

FDST

PRODUCTION LOG



Edele Scott-Murphy

MED526

Table of CONTENTS

1

Forming the team

Initial thoughts

Meeting with the
Client

2

Research

Brief

Pitching to FDST

3

Final pitch

Project overview

4

Reflections



Introduction

This production log displays the work and thinking behind the work created for MED526.

This production log will showcase the work developed for our community partner through Project social. Along with taking you through the pre-production we will have a look at meetings and initial ideas that we had formed with Foyle Down Syndrome Trust.

All work within this document is from myself and my team but credit will be given to each piece, as there was two of us in the group it meant the work could be divided evenly into the area we are most strong in- mine being producing and pre-production.

The logo for Foyle Down Syndrome Trust is located in the bottom right corner. It consists of a dark purple speech bubble shape pointing downwards and to the left. Inside the bubble, the text "Foyle Down Syndrome Trust" is written in white, with the word "Syndrome" in yellow.

**Foyle
Down
Syndrome
Trust**

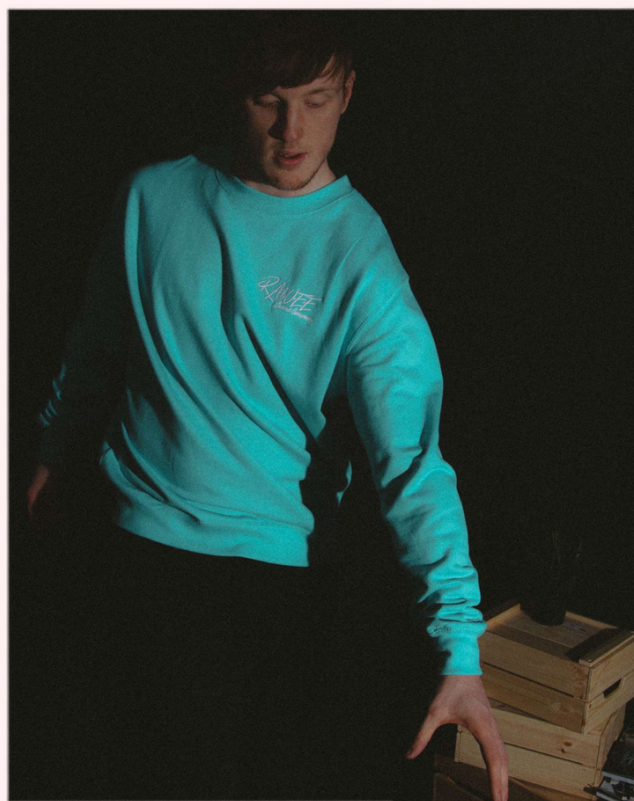
Edele
Scott-Murphy

Producer/Production
manager
Interviewer
Social media manager

Filmer
Editor
Graphic Designer

Meet the team

KODAK PORTA 400



KODAK PORTA 400

Thomas McCleary

The project

The background features several thin, light purple curved lines that sweep across the page, creating a modern and artistic feel.

During week 1 we were presented with the list of community partners and the one that stood out instantly to me and my team was FDST. Having worked with similar groups in the past and the type of content they were looking I knew this community partner would work well with my skills.

Foyle Down Syndrome Trust

Project Specification:

Create digital media outputs that show case "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 downs 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.

<https://foyledownsyndrometrust.org/>

PROJECT
SOCIAL



Skills Required:

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

From week one we decided to research our client so we could have an idea of the style of content we were going to create for them. Before our meeting we were able to have a plan of action to present to the manager Christopher.

Meeting with Partner



Claire Mulrone · Oct 3 · Notified 2 people

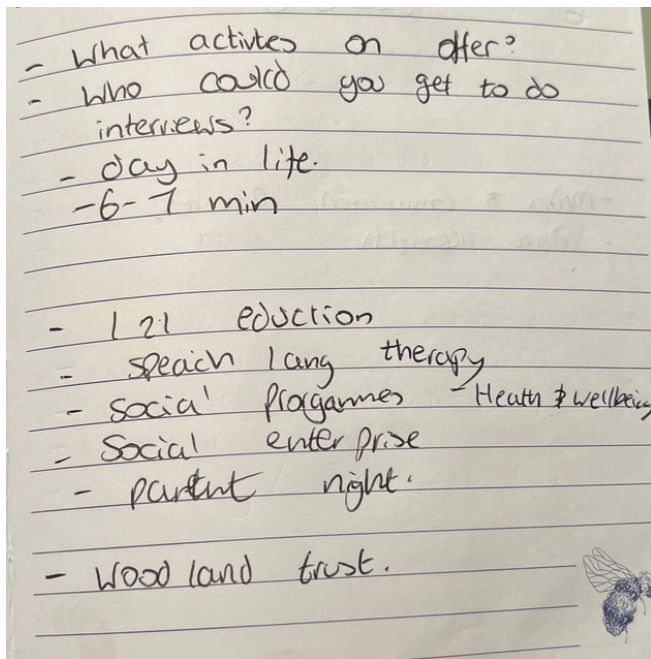
Edele and Thomas

I am delighted to inform you that your meeting with your partner will take place tomorrow morning Tuesday 4th october at 10.00am on Microsoft Teams, we will be meeting with Christopher Cooper from FDST.

I will issue a Teams invite to your Ulster University email account, please accept the invite.

Claire





From the initial the impression we received FDST were lacking in content creation, however upon further research and working with them we learnt that content wasn't lacking rather how to utilise what they had.

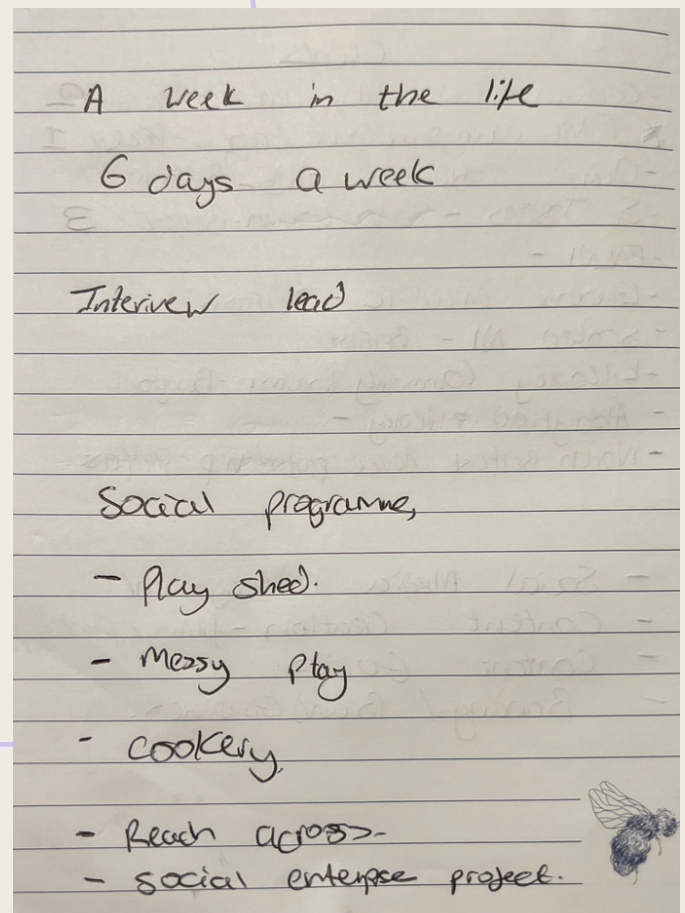
We took to researching similar charities to get a real sense of how we could help them be more successful in online content creation.

Initial Meeting

From our first meeting we had decided on creating a main video piece that FDST could use to promote themselves online and attract potential funders.

We got a rough list of the activities on offer and began to look at styles of video in order to see what would fit best.

We had also went ahead and sent over to FDST my showreel from previous video work.



Foyle Down Syndrome Trust

Set up people



Message Board

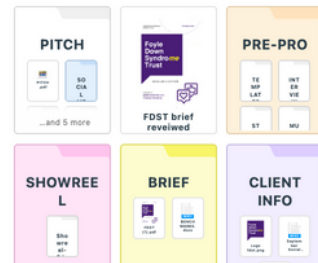
- Untitled**
Last day of filming with the trust today.
- Project-Social Wordpress Pass**
User: fast Pass:
- Filming day 2**
Hi all, We completed day 2 of filming
- Filming.**
Hello, First day of filming went well
- Untitled**
Thomas and I will be filming all day with
- Rina me and let know where u are**

To-dos

PITCH DECK
BENCHMARK
EDELE



Docs & Files



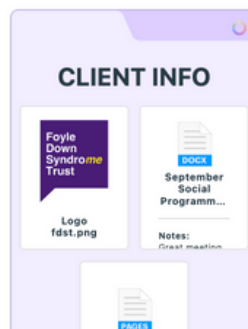
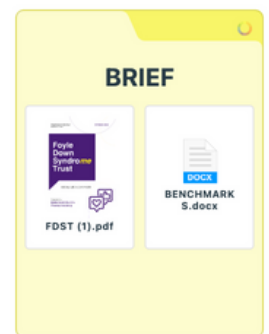
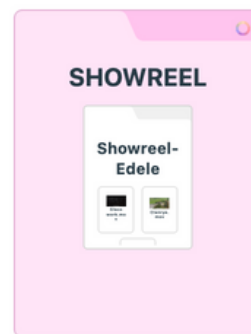
Campfire

- Adrian Hickey** 3:35pm
- Edele Scott-Murphy** 1:57pm
Corrections made to brief and re-u...
- Edele Scott-Murphy** 1:54pm
Afternoon, just incase my last mes...
- Edele Scott-Murphy** 12:36pm
Afternoon, Christopher had signed ...
- Claire Mulrone** 8:58pm
Great. Looking forward to your creat...

Schedule



Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.





Research & benchmarking

Here we had looked at four similar companies and how they were and are using social media successfully or unsuccessfully to boost their online presence. Ultimately all these charities post in hopes of potential funders or new members to join.

Having worked with some of the companies below I already had a sense of the type of content I was looking for when researching their socials, but also wanted to hone in on their quality of video and photography content as this was our area we were aiming for.

Below are the four we looked at-

Foyle Down Syndrome Trust

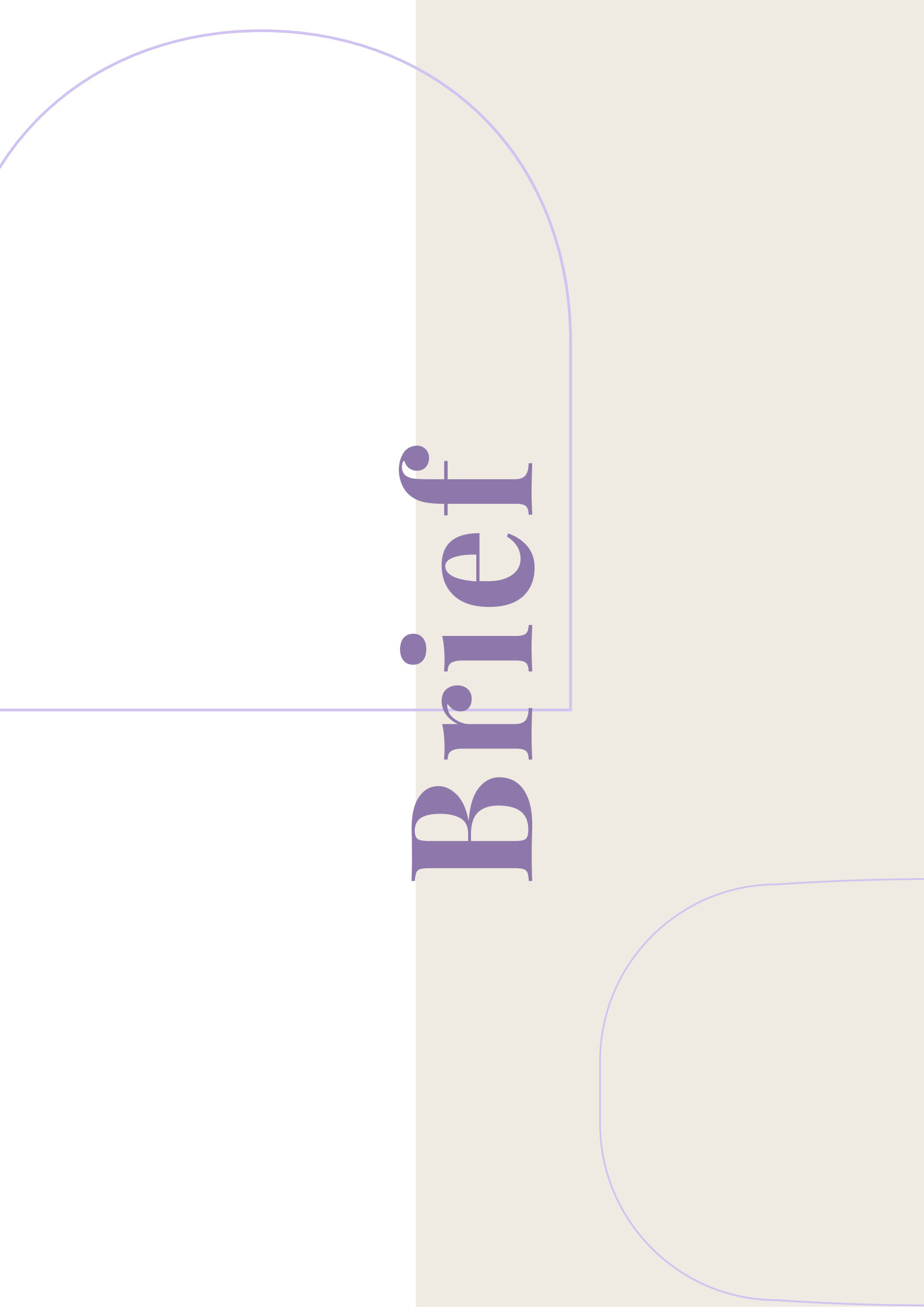
Clanrye Group

Australian Disability Advisory Network

Friends of the Arc

Foyle Down Syndrome Trust	Presence	Comments
Website	Yes	Website is dated, all social media isn't linked and could do with overall refresh
Facebook	Yes	Facebook is mostly used, good use of Hashtags and images. Links to other social needs. Video content is good.
Instagram	Yes	Good use of hashtags, regular posts, clear concise feed. Hashtags need to be updated and reel content should be used.
Twitter	Yes	Hasn't been used since 2021.
Youtube	Yes	N/A

Category	Social Media Feature	Foyle Down Syndrome Trust	Clanrye Group	Australian Disability Advisory Network	Friends of the Arc
First Impressions	Images	Good use of images Main image of logo clear throughout	Good use of images -Main image of logo clear throughout Strong clear images	Good use of images Bold images Bold colors Nice use of graphics	- Image based content- Good use of images- no clear logo
	Video/Reel Content	Minimal content Videos need updated	Clean cut brand new video content on active sites	-videos of shared stories Could be used more	Lots of images used for main feed on facebookLow quality
	Hashtags	-Limited but in use	-N/A	-minimal mainly through twitter	limited
	Regularity of posts	Frequent on all platforms	Frequent missing on instagram and twitter	Instagram used more frequently	Frequent on facebook
Content Quality	Images	-Image quality- opportunity for HD	-Dated images, reposts Newer images hq	Lots of stock images or low quality	-phone quality images
	Video/Reel Content	-Shot on phone.	Hq videos and infographics Great content	Story pieces with infographic good quality	n/a
	Hashtags	Good use of # on instagram and fb	n/a	-good hashtags	n/a
	Regularity of posts	Instagram and fb are well used, regular posts.	Facebook is main source of output others forgotten	Facebook posts lacking	Facebook posts only
Variety of content	Images	Mainly images video content needs updated and re-edited	-good use of images and video	Well mixed content of infographics to videos	-images and posters for events
	Video/Reel Content	- video content low	Mainly video posts	Good use of video	Low video content
	Hashtags	Hashtags need to vary	n/a	1-2 hashtags per post could vary	n/a
	Regularity of posts	Very regular	regular	-radom on platforms- mostly uses instagram	Regular posts through Fb
SCORE %-Use of Social Media.		25%	35%	25%	15%



Brief

10/10 completed

BRIEF

Add a to-do

- ✓ Audience Research/Audience Demographic 🧑🏿 Edele S. 🧑🏿 Thomas M.
- ✓ Production Schedule 🧑🏿 Edele S. 🧑🏿 Thomas M.
- ✓ Project Outcomes- What we want to produce. 🧑🏿 Edele S. 🧑🏿 Thomas M.
- ✓ Team introduction 🧑🏿 Edele S.
- ✓ Budget 🧑🏿 Edele S.
- ✓ Visual Identity 🧑🏿 Thomas M.
- ✓ Project Summary 🧑🏿 Edele S.
- ✓ Delivery- outcome 🧑🏿 Thomas M.
- ✓ Project Aim 🧑🏿 Thomas M.
- ✓ Description of Community Partner 🧑🏿 Edele S.

From my research then we could begin to put together a brief for the client. we wanted to show FDST and their team that we had a good understanding of the work they do for their community and how important we knew the video and promotional work would be in aiding them.

We divided the work in class and once we were ready had it signed off by Claire and Adrian to send of to Christopher for review.



Christopher Cooper <christopher@fdst.org.uk>

To: Edele Scott-Murphy



Mon 31/10/2022 09:03

Hi Edele

The **brief** looks 100%, the only language I would change is 'helping' to empowering or enabling or but it looks really good.

Many thanks

Christopher Cooper
Manager
Foyle Down Syndrome Trust
Phone 02871 343991
1st Floor Shared Future Centre | Cityview Park
61 Irish Street | Derry~Londonderry | **BT47 2DB**
www.foyledownsyndrometrust.org

Follow us on <https://www.facebook.com/foyledownsyndrometrust>

Deliverables

- 3-4 min Video with interviews
- 30s Social Media Cuts
- GIF/Animation of current logo.
- Photos
- Content Calendar
- Content Creation course

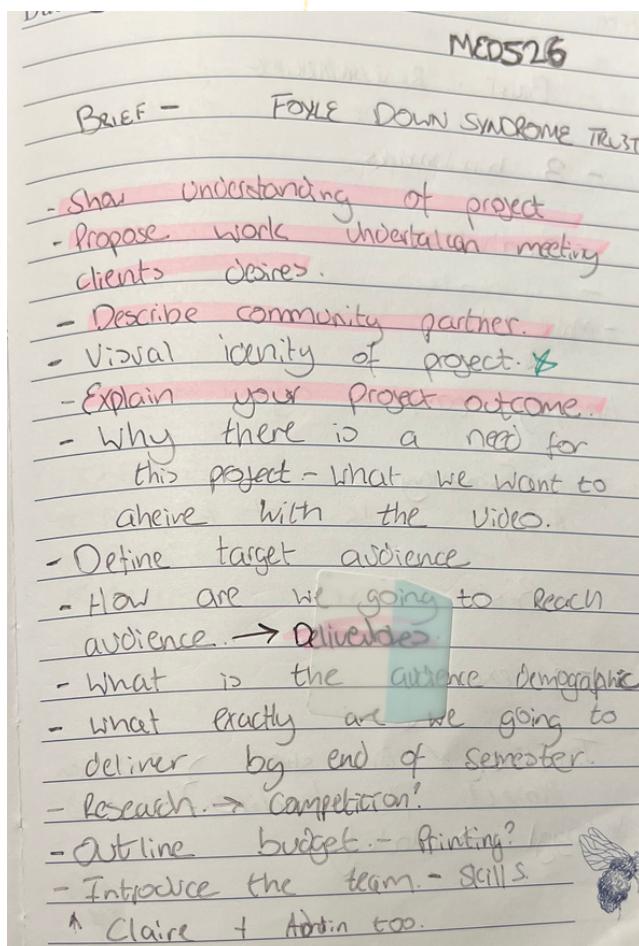


The video will introduce some of the key figures in the Trust including the Staff to the users/parents. The interviews will consist of a series of pre-approved questions that will enable us to get shots that relate to the answers.

We intend to cover all aspects of a Week in the life at FDST showcasing the activities and the educational support that they offer.

We presented a series of deliverables that we knew were achievable within the timeframe but as stated before once we had spent time at the trust and seen the work they did it was clear our main areas were delivering a main video and content creation.

The client seemed unsure of what they wanted exactly and as we went along and these deliverables changed we were able to sit down with them and talk it through to still have the best possible outcome.



2/2 completed - [Archive list](#)
EDELE

Add a to-do

- ✓ research
- ✓ Brief

1/1 completed - [Archive list](#)
THOMAS

Add a to-do

- ✓ Logo animation

Proposal 3

FDST are looking to promote themselves through the use of social media and video to raise the profile of the Trust and of the work they do for families and potential funders. Through our project we will create a content plan for a social media campaign with the video being the main piece for the campaign. A series of 30s social media cuts, images and graphic content will be included along with the content calendar.



Creating this video gives FDST more of a voice one that can be projected across all platforms and promotes the impact of the trust activities that can be showcased across all platform and reach a larger audience and potential funders.



The aim of the video is to showcase the projects and activities that FDST run for the children and young people who use the service. Looking at the impact that they have on the local community and the support they offer to a individual with Down Syndrome. We have been asked to focus on a 'Week in the life' of everyone at FDST, interviewing staff, service users and parents showcasing the activities and the work that they are doing on a weekly basis. By interviewing staff and service users we want to get a personal feeling from our video and really showcase the individuals voices and what they gain from their time FDST.

6 Audience



Foyle Down syndrome Trust are looking their content to target funders/donators alongside those who would benefit from their services. The content created for the social media campaign will be aiming to demonstrate to funders why FDST need long term investment while simultaneously displaying online the services they offer and how it is beneficial to the user.

With use of appropriate hashtags we aim to find our audience-

Using popular hashtags such as [#downsyndromeawareness](#) [#dowsyndromerocks](#) and creating a community based around [#foyledownsyndrometrust](#) where others can promote and connect through the one hashtag, creating a supportive community.

By using the popular hashtags you get your posts into a very active space, where others around the world can view your posts and engage with them.

Creating a corporate and professional style video that will appeal to existing and potential new funders. We will create a short informative and engaging video sharing the impact of the work done by FDST.

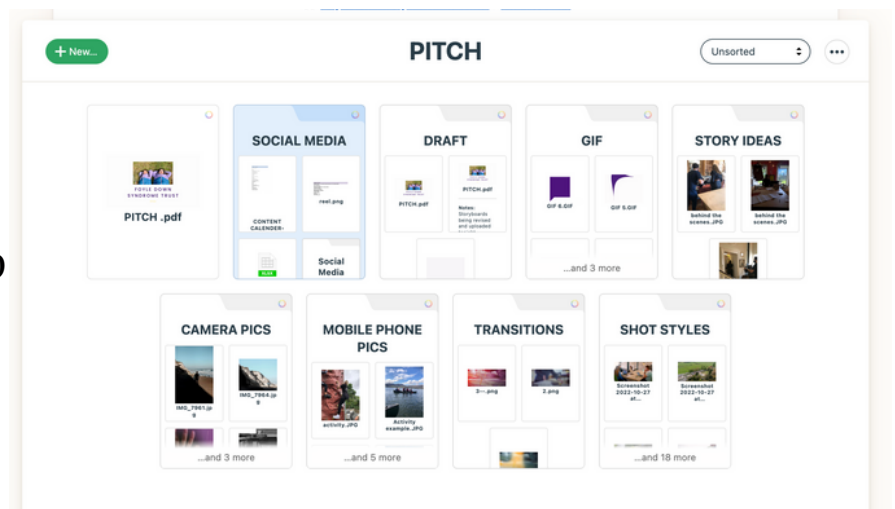
Final Summary

Overall with the tools and media content provided by us Foyle Down Syndrome Trust will have a professional promotional video along with a Social Media campaign to promote this. We will create the resources needed to continue to boost their online platforms and harness the power of Social Media to share the amazing impact of the services that the trust provides.

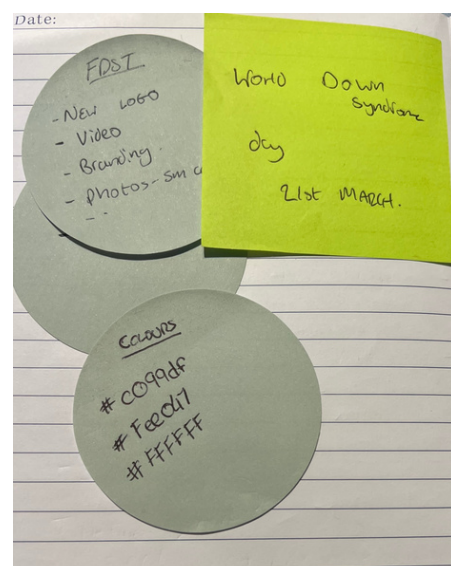
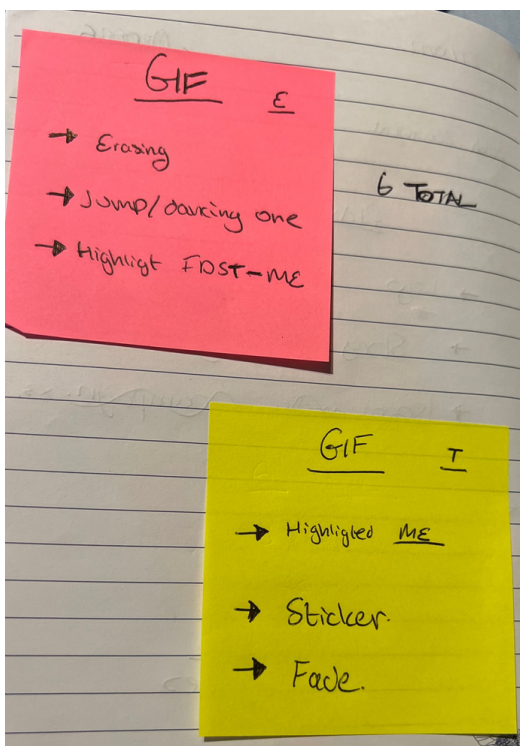


Initial ideas

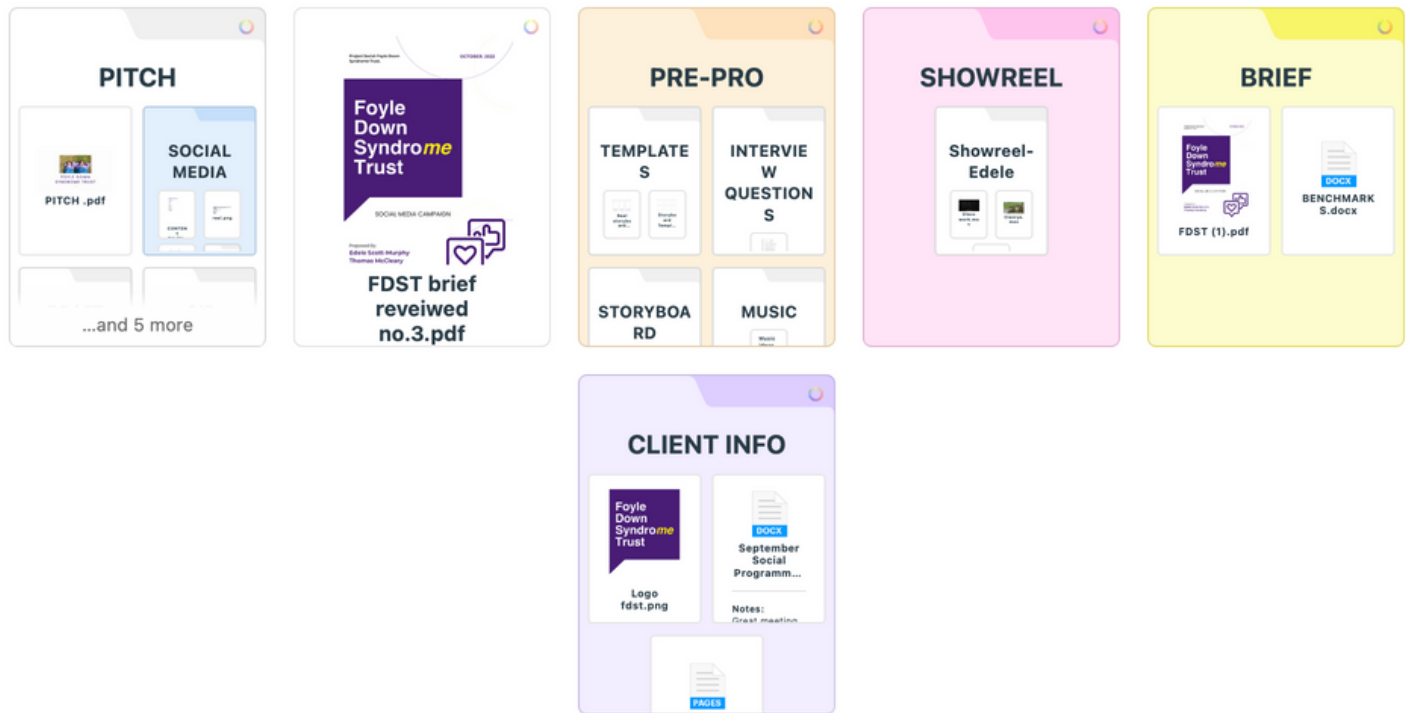
Once signed off on the brief we started putting together a pitch including storyboards, here you can see how I organised our Basecamp in order to keep all research and ideas cohesive and easy for each team member to access.



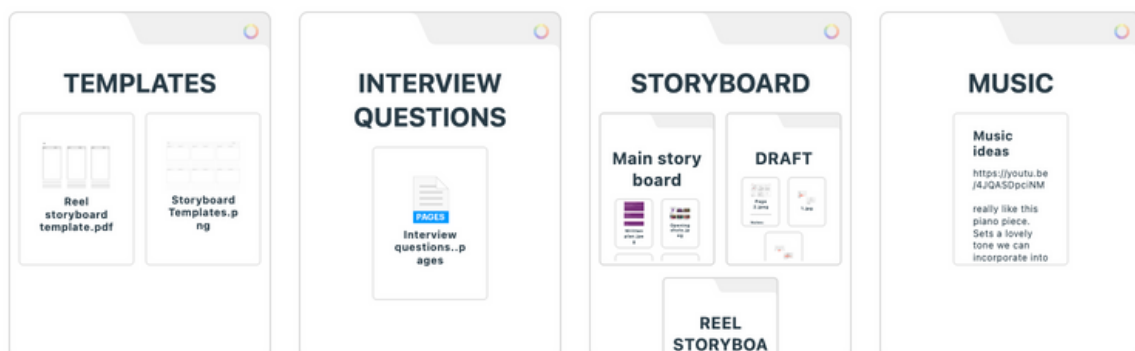
Following their branding I started in on making three GIF animations each of their current logo.







Along with the GIF animations I began the rest of our pre-production work, starting with finding music and from their beginning to storyboard for their social media content.



Title- Sign of the week-learn Makaton with us!



"Good morning" text appears



Text fades to subject facing camera.

Shot is waist up and clear view of hands



One continuous shot subject begins

Good morning in makaton.

"Today's sign is Good Morning"

The Pitch

Title- Sign of the week-learn Makaton with us!



Subject repeats makaton sign.

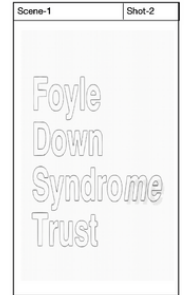
"Good Morning"

Shot is continuous no cuts.



"Join us next week for our next sign of the

Week"



FDST LOGO FADES IN

Nov 22



Adrian Hickey, Senior Lecturer in Interactive Media

Edele, I thought we agreed that these boards would use photography?

Because:

1. There isn't time to draw them in enough detail - see Reel 3 for example - it is so vague as to be meaningless.
2. The community partner will want detail in order to agree to the proposed shots.

It is getting frustrating, going over the same feedback and unfortunately not progressing.

Nov 22



Edele Scott-Murphy

My apologies, I thought it was due to a time constraint that we were to use images however I found it quick to draw.

Will change this to include more detail and upload by this evening rather than scrap the previous ones made.

Edele.

Nov 22



Adrian Hickey, Senior Lecturer in Interactive Media

OK. If you can add more detail we can move on.

We do not have time to start again.

Following feedback I revised my storyboards and used images in order to have more detail



Open with group



Document as you go



End with group

'Cook wit

Nov 24



Adrian Hickey, Senior Lecturer in Interactive Media

OK NOW we are ready to go.

Well done for getting this where 🧑 Claire and I need it to be.

🧑 Claire would you have availability next week to book in a pitch for Thomas and Edele please?

Dec 2022							ROLE	TARGET	KEY DATES
							Day activity	Funders	DEC 3RD-International Day of Persons with Disabilities 2022
							Client testimonial	Charities	International Volunteers Day 2022
							About us	People with Down Syndrome	Christmas Jumper Day 2022
							Walk along	Day groups	
							Funding	Newcomers	
							Location	Family	
							Feed post	Individuals	
NOV DEC WVC 26/12/22	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
SUNDAY				1st					
DEC WVC 5/12/22	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
SUNDAY	International Volunteers Day 2022			Christmas Jumper Day 2022					
DEC 12/12/22	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
SUNDAY					Location				
19/12/22	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
SUNDAY						Archery/Climbing wall			
26/12/22	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
SUNDAY									
Location									

CONTENT CALENDER

Instagram Reels:
 30 secs or less, 1-3 per week, sized correctly, cover image selected
 Learn makaton
 Tours of the centre
 Videos showcasing each activity offered
 Influencer content
 Spend a day at FDST
 Walk throughs of activities
 Monthly recap
 Location videos
 Day trips
 Community work

Instagram Hashtags

#downsyndrome
 #it
 #autism
 #downsyndromeawareness
 #specialneeds
 #downsyndromelove
 #sindromedown
 #inclusion
 #trisomy
 #love
 #nothingdownaboutit
 #adhd
 #disability
 #autismawareness
 #downsyndromerocks
 #morelikethandifferent
 #upsyndrome
 #trisomia
 #asd
 #rocks
 #downrightperfect
 #changingthefaceofbeauty
 #down
 #downsinmitos
 #specialeducation
 #disabilityawareness
 #autismacceptance

REELS AND HASHTAGS

Here is the content calendar template I made and provided along with reel ideas and research into best hashtags for FDST.

These were revised when we pitched to the trust in person.

Pitch



Claire Mulrone · Nov 28 · Notified 3 people

Guys slight change in Plan, Christopher is able to do the pitch on Thursday morning at 10.00am. If you are coming by train I can lift you at the train station and bring you to their offices for the pitch and the recce. We can then head back to Coleraine.

Don't forget to have a full colour hard copy A3 pitch deck printed for this pitch.
let me know if this suits.

Claire



Claire Mulrone

[Assignments](#) · [Activity](#) · 1 52 am GMT

Tuesday, November 22

Hi Claire, I am waiting on my rota from work but I am hoping there is a day in the next week that we can arrange to go down and meet with community partner. Even if we were to pitch when ready down with them in Derry.

9:43am Me



Claire Mulrone 9:50am

Ok let me know what suits you both. Remember that Adrian has to sign off the pitch before we can go to partner and we need a hard copy full colour A3 version printed for the Pitch. once Adrian is happy he will print it for you and you can collect it in the agency.

9:51am Me

Perfect thank you.



Friday, November 25

Hi Claire, I've messaged my boss to keep the Wednesday free for us. Regarding that I don't know if I will be well yet as chickenpox has made me very ill, causing complications with previous health conditions.

2:23pm Me



Could Thomas go ahead with the brief under the circumstances, or I could even be on for a zoom call on the day.



Claire Mulrone 10:14pm

Edele I'll be guided by you and your medical team. I would be cautious as the young people at FDST very often have other underlying health conditions. Let me know what you want to do on Monday. Hope you're feeling better soon. Take care!

Due to myself falling sick our pitch had to be pushed back. When we went to pitch however it went very well and the feedback we received was what we needed in order to move forward and begin filming the following week.

Filming.



Edele Scott-Murphy · Dec 8 · Notified 3 people

Hello,

First day of filming went well we covered a lot of the groups and sessions they run.

We got-
Social Enterprise
Educational sessions
8-12 year old group
Music therapy session.

Already in talks of planning for next week.

Edele and Thomas.

Filming

Overall we spent about 5/6 days filming down in Derry with the trust, each shoot day lasted around 8 hours meaning we could capture as much footage of a day at the trust.

Before each shoot I was in contact with the trust to brief them on what we would be filming and also to organise best times for us to be there.

Unfortunately we could only capture certain days at the trust due to outside scheduling conflict. When we were there we followed the young people and staff throughout their day, even helping out in the activities. With the limit of what days we could film we utilised as much of our time as possible with FDST and when going through our footage could see what areas we were missing in our story.



Christopher Cooper <christopher@fdst.org.uk>

To: Edele Scott-Murphy



Fri 02/12/2022 10:11

Hi Edele

I think to capture as much as possible it might take another day. Thursday, will give you both a chance to get the Education, Music Therapy, social enterprise and the 8-12 group which would be great, I would like the 20+ and 13-19 social programmes included also if possible.

Thanks

Christopher Cooper
Manager
Foyle Down Syndrome Trust
Phone 02871 343991
1st Floor Shared Future Centre | Cityview Park
61 Irish Street | Derry~Londonderry | BT47 2DB
www.foyledownsyndrometrust.org

Follow us on <https://www.facebook.com/foyledownsyndrometrust>

I also ran interviews of staff and users in order to create a personal voice element to the video, through a set of pre-approved questions I was able to use the interviews to cover any areas we had missed in the footage.

Overall I managed the shoot days and kept the team on the write track to getting all the clips we needed.

FDST

Interview Questions

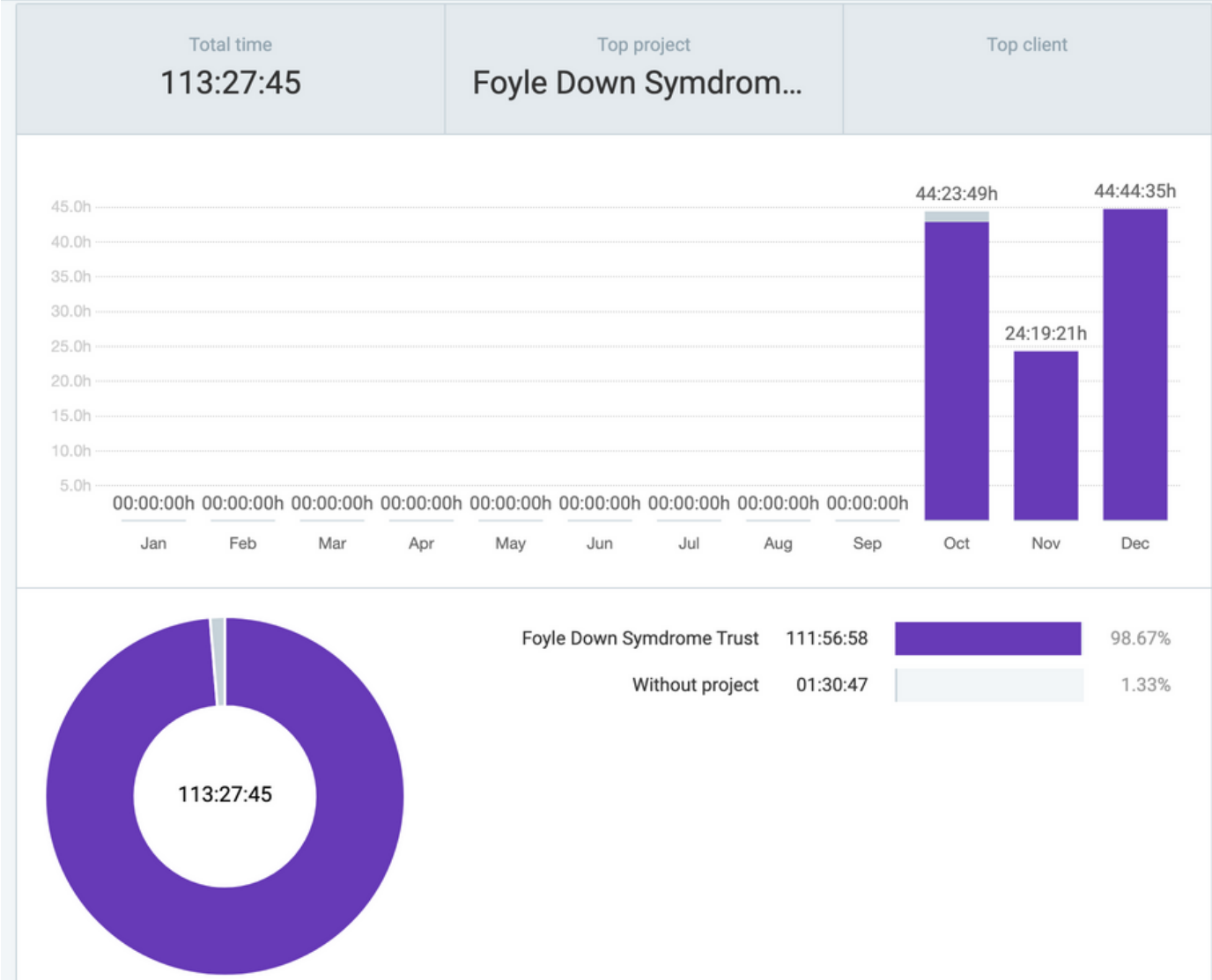
STAFF/PARENT

- Introduce yourself and role/place here at the trust.
- Describe your day to day routine when you come in to FDST?
- What does FDST mean to you?
- How do you benefit from the services FDST offer?
- Is there an activity that you enjoy most?
- Why do you enjoy coming in to work/FDST?
- Why funding is important to the trust?

USER

- Introduce yourself, can you tell me your name and how old you are?
- Describe your day to day routine when you come in to FDST?
- Do you have a favourite staff member and why?
- Is there an activity that you enjoy most?
- Why do you enjoy that activity?
- Favourite day trip or outside activity?

Timelog



Reflection.

This entire production Thomas and I worked well and coherently to get to the final outcome we desired. Having both worked on sets before we knew that there is always changes and filming can be unpredictable but we were ready to adapt to these changes as we went. Production went best as Thomas took over the creative element of our work and I could keep us organised and on schedule through production managing.

Having started with a large list of deliverables our final outcome came down to a main video and a content creation course for the trust, but our entire aim was to make sure the client was happy meaning changes were made as we went. Having worked closely with Christopher and with his constant feedback we know that the trust are happy with the outcome and the path we took. We wanted to create a video to help boost the voice of the trust and push to potential funders and this is what we have created.

Managing and keeping track of the whole production I really enjoyed and felt my skills were well matched to the brief, however my communication with my lecture's could have improved when including them in emails to the trust.

With there being some challenges I faced such as falling ill or travel issues due to the heavy snowfall I feel overall myself and my teammate were able to work together to overcome these issues and both were able to put in the work to give the client the best possible outcome. Creating such a production in such a short amount of time was our biggest challenge but I feel myself and Thomas were able to overcome this and create a great outcome for Foyle Down Syndrome Trust.

