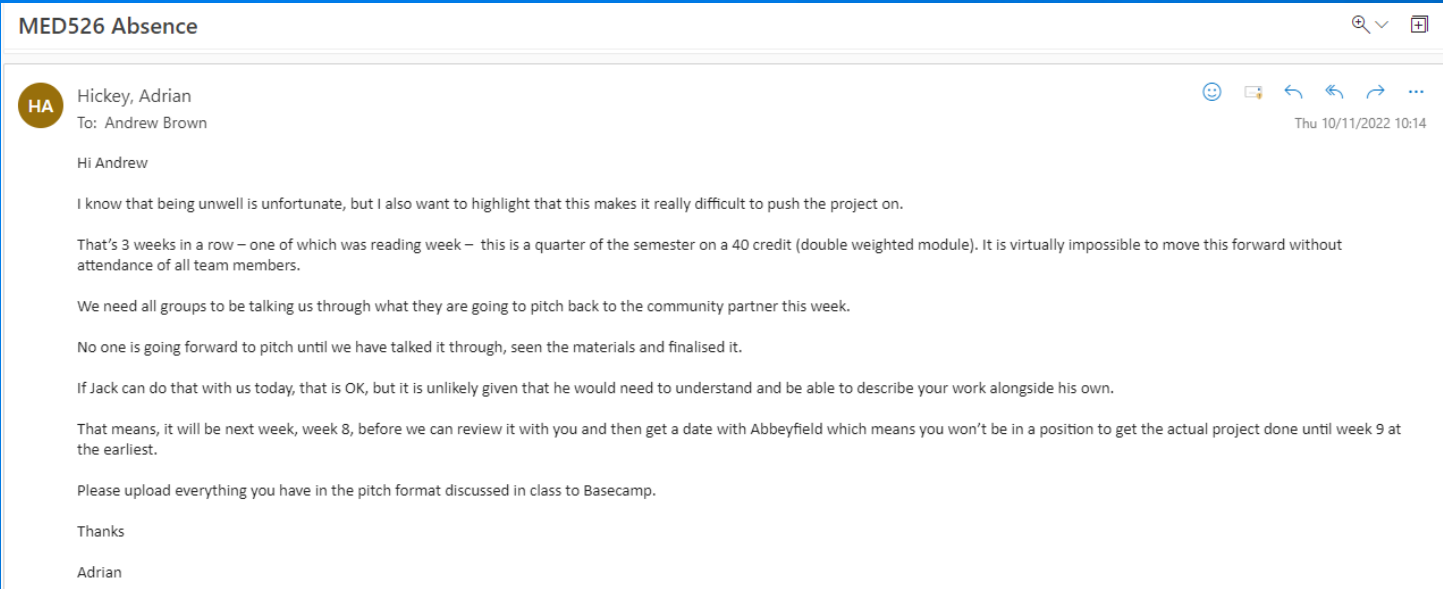


Reflections from the Pitch

There were some other developments from this meeting that changed the original outcomes/ deliverables of the project. I told Sally of the spreadsheet we'd produced to manage and hold all the footage we had scoured through and she was interested in it and asked if she could have access to it so that they might use some of the footage that we didn't use later down the road. This added a new deliverable that took the form of an easily accessible and usable spreadsheet which meant we'd have to reorganise the spreadsheet into something that could be easily utilised by a member of the Abbeyfield & Wesley team.

Another addition to our outcomes was a user guide to help the Abbeyfield & Wesley worker or member of staff who was running the Tea & Memories programme to make the most effective use of the videos we'd be producing, this guide would have to detail a summary of each video and explain the footage they would be used to help the staff conduct/run the reminiscence session.

Overall the pitch went very well in my opinion. However, it was a difficult road getting to this stage which fault of my own. During the time between the brief was sent off and the pitch document was completed I had taken ill and was bedridden for several weeks. However, due to my lack of communication, there was no progress made on the project which was a massive blunder on my part as I should have communicated effectively with my teammate and Adrian about the state I was in and my inability to help progress the pitch.

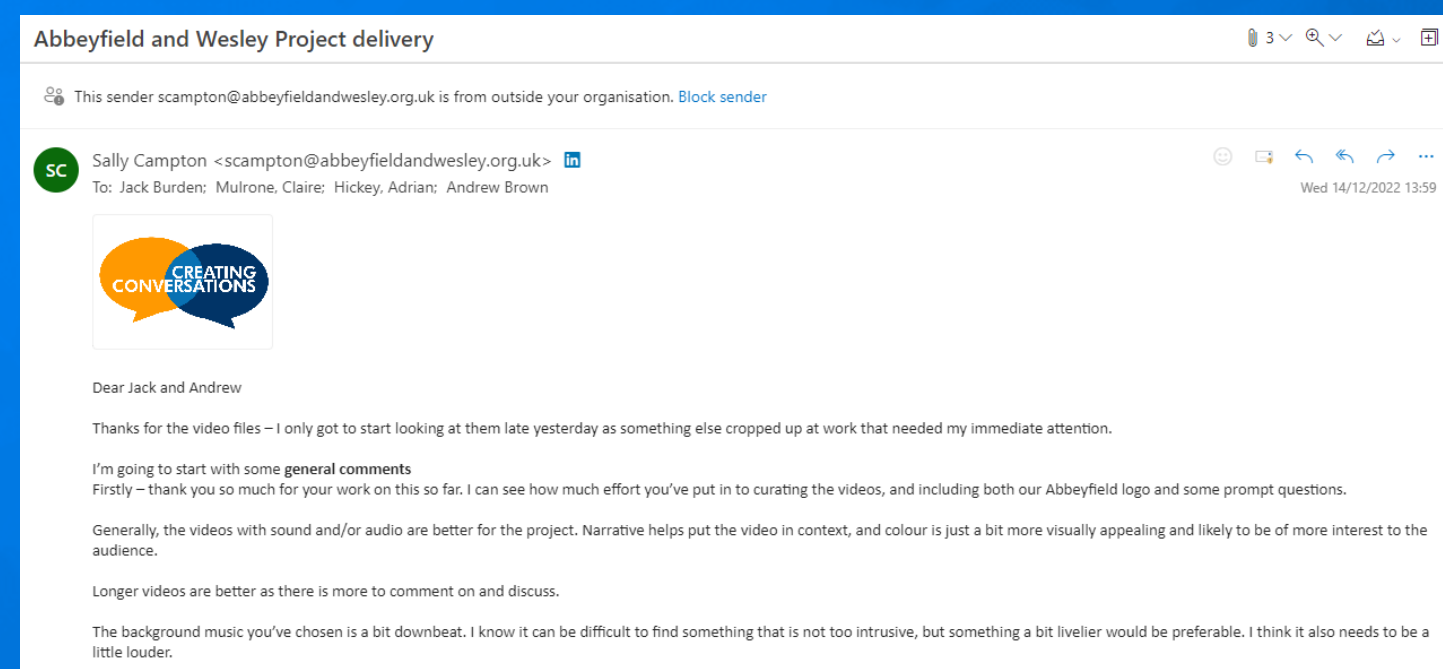


Due to this Adrian was forced to step in and help move the project along less we fell further behind. It was due to this blunder that we weren't able to send our videos off and receive proper feedback in time to do something effectively with them. The extent of this will be detailed further later on.

I am also regretful that we weren't able to pitch something other than a video to Abbeyfield & Wesley as I was interested in pitching something similar to a product that Jack had benchmarked called Memory Lane. Once again due to my lack of communication, we were forced to pitch various topics of video due to time constraints instead of different mediums of media.

One reflection was that perhaps we shouldn't have added topics that we knew would most likely be discarded, however, Adrian told me in class that it wasn't for me to decide what topics were off-limit or not as it was up to the client at the end of the day. In reflection on this, I have learnt not to limit myself by what I think is right and allow the client to draw the limitations to the project/brief as that isn't my job.

Another reflection is about my preparation for the pitch meeting. I wish I was more prepared and had questions that would've helped speed the editing process along far better. A prime example of this is in terms of background music choice which we later disagreed on, similarly, there was an issue about footage with sound or not. I've found as an outcome of this project that I want to be more prepared in the future if we have known these details earlier then we could have produced a product more fitting to Abbeyfield & Wesley's specifications.



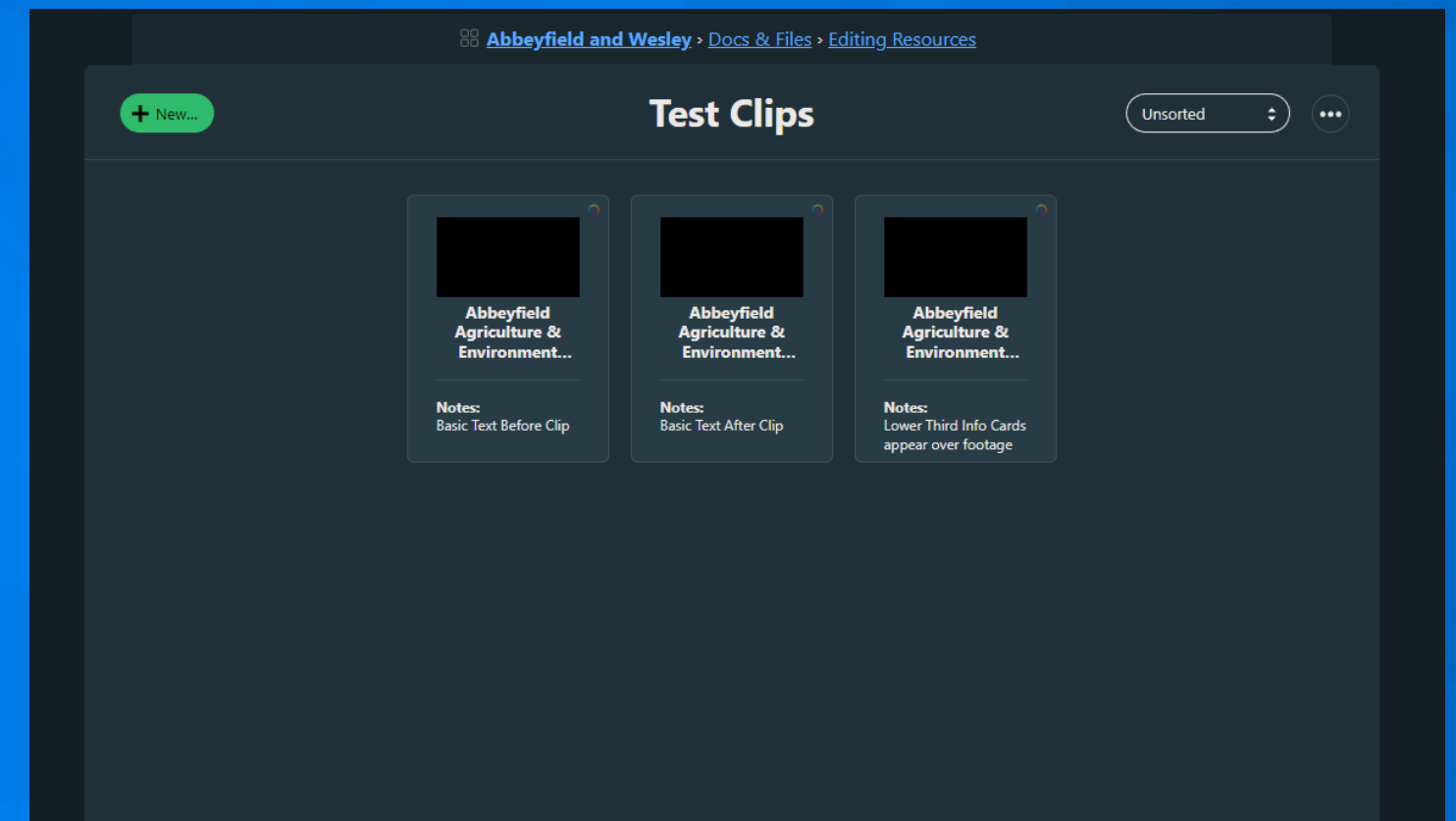
The Deliverables

The Videos

For delivery, we had to make ten total videos. This work was split evenly down the middle for both me and Jack with both of us keeping our original topics plus one extra one each. So the topics I have to cover were:

- Business & Industry
- Food (New Topic)
- Health
- School Days (Renamed from Education)
- Science & Technology

We decided that Jack would create a demo template to showcase what we thought would best represent what Abbeyfield & Wesley wanted and show it to Adrian to show he could give us feedback and any pressing concerns as quickly as possible before we created the rest of the videos.



Meanwhile, I would be making the fixes to the spreadsheet so that it would be presentable and easy to utilise without guidance. This will be discussed in the spreadsheet section further on in the documentation.

With the demo videos created we showed them to Adrian in class to get his approval to go forward which he gave. One pressing matter he did make sure we addressed was that we utilise a similar style guide to ensure that the video we produced would be identical and not look as if two different people made them. From this, we created a style guide that would ensure the use of the same font, colours, and transitions.

Do you remember? - Title Primary
Question specific to clip - Title Secondary

(Clip Card)
Title & Date - Title Primary
Explanatory text - Text

Transitions
*Use default transition timings for now (Subject to change).

(Between clips)
Transitions - Dissolve - Film Dissolve

(Transition into prompt)
Transitions - Dissolve - Dip to white

(Transition from prompt)
Transitions - Dissolve - Dip to white

(Transition for card prompt)
Transitions - Dissolve - Film Dissolve

Prompts
Use a mixture of different prompts throughout the video. Ensure the prompt edits mentioned above are used so all prompts are uniform.

Style Guide

AB Andrew Brown · Dec 1 · Notified 3 people

Abbeyfield & Wesley Opening and Closing Transitions
Both videos on Basecamp.

- Opener - 5 seconds length - Premiere Pro default fade in transition.
- Closer - 5 seconds length - Premiere Pro default fade out transition.

Font
Trebuchet MS - Lucida Grande
download link: <https://www.cufonfonts.com/font/trebuchet-ms-2>

Colour
Title Primary: Abbeyfield Blue - #264476
Title Secondary: Abbeyfield Gold - #fb8720
Text - White: #000000

Example:
(Opening Prompt)
Balmoral Show (1955) - Title Primary
Location - Title Secondary

(Closing Prompt)

above are used so all prompts are uniform.

(Start/end prompts)

- White background
- Primary Title colour for 1st line/primary text
- Secondary Title colour for 2nd line/secondary text

(Start prompt)

- Length: 5 seconds

(End prompt)

- All transitions are film dissolve
- Length: 10-15 seconds

(Card prompt)

- Low opacity black background (70%)
- Primary Title colour for title text
- Text colour for text.
- Length: 10-15 seconds

To Be Confirmed
Should we add specific questions to the prompts? Or should we leave that for the person running the Tea & Memories session to come up with their own questions?

In addition to this, I volunteered to create a template Premiere Pro file that would serve as a starting ground for both Jack and me to create the rest of the videos and ensure we make use of all the same transitions, sound effects, edits, and universal footage (footage that would be used in all the videos i.e. the Abbeyfield & Wesley intro).

Some changes needed to be made to the template from the original demo video that Jack had made. I decided that the sound effect he used during the transitions wasn't as suitable as they could be, so I experimented with different kinds of sound effects and ended up having sound effects only play when transitioning into a prompt graphic or onscreen card.

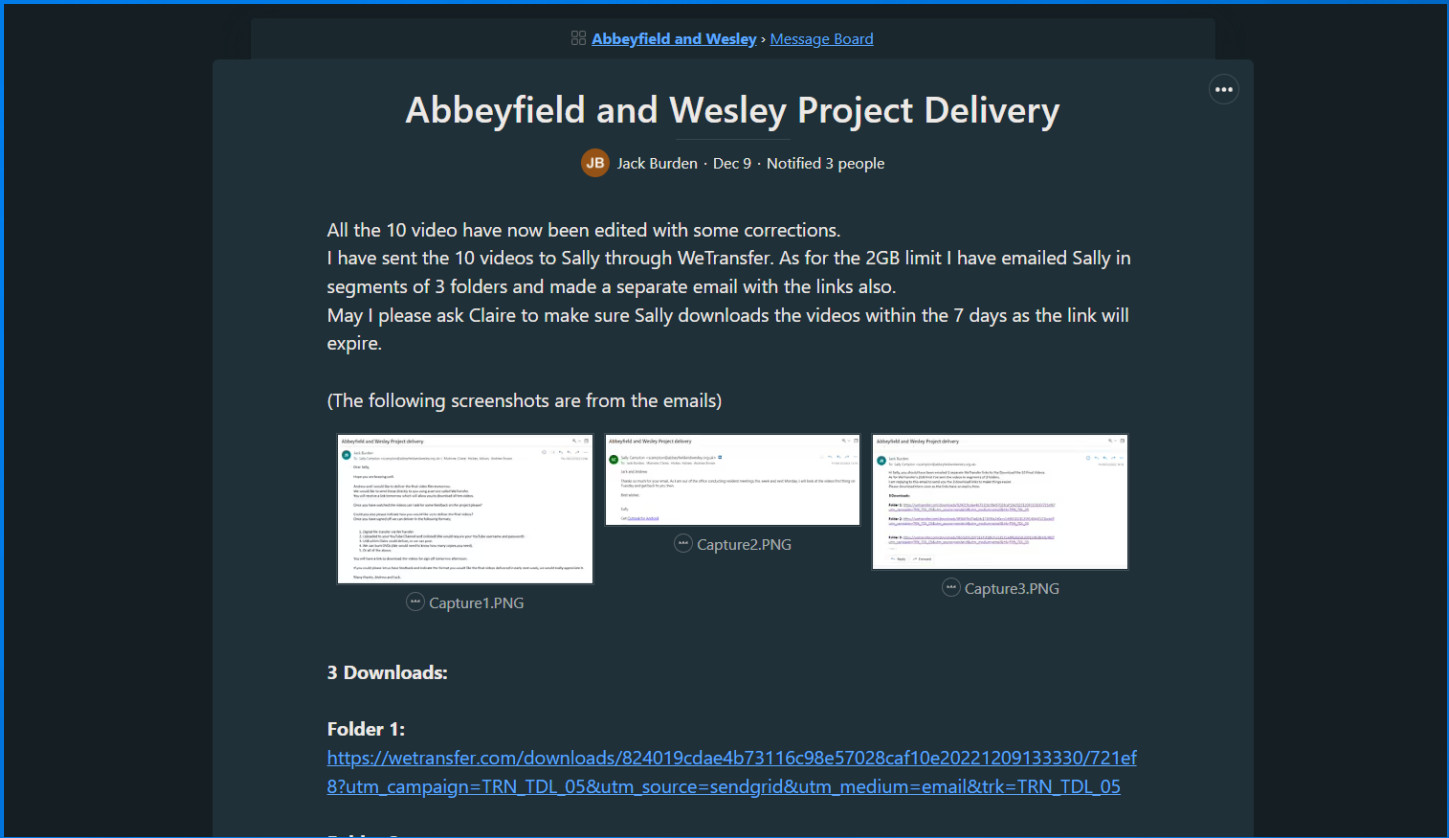
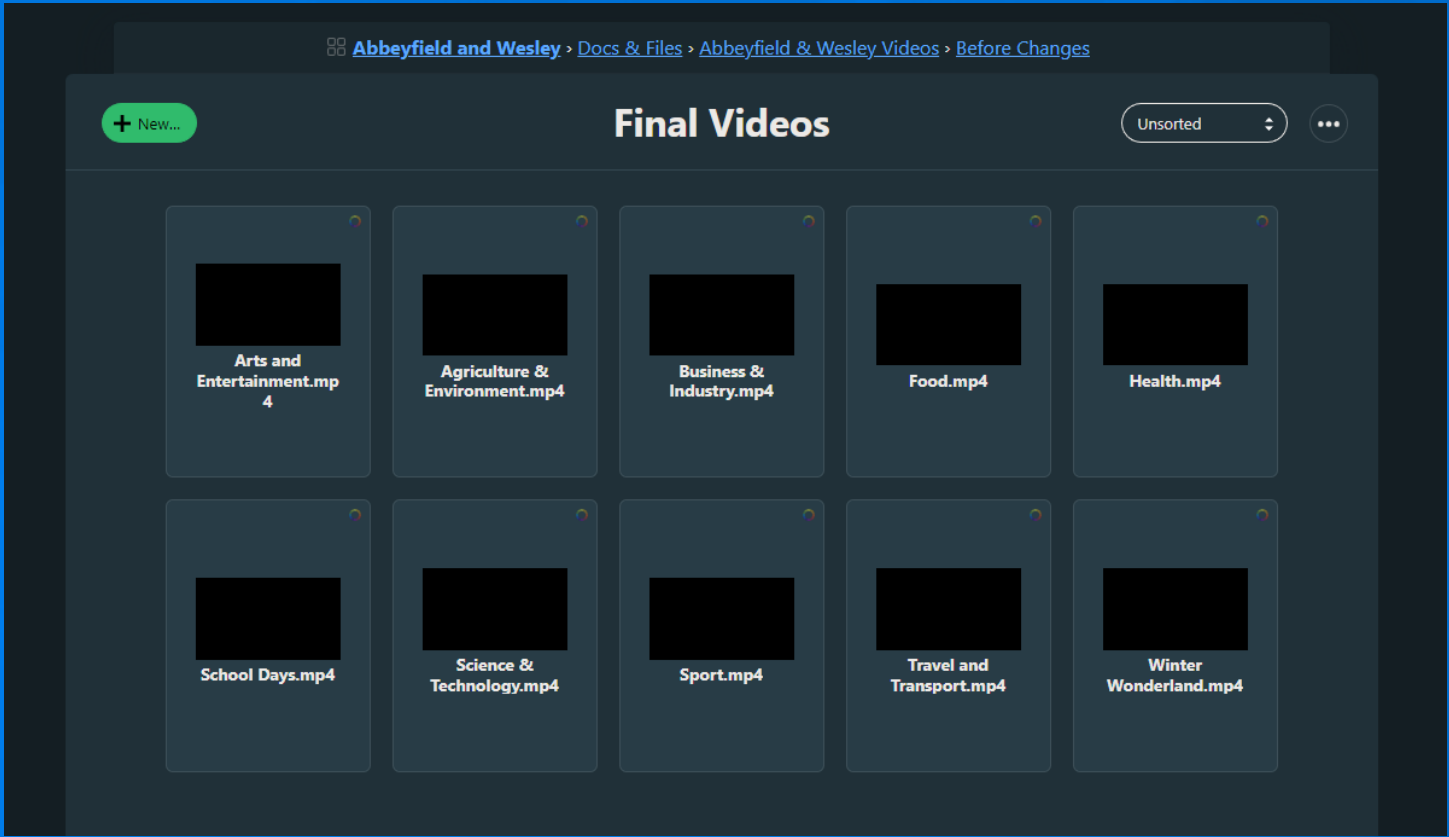
We chose to use the font that Abbeyfield & Wesley use on their website to allow the videos to fit in/match their brand and look like it belongs to them entirely. In addition to this, I made sure to incorporate the Abbeyfield & Wesley blue and gold that Adrian made sure to remind me of back in the brief. My intention as already mentioned was to ensure that the ten videos we delivered to

Abbeyfield & Wesley looked like they belong as part of their brand.

Finally, I searched for copyright-free music to use as a backing track for all the videos. I found a piece of music I believed was suitable and added it to the template along with all the other changes mentioned above before uploading it to Basecamp so Jack could make use of it to make his videos.

I made sure all this information was communicated on Basecamp so Adrian and Claire would know that Jack and I were on the same page and working from the same resources.

We uploaded all the videos before the following Thursday so Adrian could give us the go-ahead to send them to Sally for approval. There were a few small changes that needed to be made before sending them away, small little editing mistakes that we missed. So we decided to send the videos away on Friday before 17:00.



The Spreadsheet

As I mentioned earlier the spreadsheet was my responsibility. This meant I needed to make the spreadsheet easy to understand and ensure it conformed to the updates and changes that we made from the pitch and ensured it stayed up-to-date with any future changes that might have been made during the video production stages.

The first thing I did was delete all the unwanted footage, this included all the content we documented that fell under the topics that were scrapped/removed. From there Two new topics needed to be added and along with that, the topics would need to be populated with relevant archive footage that would be suitable for use. This meant more researching and documenting of archive footage from BBC Rewind for footage that matches the content that Abbeyfield & Wesley said they would want to see within the videos for those topics.

Alongside this many of the topics that stayed needed additional footage as Abbeyfield & Wesley found that some of the footage we presented in the storyboard wasn't exactly what they wanted

to see. So further research and documentation had to be conducted to find suitable footage for the topics missing content.

One primary change I decided to make was rearranging the content and how the data was displayed. Our old iteration of the spreadsheet was hard to use and not very pretty to look at. I rearranged the data so that it could be easily read and understood.

The next change I made was to arrange all the topics alphabetically as in the original spreadsheet divided the table by the topics we each had to do, similar to how we presented the pitch document. So the topics were arranged alphabetically to allow for easier navigation of the spreadsheet.

Another decision I made was to sort each topic chronologically. I made this decision due to what Adrian said to us regarding arranging our storyboards in a similar format as it will make viewing the content available and seeing the range in terms of date much easier.

Finally, I added a second sheet to the spreadsheet which included the same setup as the first sheet the only difference was that it only included footage that would be utilised within the videos we were producing, this was done so those who use the spreadsheet would know what footage was spare and could be used in a potential future video.

Abbeyfield & Wesley - Clips & Topics

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Abbeyfield & Wesley - Clips & Topics

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Agriculture & Environment

Agriculture & Environment				
Title	Location	Date	Length	Link
Balmoral, snowy weather, Ulster Transport	Balmoral showgrounds, Belfast docks, County Antrim	Friday, 4 March 1955	14:30	Link
Royal Ulster Agricultural Society second century Balmoral	King's Hall, Belfast	Thursday, 26 May 1955	01:24	Link
The Royal Ulster Agricultural Society's 92nd annual show Balmoral	Kings Hall, Belfast	Wednesday, 27 May 1959	00:31	Link
Harvesting of crops by tractor	Northern Ireland	Monday, 1 January 1968	00:19	Link
Duke of Edinburgh visits wildlife reserve	Mahee Island	Tuesday, 16 July 1968	00:53	Link
International Rose Trials at Lady Dixon Park	Sir Thomas & Lady Dixon Park, Belfast	Friday, 19 July 1968	00:28	Link
Sheep sale. Farmers inspect sheep.	Northern Ireland	Wednesday, 14 August 1968	00:20	Link
Ballycastle horse ploughing competition	Ballycastle, County Antrim	Wednesday, 5 February 1969	00:18	Link
Argicultural Show (Balmoral) pigs	Balmoral, South Belfast	Tuesday, 11 February 1969	00:21	Link
Ballymena Show PM & Lord Grey attend	Ballymena, County Antrim	Wednesday, 11 June 1969	00:31	Link
Young farmers attend the Omagh Show	Omagh, County Tyrone	Wednesday, 7 July 1971	00:31	Link
Cubed grass production is to replace silage and hay	Northern Ireland	Wednesday, 16 August 1972	04:02	Link
Turkeys are being prepared for Christmas market	County Down	Wednesday, 6 December 1972	03:48	Link
Malcolm McCalister reports on the Royal Ulster Agricultural Show	King's Hall, Balmoral, Belfast	Tuesday, 22 May 1973	02:49	Link
"Souterrains" tunnels are discovered at Bushmills, County Antrim	Bushmills, County Antrim	Monday, 24 September 1973	04:35	Link
Ploughing competition at Ballycastle.	Ballycastle, County Antrim	Thursday, 17 March 1977	00:52	Link
Arts & Entertainment				
Title	Location	Date	Length	Link
A documentary film about a day on Rathlin	Ballycastle, Rathlin Island, County Antrim	Tuesday, 29 January 1957	29:07	Link
William Forsythe tells the story of life on his farm in Ballynure	Ballynure, County Antrim	Tuesday, 26 February 1957	30:10	Link
Children go to the nearby parish hall to hear Ray Reno and the Crescendos play the pop hits	Donegall Road, Clifton Street; Holy Cross Church, Crumlin Road, Belfast	Monday, 24 February 1964	08:15	Link
News Time. BBC Symphony Orchestra	Northern Ireland	Wednesday, 19 April 1967	01:30	Link
Radio One Club at Romano's	Romano's, Queen Street, Belfast	Tuesday, 17 March 1970	01:49	Link
Londonderry children sing Dana's Eurovision-winning song	Derry / Londonderry	Monday, 23 March 1970	00:31	Link
Interviews Dana's family (victory in the Eurovision Song Contest)	Derry / Londonderry	Monday, 23 March 1970	03:39	Link
Joan Regan arrives in Northern Ireland to entertain the soldiers	Belfast International Airport, Aldergrove, County Antrim	Monday, 14 September 1970	00:23	Link
Ulster 71 continues with a Forestry Show at Castlewellan	Castlewellan, County Down	Monday, 7 June 1971	04:33	Link
The Ulster & Shorts Glider club based at Long Kesh.	RAF Long Kesh, Lisburn, County Antrim	Tuesday, 15 June 1971	07:52	Link
Interviews stunt men posing as knights (jousting)	Stranmills, Belfast	Tuesday, 20 July 1971	05:49	Link
Drama teachers and students take part in street theatre	Belfast	Friday, 23 July 1971	02:25	Link
The Ulster Museum opens more galleries to public	Ulster Museum, Belfast	Monday, 2 August 1971	03:46	Link
Ballycastle holds its Lammass Fair	Ballycastle, County Antrim; The King's Hall, Balmoral, Belfast	Tuesday, 31 August 1971	01:23	Link
A new play by Joe O'Donnell arrives at the Lyric Theatre.	Lyric Theatre, Ridgeway Street, Belfast	Friday, 21 January 1972	02:38	Link
Children's singing group. The Divis Street Minstrels, perform	Divis Street, Belfast	Tuesday, 26 January 1972	04:04	Link

Clips & Topics

Used Clips

Abbeyfield & Wesley - Clips & Topics

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Abbeyfield & Wesley - Clips & Topics

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Abbeyfield & Wesley - Clips & Topics

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Abbeyfield & Wesley - Clips & Topics

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Abbeyfield & Wesley - Clips & Topics

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Agriculture & Environment

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The User Guide

The user guide was a piece of documentation that explained each of the ten videos in detail to allow the person who would be running the Tea & Memories session to drive/encourage discussion and reminiscent experiences. This meant detailing everything that might help drive those experiences within this document.

The document was broken up into an introduction and then a video summary. The introduction explained the purpose of the videos and made mention of the notable features that occurred in each of the videos. This included the Abbeyfield & Wesley intro and the choice of music which was linked so it might be accessed again at a later date.

The second part of the document was the video analysis which had a brief description followed by a video breakdown. The description would provide basic insight into what each video would contain along with key moments/scenes from each video. The breakdowns are chronologically detailed notes that explain every clip that is played and for how long each is played for then what is before/follows

(in terms of prompt graphics/onscreen cards).

I discussed with Jack that I would create a template with one of his topics so he could follow the same premise I had set up with my example while I worked on my own. However, during the process of this, we received feedback from Abbeyfield & Wesley which put a halt to my work on the user guide. It wouldn't be until the following Thursday when we cleared up the issues surrounding the feedback that the documentation would be completed and uploaded to Basecamp.

Finally, Abbeyfield & Wesley requested a guide/informative document that will explain the topics and the clips of each video for those who will be using the video. This document should include:

- A breakdown of every video and explain each topic.
- A quick and easy explanation of all the clips that will be shown, detailing where it was, in what year and even a short description of what is happening in the clip.
- Explain/detail the prompts, showing what they will say and when they will appear (before/after a series of clip/s).

Hopefully, this makes everything clear, I'll also be adding a to-do list breaking everything down into easier tasks and distributing the work between us. If you got any questions either let me know below or message me.

Andrew.

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Editing

Variable Features

Agriculture & Environment

Brief Description

Video Breakdown

Sports and Entertainment

Brief Description

Video Breakdown

Business & Industry

Brief Description

Video Breakdown

Health

Brief Description

Video Breakdown

School Days

Brief Description

Video Breakdown

Science & Technology

Brief Description

Video Breakdown

Sports

Brief Description

Video Breakdown

Business & Industry

Brief Description

This video focuses on the businesses and industry sectors of Northern Ireland and showcases some of the key areas that might spark a reminiscent experience from viewers having worked there or have a close family member or friend who worked there. Some of the key clips include the Belfast Docks, Timber Mills, and Linen Weavers.

Video Breakdown

The first clip has an opening prompt that states "**Belfast Docks 1953**", this prompt sets the stage for the footage that follows which is men working at the Belfast Docks on a new ship, the clip showcases many of the different tasks that were undertaken by the shipbuilders. The clip closes with a prompt that hopes to trigger discussion or a reminiscent experience by posing the question "**Have you ever been to the Belfast Docks?**". The clip lasts for **1 minute and 12 seconds**.

The second clip shows a pier extension being constructed in Larne, it showcases men working on various tasks at the construction site. During this clip, there is an onscreen prompt that details the clip's title and date of filming, this prompt states "**Pier Construction in Larne, 1954**". This clip lasts for **32 seconds**.

The third clip shows men working in a timber mill, they are using a bench saw to cut a large plank of wood in two. During the clip, there is an onscreen prompt that details the clip title along with a discussion/reminiscent triggering question that states "**Timber Mill, Do you remember Hurricane Debbie? This saw mill helped create wooden houses after the storm.**" This clip lasts for **18 seconds**.

The fourth clip shows a linen weaver in Lurgan, the clip shows men working wool into linen using the technology of the day. During the clip, another onscreen prompt is shown that details the clip's title and date of filming that states "**Lurgan Linen Weavers, 1953**". This clip plays for **40 seconds**.

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Health

Brief Description

This video showcases some memorable occasions that occurred in Northern Ireland about the topic of health. A key clip of this video is the opening of the Royal College of Nursing. This video also includes some older forms of medical practice that some of the viewers may be familiar with, along with the old style of ambulances that were used in Northern Ireland years ago.

Video Breakdown

The video opens with a prompt that introduces the first clip which states **'Royal College of Nursing 1954'**. The clip has an onscreen prompt that states the clip's titles and a short description **'Royal College of Nursing, Opening ceremony for the new Royal College of Nursing opened by the Duchess of Kent in 1954.'** This clip plays for **25 seconds**.

The second clip opens with a prompt that states **'Can you remember what the old nurse uniforms looked like?'** The clip that follows shows a group of nurses walking outside Altnagelvin Hospital. The clip lasts for **7 seconds**.

The third clip shows a new medical library with several nurses who are all making use of the books. This clip lasts for **14 seconds**.

The fourth clip opens with a prompt that reads **'A cure for sprains 1954'**, this clip showcases a man's gift to cure sprains, which was passed on to him from his mother in which he cures the sprain by rubbing the pained area three times. This clip lasts for **57 seconds**.

The fifth clip has an opening prompt that reads **'New techniques in burn care 1970'**, as the prompt reads the clip showcases new forms of burn care that were developed during the period which has the doctor wrapping the patient's hand in some cloth before pouring water inside the cloth then after doing the same with the patient's foot. The clip closes with a prompt that reads **'Are there any medical procedures you remember getting?'** The clip lasts for **33 seconds**.

The sixth clip has an onscreen prompt which provides some descriptive text of what the clip is along with a date of filming, it reads **'New American style ambulance, 1968'**. The clip shows the outside and inside of the ambulance. The clip plays for **20 seconds**.

The seventh clip is of a newer ambulance with a very recognisable siren driving down the road towards the camera. There is a prompt card at the end stating **'Were you ever in one of those ambulances?'**

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Food

Brief Description

This video showcases various memorable clips regarding food that will hopefully spark a reminiscent discussion between viewers. Some of the memorable moments from this video include the Belfast markets, Inglis Bakery and the baking of bread, and bottled/glassed milk and milkmen.

Video Breakdown

The first clip shows fruit and vegetables arriving at a market, the clip shows the different shows of fruit and vegetables that were readily available at the time alongside how they were handled/packaged at the time. The clip has an onscreen prompt that states **Fruit and vegetables at market, 1970**. The clip lasts for **43 seconds**.

The second clip is of the Belfast markets. There is an opening prompt that states **"The Markets Belfast 1973"**. The clip shows a wide variety of fruit and vegetable goods out for sale along with the vendors and customers. The clip closes with a prompt that asks **"Have you ever been to the markets?"**. This clip plays for **49 seconds**.

The third clip is of Inglis Bakery, it shows the process of bread being made and some of the many stages the dough must go through before being ready. The clip has an onscreen prompt that reads **"Bread being made, Inglis Bakery"**. The clip lasts for **1 minute**.

The fourth clip opens with a prompt that states **"Do you remember getting glassed milk?"**. The clip showcases milk being bottled and prepared for delivery. This clip lasts for **9 seconds**.

The fifth clip is of James Perry who was awarded Milkman of the year in 1975. The clip shows James in his milk van making deliveries and speaking with residents. There is an onscreen prompt to detail the clip's title, description, and date, it reads **James Perry**.

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School Days

Brief Description

This video will take the viewer down memory lane to their childhood or memories of their children's childhood. The video shows scenes of an old bus, a school in Londonderry/Derry, children on school trips, and school plays.

Video Breakdown

This video opens with an opening prompt stating **"Do you remember your School Days?"**. The clip that follows is of Londonderry/Derry schoolchildren making models of a redevelopment area. The film shows the nuns that are taking care of the children whereafter the clip shows a wall of children's drawings. This clip lasts for **21 seconds**.

The second clip opens with a similar prompt to the first, this time stating **"Did you have to get a school bus or did you walk to school?"**, following this prompt is a clip of a stationary school bus packed full of children waiting to go to school. The clip also shows the bus driver and then the outside of the bus where the children can be seen through the windows. This clip lasts for **24 seconds**.

The third clip is of children spending the day with the Royal Irish Rangers, the boys are being shown how to handle weaponry which the rangers demonstrate by firing a machine gun and then allowing them to do also. During the clip, there is an onscreen prompt that states **"School trips, These schoolboys spent the day with the Royal Irish Rangers"**. This clip plays for **22 seconds**.

The following clip is of children attending a boat show in Enniskillen, during the clip children can be seen observing the boats. An onscreen prompt details what is happening onscreen also, stating **"Boat show, These school children attended a boat show in Enniskillen"**. The clip ends with a closing prompt that reads **"Where did you go on your school trips?"**. This clip plays for **21 seconds**.

The next clip is of Lord Windlesham playing with children in a newly opened playground in the Short Strand area. The children are chasing a ball which is being thrown around, a later scene shows the lord taking a child down a slide while parents look on. There is also a scene of children on swings. An onscreen prompt reads **"Playground in Short Strand, Lord Windlesham opens a playground in the Short Strand area."** This clip plays for **21 seconds**.

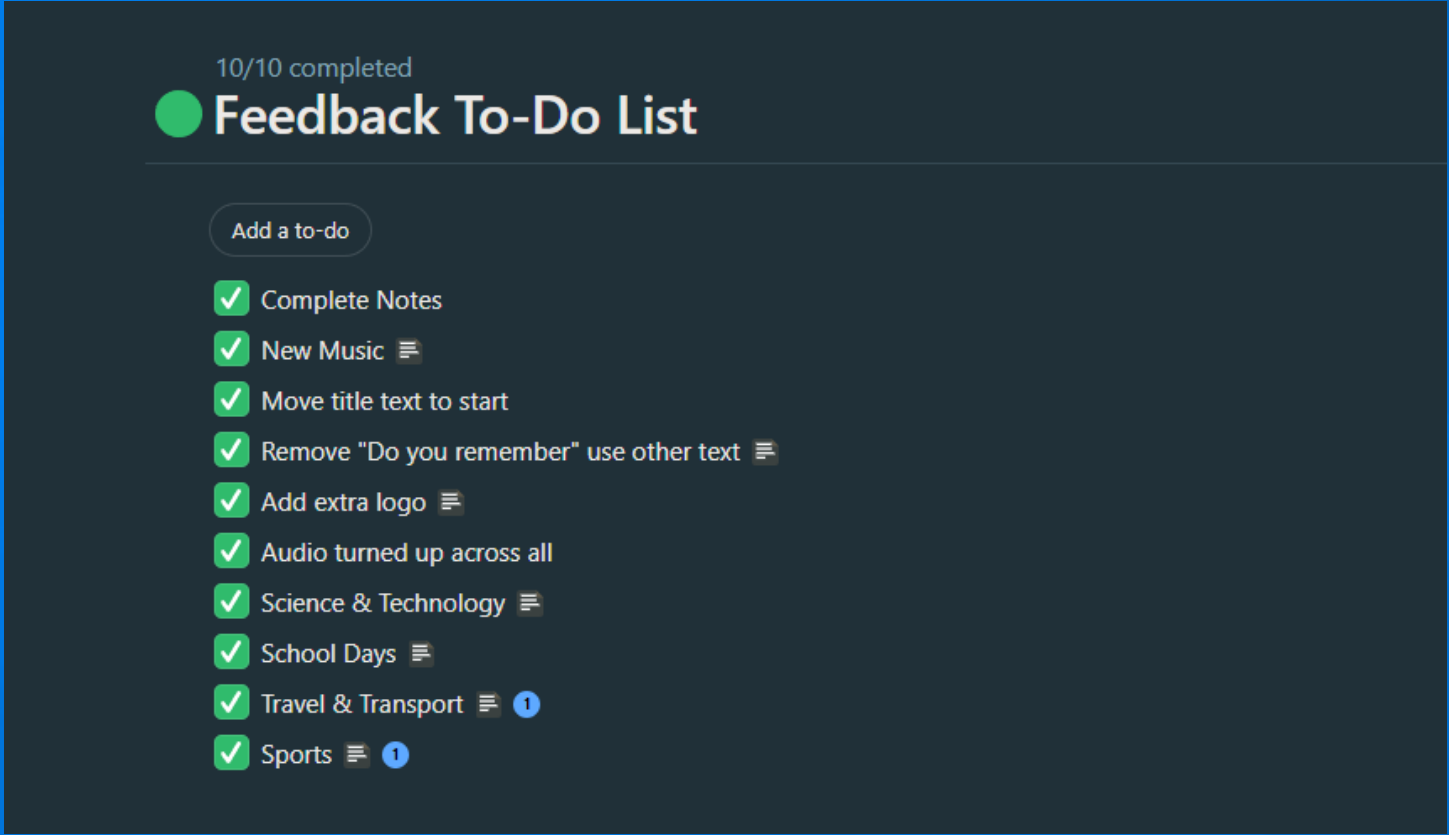
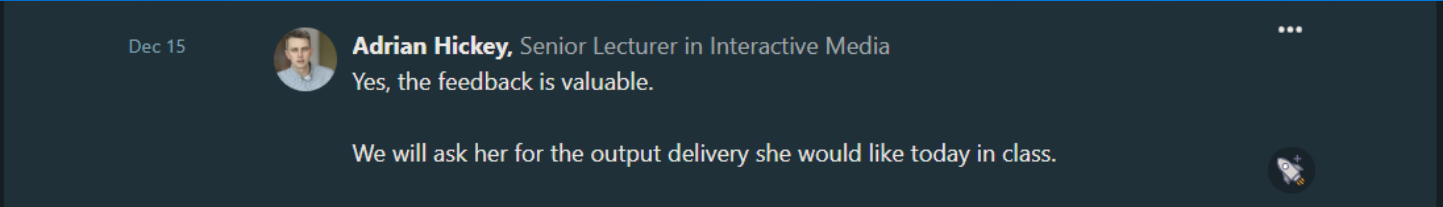
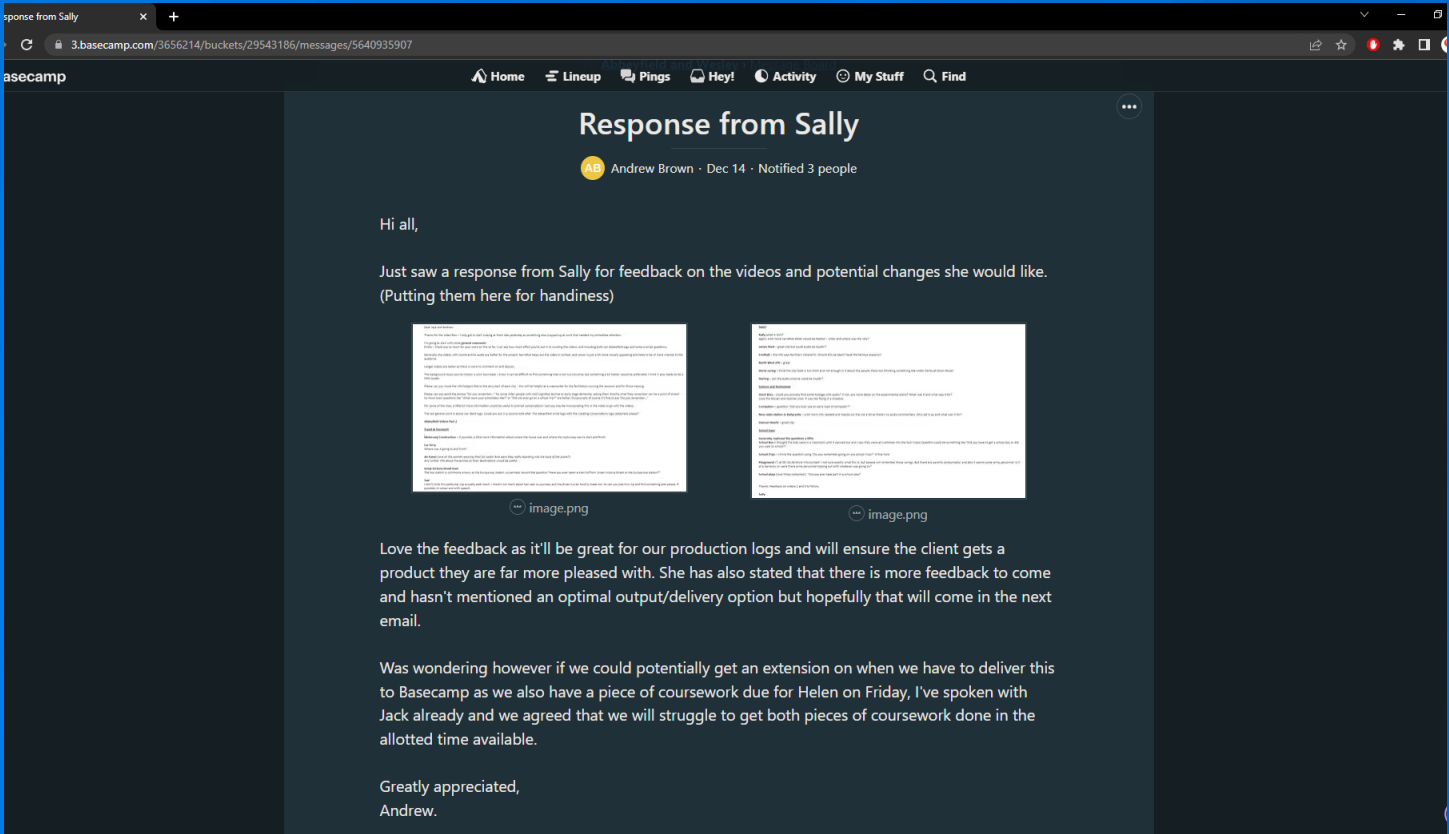
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Client Feedback

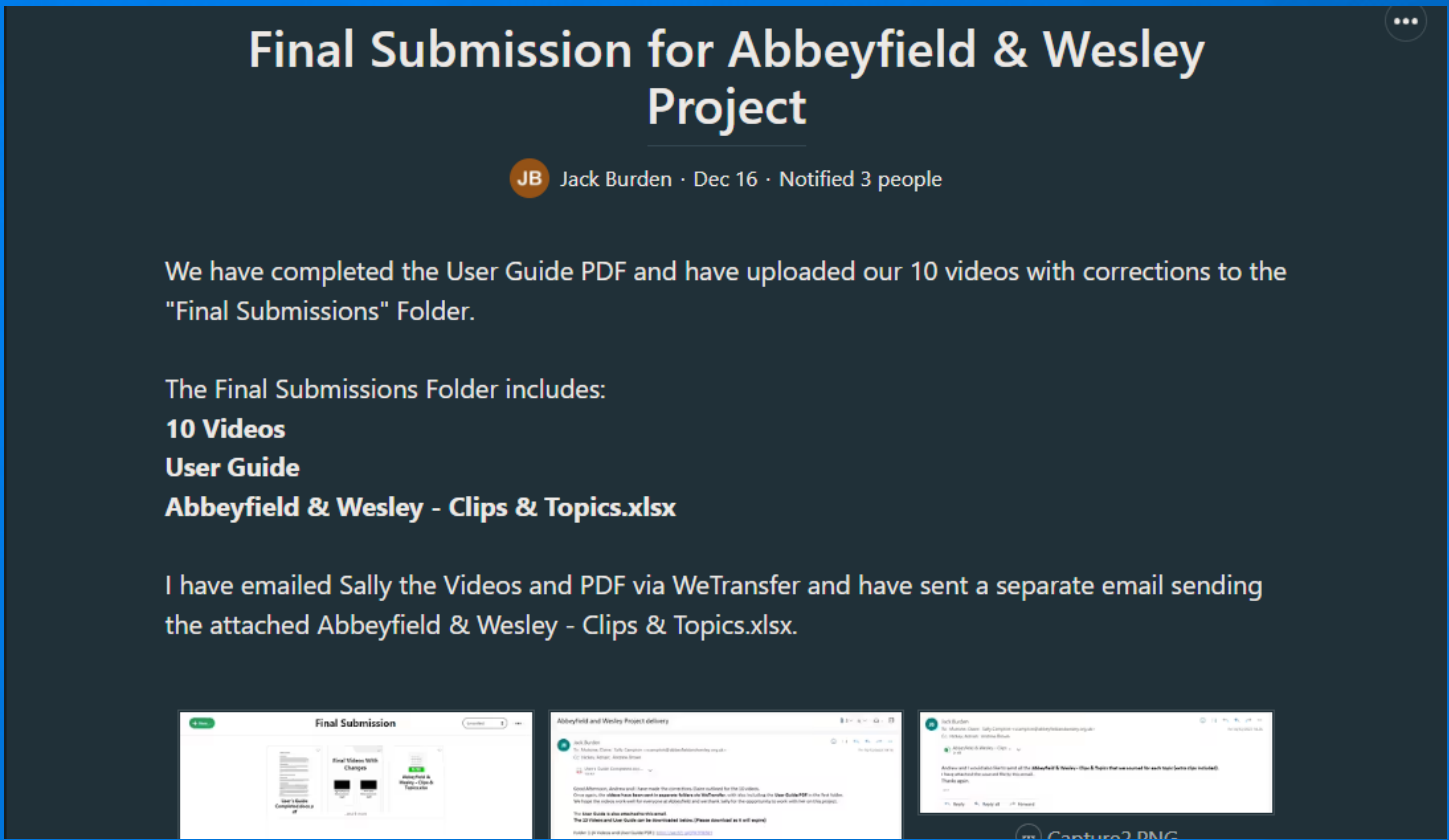
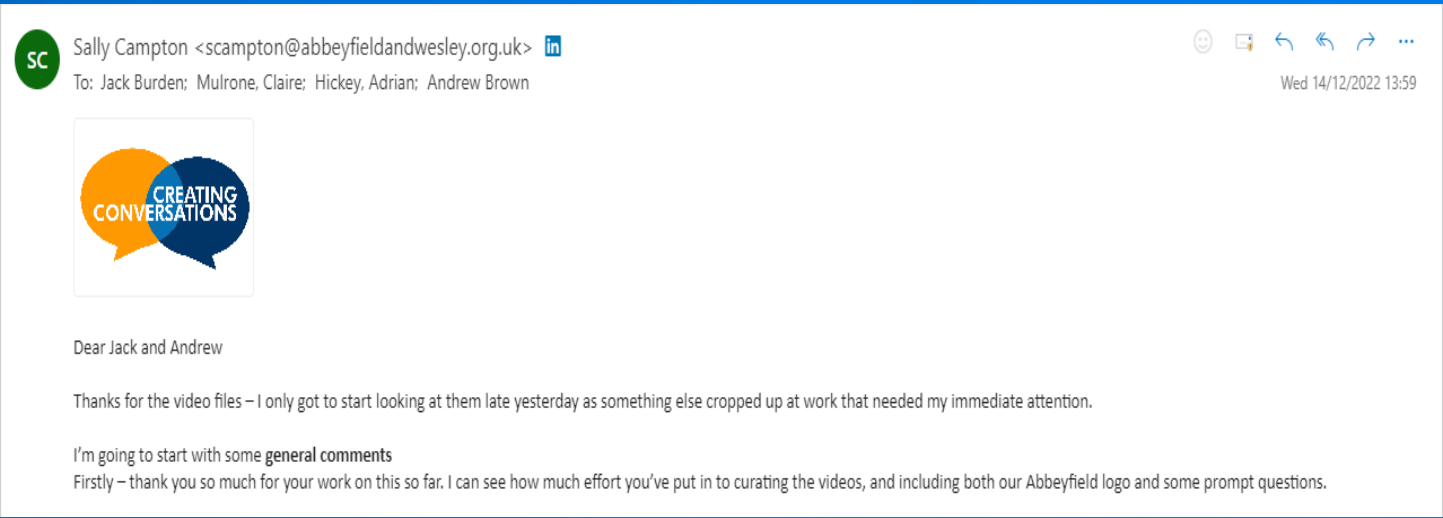
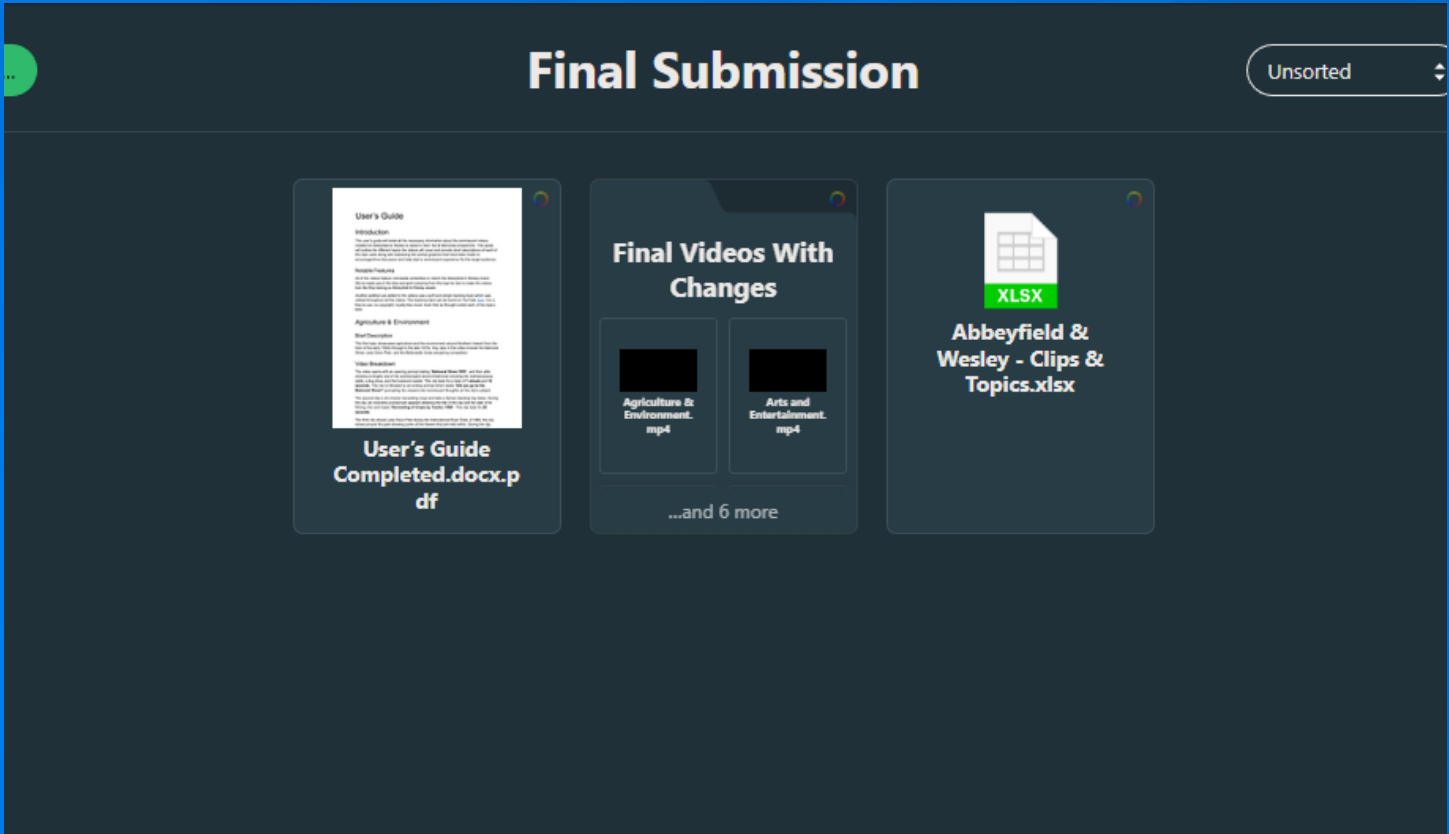
We received feedback from Sally about our videos on Wednesday the 14th of December. Within the email from Sally was a list of changes she wished to see made on four of the six videos along with several general changes that needed to be made on all the videos. This caused a slight period of panic between Jack and me due to the number of changes so close to the deadline. We were very grateful to Adrian and Claire for their advisement and understanding of our situation.

Adrian had us make all the possible changes that were possible in the time frame available to us which we made sure to document and upload to Basecamp. From there we made the changes wanted, including the additional logo as well as changing the audio as well.



Some of these tasks were a little difficult to achieve but we managed to have all the content submitted to Basecamp on time and Jack sent Sally an email with all the content via WeTransfer.

Some positive news was that Sally seemed grateful for the amount of work we had done in which she highlighted some of the key clips that she liked, the use of our prompt graphics and onscreen cards, and made use of the official Abbeyfield intro from their YouTube.

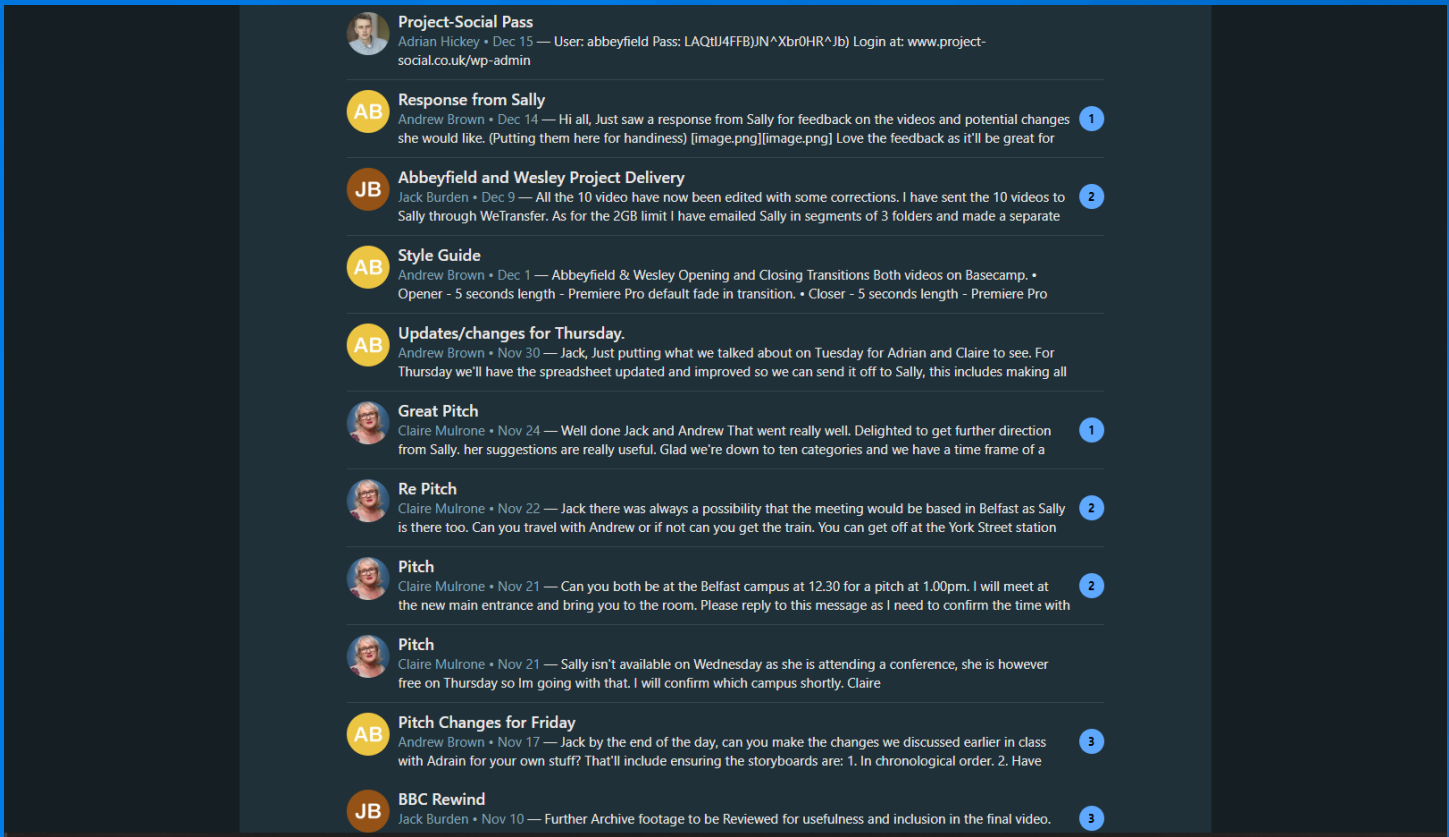


Reflections - Videos

There were a great many things that could have been done differently or improved if I had communicated as efficiently as possible with my teammate and Adrian during my period of illness. If the pitch had been done earlier we would have had more time to work on the videos which would have provided more opportunity for feedback and change however that was a mistake made on my part which I have learned from. After my period of illness I ensured to increase my use of Basecamp and made sure my communication was better with Adrian, Claire and Jack, I believe we have done well to turn this project around from where it was when I was ill.

I believe we also might have wasted time when producing the demo videos as Jack had made them using Sony Vegas which ended up not being the editing suite used to produce the final product. If instead the demo was used instead of the template which we later utilised to create the ten videos then we could have saved time and got the videos away quicker than we did but this was another issue of miscommunication or lack thereof as I was unaware that Jack used Sony Vegas and assumed

he used Premiere Pro.



Reflections - Spreadsheet

I think I could have made the spreadsheet better by utilising tables and conditional formatting rules which would allow filtering results and make the data overall more presentable and easier to access and read. Another piece of reflection/improvement could have been to utilise Abbeyfield & Wesley colours to make the spreadsheet match their brand better.

Overall I'm happy with the spreadsheet and while it could be improved better it wasn't the primary outcome of this project as long as it provides a service which and better for Abbeyfield & Wesley then I am satisfied.

Reflections - User's Guide

I think one of the primary things that should have been done concerning the user's guide is that the template should have been sent to Jack sooner which is an error on my part for delaying that process. If Jack had the template earlier he could have had his part of the user's guide completed earlier which meant it could have been sent away with the video to Sally for approval which would

have lightened the burden of the feedback we received as much of the extra detail she asked about would have been provided in the user's guide.

Another reflection is that the user's guide could have been completed in a similar layout/format to the brief, pitch, and this production log instead of a plain white document which doesn't match their brand, if all documentation up to that point was in one style it should have all been in that style.

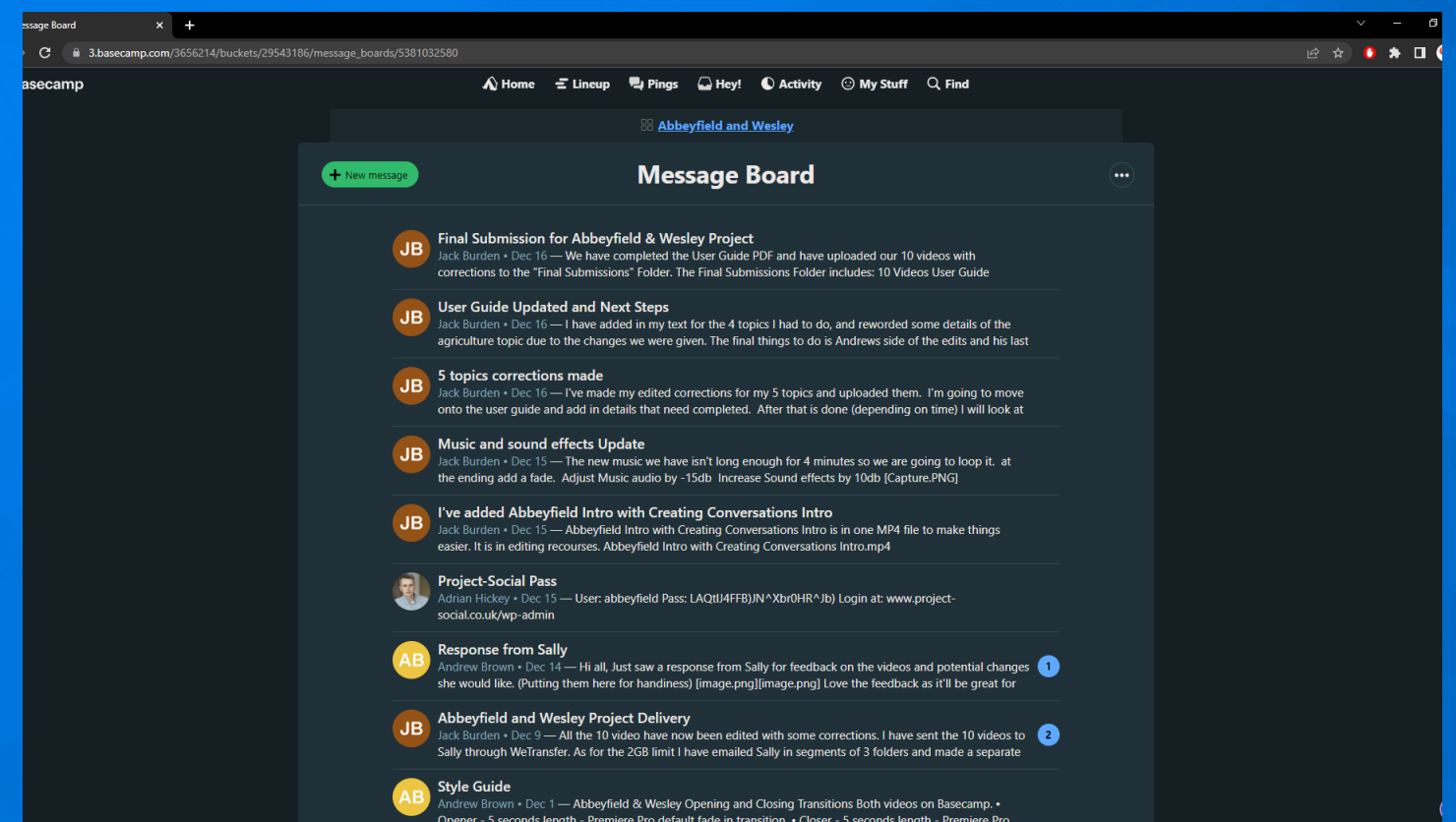
Motorway Construction – if possible, a little more information about where the house was and where the motorway was to start and finish
Car ferry Where was it going to and from?
Air travel <i>(love all the women wearing their fur coats! And were they really boarding into the back of the plane?)</i> Any further info about the airlines or their destinations would be useful
Great Victoria Street train The bus station is commonly known as the Europa bus station ,so perhaps reword the question "Have you ever taken a train to/from Great Victoria Street or the Europa bus station?"
Taxi I don't think this particular clip actually adds much – there's not much about taxi cabs or journeys and the driver is a bit hard to make out. So can you lose this clip and find something else please. If possible, in colour and with speech.
Sport
Rally <i>what is GVS?</i> Again, a bit more narrative detail would be helpful – when and where was the rally?
James Hunt – great clip but could audio be louder?
Football – the info says Northern Ireland FC. Should this be team? Spot the famous player(s)!
North West 200 – great
Horse racing - I think the clip itself is too short and not enough in it about the people there too (thinking something like Ulster Derby at Down Royal)
Hurling – can the audio volume could be louder?
Science and Technology
Short Bros – could you possibly find some footage with audio? If not, any more detail on the experimental plane? What was it and what was it for? Love the Skyvan and Skyliner clips. It was like flying in a shoebox.
Computers – question "Did you ever use an early type of computer?"
New radio station in Ballycastle – a bit more info needed and maybe cut the clip a bit as there's no audio commentary. Who set it up and what was it for?
Duncan Hearle – great clip

Forms of Communication

Basecamp

Basecamp was the most formal method of communication utilised throughout this project, here we uploaded all our files, organised vital/important to-do lists, and had informative message posts. While it wasn't the most used platform of communication between Jack and me, it was the one that we used to communicate with Adrian and Claire the most.

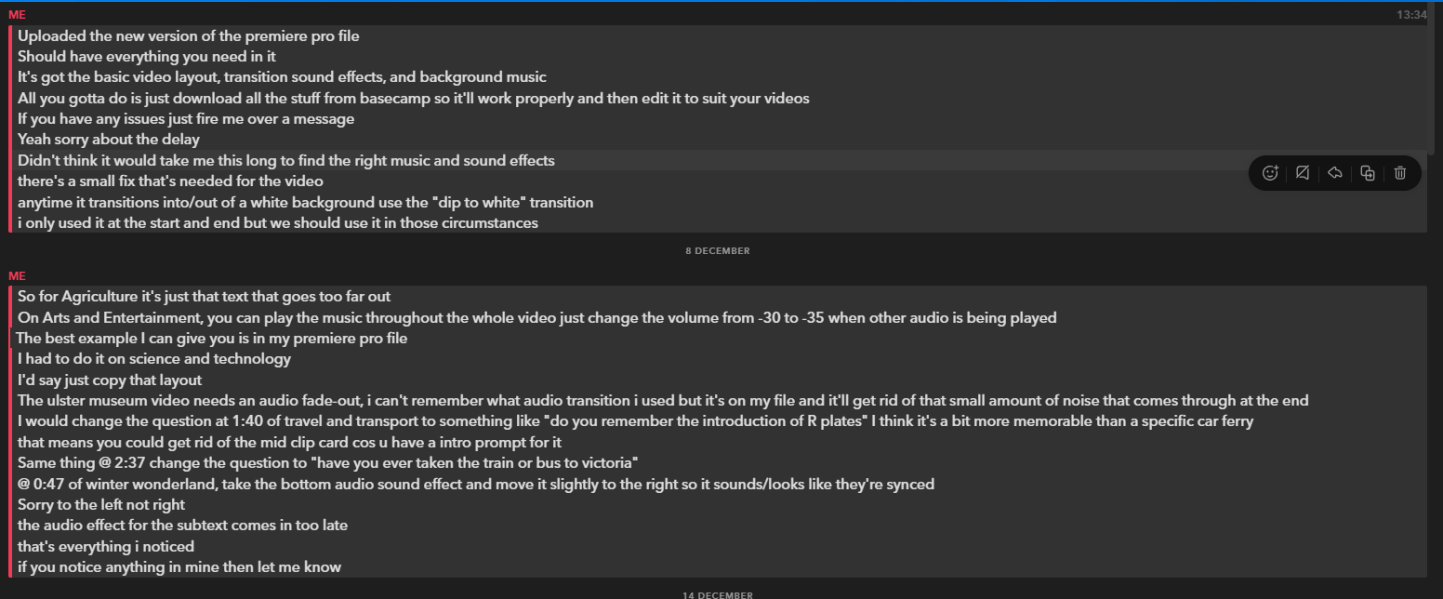
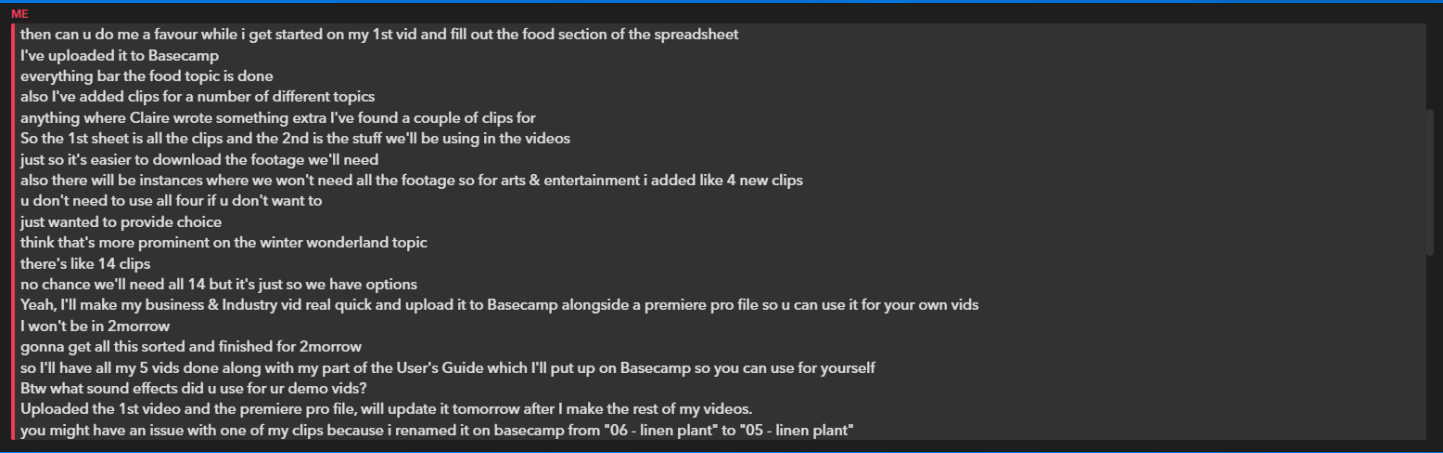
The most important thing I can mention about my communication on Basecamp is the lack of from week 5 through to week 7 when I was ill. Even before then my utilisation of Basecamp was less than the bare minimum which was something I heavily reflected on after speaking with Adrian on week 8 and thereafter my use of Basecamp increased.



Snapchat

This was the most utilised and informal way of communication I had with Jack. We would message ideas back and forth using Snapchat however due to the way messaging is set up unless messages are saved they get deleted. I made sure after week 8 to save every message of relevance that I could.

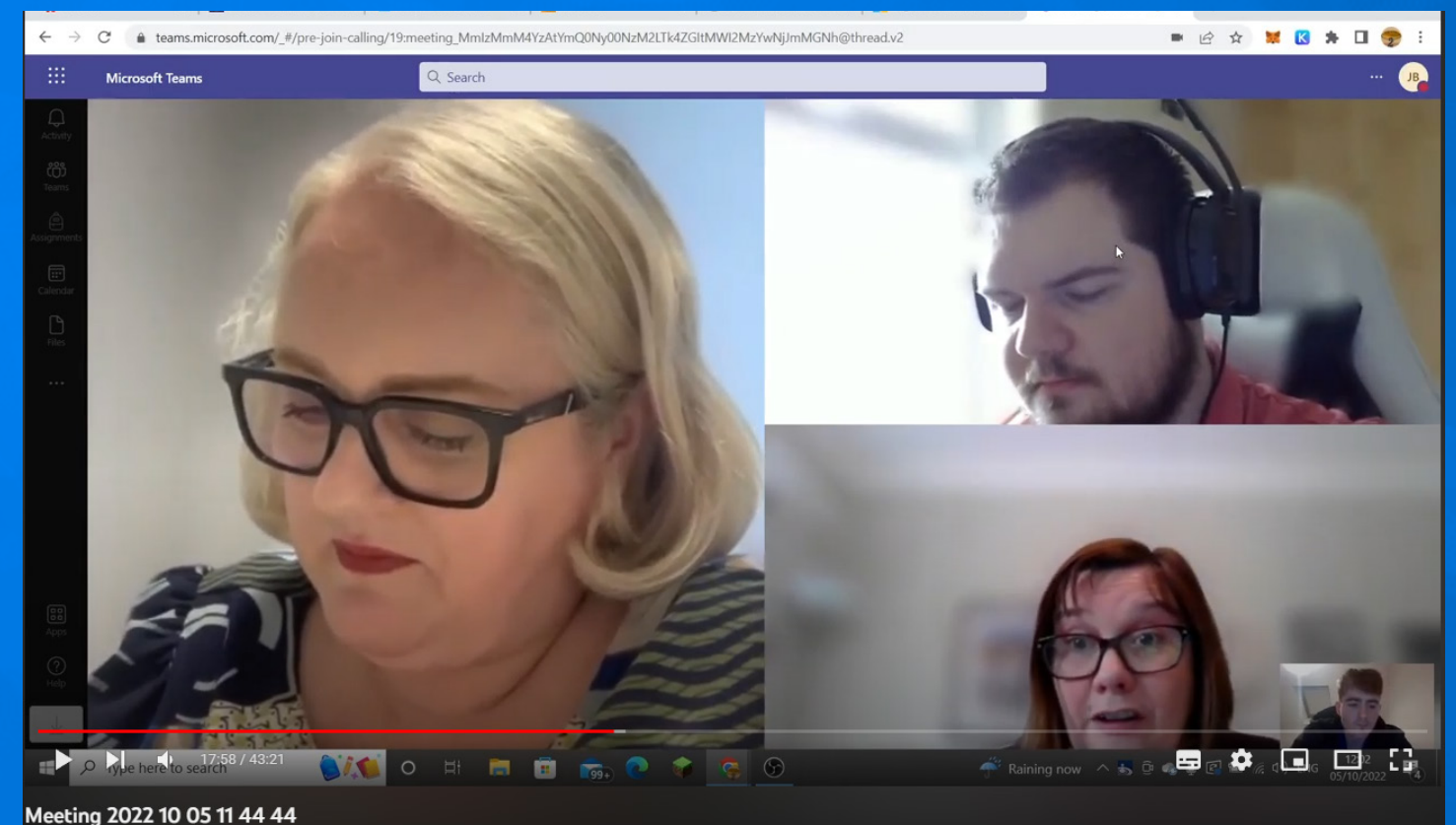
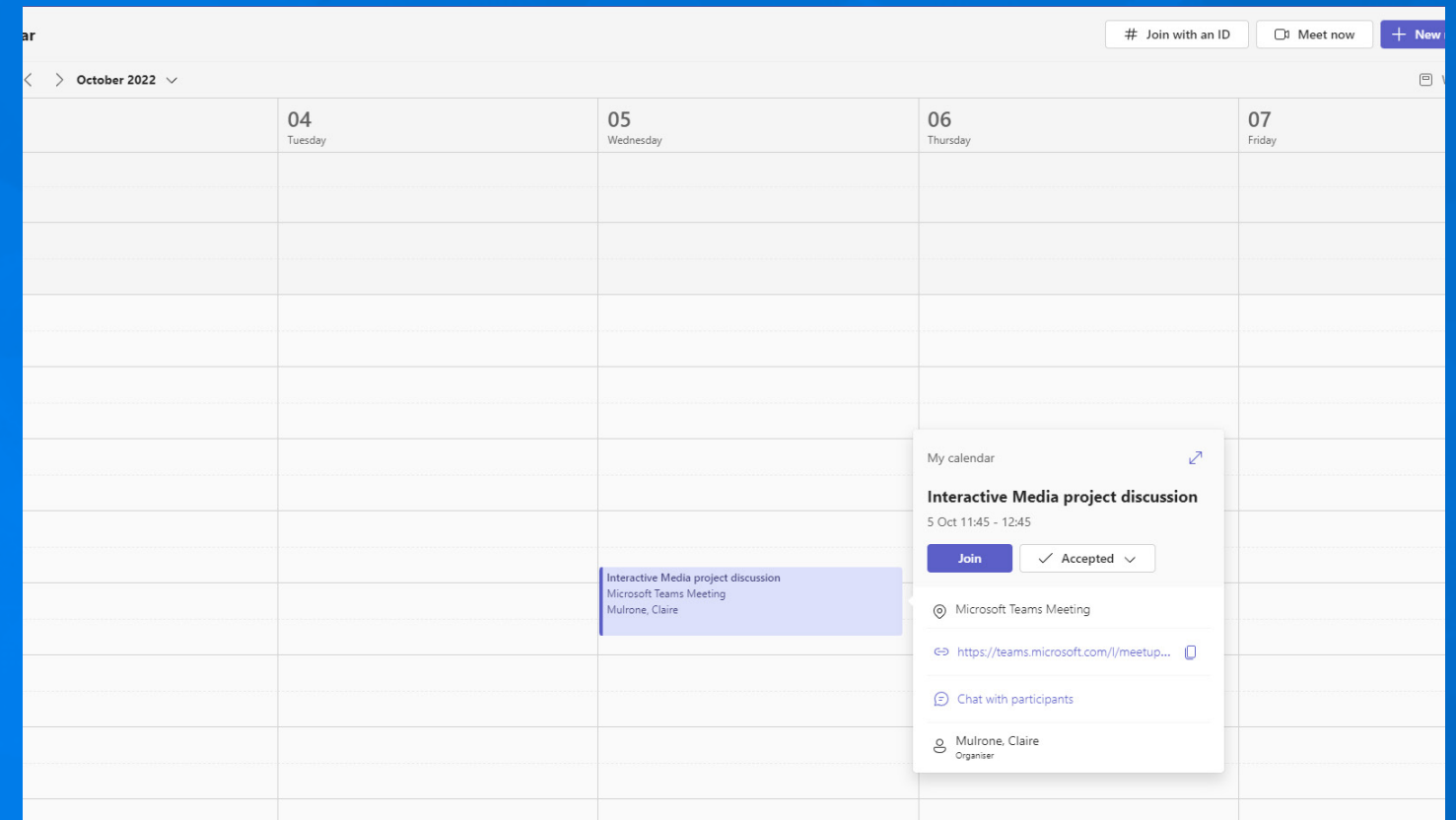
If we were being smarter we would have utilised Basecamp’s campfire chat system or used another social media platform that way we could have saved more of the earlier conversations to do about the brief and the many ideas we were communicating to one another earlier in the semester which are now lost and therefore had no proof that did happen.

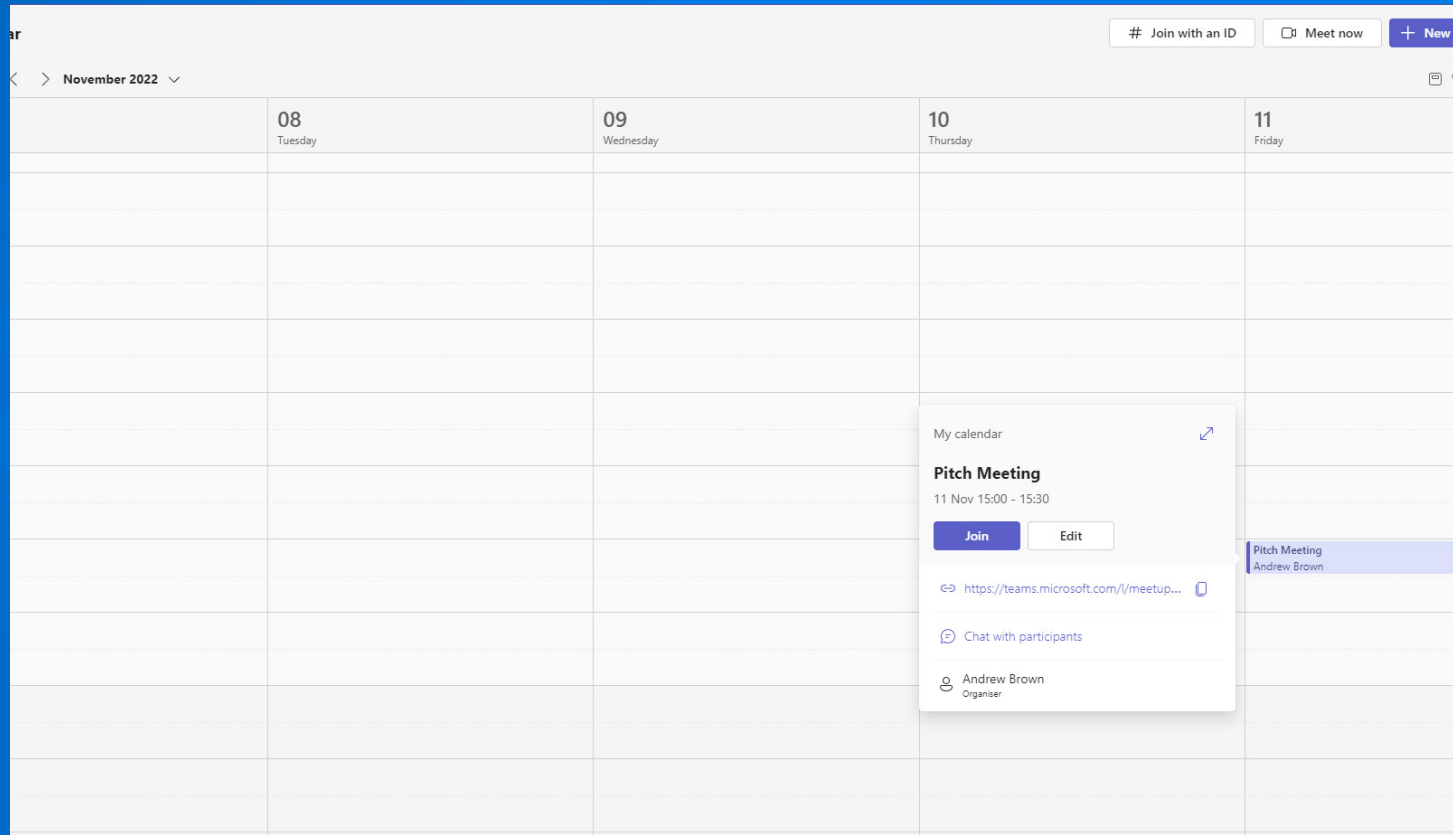
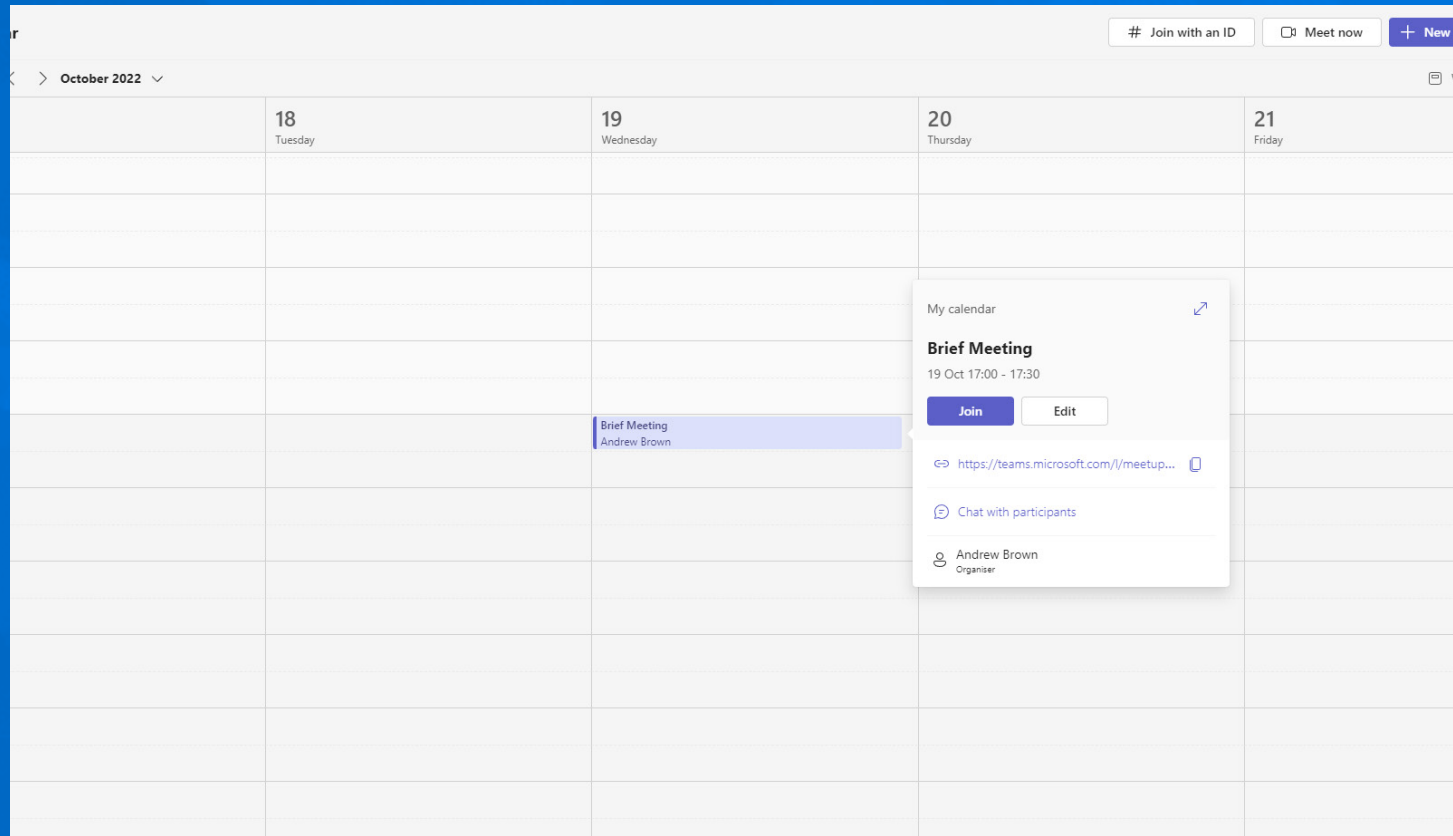


Microsoft Teams

When we needed to have important discussions we made use of Microsoft Teams to communicate, we had three of these meetings in total, one of them being with Claire and Sally. The other two meetings were concerning the brief and the pitch. Each of the meetings lasted longer than we had planned and extended over the thirty minutes we had originally planned.

In hindsight, we should have recorded these sessions like Jack did with our first meeting with Sally that way we could have documented and uploaded the conclusions we came to in those meetings on Basecamp where Adrian and Claire could have seen them.





TIMESHEET						
University of Ulster						
Name Group Member:		Andrew Brown				
Month/Year:		Sept-Oct/2022				
Project Title:		Abbeyfield & Wesley				
Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	29/09/22			Class Time	4	4
Friday						
Monday						
Tuesday						
Wednesday	05/10/22			Meeting with Sally	1	1
Thursday	06/10/22	Brief/Benchmarking	2	Class Time	4	6
Friday						
Monday						
Tuesday						
Wednesday	12/10/22	Brief/Benchmarking	1			1
Thursday	13/10/22			Class Time	4	4
Friday						
Monday						
Tuesday	18/10/22	Brief/Benchmarking	2			2
Wednesday	19/10/22	Brief/Benchmarking	6			6
Thursday	20/10/22	Brief/Benchmarking	2	Class Time	4	6
Friday	21/10/22	Brief/Benchmarking	1			1
Monday						
Tuesday						
Wednesday						
Thursday	27/10/22	Brief/Benchmarking	2			2
Friday						
Total Hours Design & Build			16	Total Meetings & Research	17	
Signature Group Member:		Brown				

TIMESHEET

University of Ulster

Name Group

Member:

Andrew Brown

Month/Year:

Oct-Nov/2022

Project Title:

Abbeyfield & Wesley

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday	11/11/22			Gathering Archive Footage	5	5
Monday	14/11/22			Gathering Archive Footage	2	2
Tuesday						
Wednesday	16/11/22	Pitch Document	7			7
Thursday	17/11/22	Pitch Document	5	Class Time	4	9
Friday	18/11/22	Pitch Document	4			4
Monday						
Tuesday						
Wednesday						
Thursday	24/11/22			Pitch	2	2
Friday	25/11/22	Production Log	2	Class catch up	1	3
Monday						
Tuesday	29/11/22	Product Development	2			2
Wednesday	30/11/22	Product Development	4			4
Thursday	01/12/22	Brief/Benchmarking	4	Class	2	6
Friday						

Total Hours Design & Build

28

Total Meetings & Research

16

Signature Group Member:

ABrown

TIMESHEET

University of Ulster

Name Group

Member:

Andrew Brown

Month/Year:

Dec/2022

Project Title:

Abbeyfield & Wesley

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	05/12/22	Product Development	5			5
Tuesday	06/12/22	Product Development	6			6
Wednesday	07/12/22	Product Development	9			9
Thursday	08/12/22			Class Time	4	4
Friday						
Monday	12/12/22	Production Development	2			2
Tuesday						
Wednesday	14/12/22	Production Log	4			4
Thursday	15/12/22	Product Revision	4	Class	2	6
Friday	16/12/22	Product Revision and Delivery	8			8
Monday	19/12/22	Production Log	6			6
Tuesday						
Wednesday						
Thursday	22/12/22	Production Log	8			8
Friday	23/12/22	Production Log	2			2
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						

Total Hours Design & Build

54

Total Meetings & Research

6

Signature Group Member:

ABrown

Total Time Spent

Sept-Oct

Total hours design and build: 16
Total hours meetings and research: 17
Total: 33

Oct-Dec

Total hours design and build: 28
Total hours meetings and research: 16
Total: 44

Dec

Total hours design and build: 54
Total hours meetings and research: 6
Total: 60

Total Hours

Total hours design and build: 98
Total hours meetings and research: 39
Total: 137

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